

Andalusian Lifestyles | Show One (2nd rough 12/2)

TRT 28:30

Video: _____ **Audio: Current 30-second music theme Image montage**

Intro: (30 sec)

V.O.

“An opulent dream, born from an exotic past.

A lifestyle of perfection – built on legend,

rich in passion, luxury and nobility.

Where the soul of an ancient heritage,

meets the spirit of innovative design.

This is Andalusia, at Coral Mountain.

Explore the dream.”

Title Theme: (30 sec) MUSIC
Montage of Show images

Custom music theme expanded from current theme

Transition (10 sec) V.O.

(Anncr.)

*Welcome, to “Andalusian Lifestyles”. Now introducing
your hosts David Willis and Lynda Elkin.*

Host/Hostess Welcome (1:30):

Dave: “Welcome, for the next few minutes, join
us on a journey behind the gates of

Andalusia at Coral Mountain; the valley’s
most exquisite new residential golf development. This
exclusive new community offers luxurious private
homes inspired by the rich architectural traditions of
Andalusia, Spain’s ancient southern region.”

Lynda: “Privileged residents of *Andalusia at Coral
Mountain* enjoy sweeping vistas of the spectacular
Santa Rosa mountains, a world-class Racquet Club and
Fitness Center, walking, biking and hiking trails throughout
Andalusia – and, best of all, the thrill of playing the lush
fairways of *two* championship Rees Jones’ golf courses.
It’s important to note that this combination of amenities,
style and quality does not exist anywhere else in the desert.

We'll be presenting all of these elements of Andalusia in greater detail in up coming segments."

Dave: "While the amenities here are without question, world-class; it is the homes at Andalusia that truly define the uniqueness of this community. On tonight's show we'll take you on a personal tour of three of the six model homes available and discover how this amazing, vibrant community came to life through the visionary efforts of some amazing master planners."

Lynda: *(light cheery)*

"...And don't forget *my* favorite segment, golf fashion. We'll show you the latest in golf fashion available from the Andalusia pro shop. I'll also I get a one-on-one lesson about the best undiscovered wines with, _____,"

Dave: *(jumping in)*

"Next, we'll hit the greens with Andalusia 's resident Golf Pro, Andalusia's Director of Golf, Fred Nadeau. If anyone can put my game to the test, it'll be Fred... Fred will also share some hints with us that might just take a few strokes off your game."

Lynda: *(light cheery)*

"So, join us, and discover the Andalusia Lifestyle!

(Turn to Dave)... "Hey Dave, you better get going!"...*(Playful banter)*

Testimonial & 1st home tour

(2:00) Pre-written

Hostess Segue: (15 sec)

B-roll

Lynda O/C

Prep. Shot of fashion "set"

Lynda: "We'll see more of the beautiful homes at Andalusia in a few minutes. Right now Dave is on his way to the golf course and I'm going to head over to our fashion segment – stay with us."

Commercial Break (1:30)

3 COMMERCIAL SPONSORS

Host/Hostess Intro Golf (3:30)

Dave & Fred: *(Banter)*

“We’ll join Lynda in just a few minutes to preview our golf fashions, but right now, I have the pleasure of introducing you to Andalusia’s resident Golf Pro, Fred Nadeau. It’s great to be here with you today Fred!”

(Fred Responds)

Dave: “Fred, I have to confess, the first time I set my eyes on this course, and I was blown away by the amazing layouts and the attention to detail. I’ve never seen anything like it in the valley. Tell me a little bit about the birth of this course – how it was conceived, its difficulty rating and which holes in your opinion, are the most challenging ones?” *(Fred Responds) 30-second short narrative by Fred.*

Dave: “Well what do you say we head out see how well she plays, huh?” *(Fred acknowledges) Banter begins as they initiate game (play hole 1 / 9 - Show 2 10 / 18)*

Narration As Required Dave: *Small talk about front 9.*

Host Segue: (30 sec)

Dave: *(Being cheeky)* “We’ll see how this game – the ‘Duffer vs. the Pro’, ends on tomorrow nights program! Fred and I will return in just in a few minutes with a couple of golf tips guaranteed to shave some strokes off your handicap; but first, let’s take the opportunity to talk with Blake Haddock (VP of Sales & Marketing at Andalusia) about the initial vision for Andalusia and how this one-of-a-kind community evolved from ideation into reality.” *(David & Fred leave hole and indicate where they are meeting for the tips)*

Dave: “We’ll meet back up with you at hole ____.” *(Toss to Interview)*

Blake|Grady Interview: (2:00)

Interviewer: (off camera)

Question #1: *“From its inception, Andalusia was designed to be unique; brilliant in its concept and design. What was the seed of inspiration for this development?”*

Question #2: *“What kinds of building methods were employed to ensure the authenticity of Andalusian architecture you wanted to bring to these homes?”*

Question #3: *“Why this location? What was the selling point for you, to bring this development here, to the Coachella Valley?”*

Testimonial & 2nd Home Tour: (2:00)

Host & Hostess Tag: (15 sec)

(Scene set up) *Dave & Fred drive up in golf car to fashion location. Lynda seems surprised to see them. Dave introduces her to Fred.*

Lynda: “Dave, what are you doing here? I thought you were golfing?”

Dave: “It’s just a drive-by Lynda. We’re headed out to hole _____. Fred is going to lay some amazing golf tips on me!”
(Playful banter as Lynda shoo’s them off as Dave & Fred wave and leave)

Lynda: “Like I mentioned before, you’ll find some amazing golf fashions available at the (pro shop?) at Andalusia. After the break we’ll give you a personal preview of some contemporary fashions that work on or off the course, all up next!”

Commercial Break (1:30)

Afternoon:

COMMERCIAL SPONSORS

Host Intro/Fashion (4:00)

Lynda: *(banter with pro shop manager)*

“While having a great game is important, looking great on the course is also key. With me is _____, _____, of the Andalusia Pro Shop on-site here. Welcome, _____.”

Q: “What considerations were made in selecting the right line of clothing for your shop?”

(Shop manager answers)

Q. “How about the residents, do they make suggestions on what kinds of apparel they like to wear on the course?”

(Shop manager answers)

Q. “What kinds of trends are you seeing in golf apparel these days?”

(Shop manager answers)

Lynda: “Fantastic, well _____ let’s take a look at our first outfit. “

(Continue banter about each outfit as demonstrations are shown)

Lynda: “Thank you _____ for spending some time with us and giving our viewers a peek at some incredible resort-wear. Stay with us for our final home tour at Andalusia, you won’t want to miss this one.”

Testimonial & 3rd Home Tour

(2:00) Pre-written

Host Segue: (15 sec)

Dave: “As promised, we’ll have golf tips up next that you won’t want to miss. Back on the course Fred showed me his ‘300-yard drive from his knees’ – incredible! I knew he was definitely the man to give *me* a few pointers! We’ll catch up with Lynda again for our exclusive wine segment featuring Spanish wines guaranteed to please both you and your guests. Stay with us!”

Commercial Break (1:30)

COMMERCIAL SPONSORS

Golf Tip: (1:00)

Dave: “We’re back for a few golf tips, but first as promised, Fred will attempt his famous 300-yard drive from his knees. Fred, this is your big moment. You ready? Let er’ rip!”

Reveal Shot.

(And the crowd goes wild)

Fred: “Ok, all tricks aside. The first step toward improving your game is...” *(Demonstrates tips).*

(Six tips to be provided which will rotate)

Dave: “Thanks Fred, I think even my game can be improved by that tip. I’ll put it into practice next time I’m out on the course. Thanks so much for spending time with us on the course today; it’s been a real education.

(Fred thanks Dave and Fred exits shot).

Dave: “ All this golfing has made me thirsty. How bout’ we join Lynda for some wine tasting?” *(Dave heads to house where Lynda is).*

Wine Segment (3:00)

Lynda: “The Andalusia region of Spain is an area rich in cultural diversity. It is no surprise, then, that Andalusia comes to mind when exploring Spain’s vinicultural tradition. With a winemaking history spanning more than 2000 years and with more vineyard acreage than any other country in the world, it seemed only fitting that we devote a segment on our show to Spanish wines. With us today is our resident wine expert, _____ who has some fabulous suggestions on wine pairing for the novice or experienced connoisseur.”

Lynda: “Welcome, _____, it’s a pleasure to have you on the show.”

(Wine expert thanks Lynda)

Lynda: “So, _____, in the spirit of all-things Andalusian, we’ve decided to prepare some traditional Spanish dishes to pair with our wines this evening.

(Lynda walks to table with food laid out)

Lynda: “All of this looks and smells *so* amazing! We have some “Tapas”, or Spanish hors de oeuvres and _____ on hand. What kind of wines would best compliment these dishes, _____?”

(Wine expert goes over two or three varieties of complimentary wines and they banter over flavors and pairings).

CUT TO DAVE: *(As wine segment wraps Dave walks in removes his golf gloves).*

Dave: “Hey Lynda, I had an amazing day on the greens. I swear my swing has improved after only one lesson out there.”

Lynda: “That’s awesome Dave! What do you think of my new outfit? Pretty snazzy, eh? They’ve got an amazing pro shop here.”

(Dave ooh’s and ahh’s appropriately – friendly banter)

Dave: “I would love one of those glasses of wine right about now. How about a toast?”

(Lynda hands him a glass)

Lynda: “To Andalusian Lifestyles!”

Dave: “To Andalusian Lifestyles!”

Host/Hostess Wrap (1:00)

Dave: “We hope you’ve enjoyed this small taste of the Andalusia Lifestyle, there is simply put no community like this one in the Coachella Valley -- amazing. We’ll be back tomorrow with another edition, but the only way to truly appreciate the energy and quality of life spirit here is to visit Andalusia in person.”

Lynda: “With so much variety and stunning beauty, you’ll easily become captivated by all that living here can provide. We invite you to come and see for yourself.”

Dave: “Tonight we just scratched the surface. Join us again tomorrow for another edition of *Andalusia Lifestyles*.” We’ll complete our golf game and Fred will have more great golf tips...”

Lynda: “We’ll feature more gorgeous homes and a cooking segment with resident chef _____ for ultra quick salads, and some of the great Spanish recipes featured at the clubhouse.”

Lynda: (*smirk*) “Hey, the Food Channel’s got nothing on us!”

Dave: “And we’ve got a great auto segment courtesy of Desert Lexus.”

Lynda: “We invite you to check out the Andalusia web site, but to fully appreciate *Andalusia at Coral Mountain* you need to come and see it in person. “

Dave: “After your visit, I’m sure you’ll agree with us, there is no place like Andalusia – see you tomorrow.”

(*clink glasses and smile*)

Lynda: “Good night.”

Sponsors & Credits (1:00)

**WINE SHOP | FASHION STORE | GOLF STYLES |
CATRERER | MILLIENNIUM MORTGAGE.**

##