



CLIENT: Internal

TOUR: Pittsburgh

SEGMENT: 01 - Welcome to Pittsburgh

Length: 2:50 Driver: No Researcher: Thom Ryng

VIDEO	AUDIO
<p><i>(a modern blast furnace with steel coming out – an explosion of smoke is revealed to be musket fire as the smoke clears to reveal our French & Indian War reenactors)</i></p>	<p>«bang!»</p> <p>Narrator:</p> <p>Two hundred fifty years ago, Pittsburgh began in fire.</p>
<p>Superimpose (?) map of the three rivers (named) showing “Ft. DuQuesne”</p>	<p>The year is 1758, and Britain is at war with France.</p> <p>In America, the French are in full retreat.</p> <p>Fort Duquesne (de-KANE), strategically placed at the juncture of three rivers, falls to the advancing British Colonial forces.</p>
<p>On the map showing “Fort DuQuesne”, the name is X’d out and “Fort Pitt” is written above it.</p>	<p>Scottish General John Forbes orders a new fort built on the site, which he names after British Prime Minister William Pitt.</p>
<p>Then that’s X’d out and “Pittsburgh” is written in.</p>	<p>A town soon grows around Fort Pitt.</p> <p>[Forbes, a native of Edinburgh (ED-in-burr-ah), calls the new town Pitts-burgh (PITTS-burr-ah).</p> <p>The name sticks, even if the pronunciation changes.]</p>

VIDEO	AUDIO
<p>Hammer strikes anvil, sparks</p> <p>industrial fire and smoke</p> <p>images of the men sequentially superimposed.</p>	<p>«bang!»</p> <p>Narrator:</p> <p>In the nineteenth century, Pittsburgh is forged in steel, by men with names like Carnegie, Mellon, and Frick.</p>
<p>More scenes of industrial hell?</p>	<p>Bridges carry roadways, railroad tracks, a maze of wires and pipes, and even molten steel across the Allegheny, Monongahela, and Ohio Rivers.</p>
<p>Swirling black smoke around antique lamp posts</p>	<p>The air is so polluted with thick, black smoke that Pittsburgh’s street lamps burn both night and day.</p>
	<p>Writer James Parton calls Pittsburgh “hell with the lid taken off”.</p>
	<p><i>(Woody clip?)</i></p>
<p>Steelworkers at work</p>	<p>Pittsburgh was built through the sweat and blood of countless hundreds of thousands of steelworkers and their families.</p>
<p>The clean, modern Pittsburgh</p>	<p>And though the steel mills and the pollution are long gone, those families and that spirit of community remain.</p>
	<p><i>(MOS stuff)</i></p>
<p>Cover of magazine?</p>	<p>Pittsburgh is now the only place to be twice named “America’s most livable city”.</p>
	<p><i>(more MOS?)</i></p>
<p>End with triumphant 250th celebration fireworks.</p>	<p>Join us as Pittsburgh celebrates 250 years – and welcome to Pittsburgh!</p>