

Wired for Sound Trailer
(Crawford Communications)

Horror movie trailer open with guitar

V/O open:

TITLE TREATMENT HERE - CUT TO
MUSIC...(15 sec)

VISUALS: Show eras with the names associated with "Soundtrack" (PLACARDS SHOWN IN RHYTHM TO THE OPENING OF THE ROLLING STONES "START ME UP"), Eric Clapton- Charlie Christian - Les Paul - BB King - Chuck Berry - Jimi Hendrix - Charlie Byrd - Carlos Santana - Keith Richards - Eddie Cochran - Eddie van Halen - Kurt Cobain – Prince, etc.

V/O:

The electric guitar has shaped musical history and defined moments in each of our lives. This came about not only through the innovations and artistry of the players, but through the instrument itself.

AUDIO: EITHER SOMETHING FUNKY LIKE STEVE CROPPER (BOOKER T)/ OTHER OLDER R&B OR SOMETHING SLIGHTLY TRIPPY, E.G., JOE SATRIANI, JOHN McGLAUGHLIN (MAHAVISHNU ORCHESTRA) OR THE POLICE ("WALKING ON THE MOON")

The electric guitar has helped sow the seeds of revolution, soothed the savage beast and for better or worse, has taken the passion and the power of creative expression and put in the hands of the kids down the street.

This fusion of wood, wire and electricity was born in the 1930's.

Although its evolution continues today, acceptance was an uphill battle.

Segovia called it an abomination. Some hoped it was a passing fad, but it wasn't long before Ernest Tubb had taken it to the Opry, George Benson was On Broadway and Spinal Tap had turned it up to 11.

The electric guitar had become a bona fide cultural icon representing energy, rebellion...

and fun, a great way to meet girls. You've

danced to it...

you've cried to it...

you've been spellbound by it.

VISUALS:

MOSH PIT

KENT STATE

HENDRIX

Today the electric guitar is everywhere, in practically every form of popular music, from the concert stage to the garage. WIRED FOR SOUND shows how this has come about through technical and manufacturing developments, through the players and their styles from the frying pan to the flying V from Chet Atkins to Frank Zappa.

Much of WIRED FOR SOUND will be drawn from the producers' exclusive archive of interviews with the world's most renowned guitar craftsmen and nationally known musicians and recording artists. The creative team for the show is made up recognized authorities who have longstanding relationships within the industry.

AUDIO: ANY COOL JAZZ A LA TRACK FROM WES MONTGOMERY

Like no other instrument before it, the electric guitar has helped jazz swing, country pop and R&B cook. It makes the blues cry and you can, t rock without one.

AUDIO: FINAL BARS OF MOUNTAIN'S "MISSISSIPPI QUEEN"

It used to be such a quiet, mellow collection of wood, metal and wire.

Come hear how the humble guitar, and the soundtrack to our lives, became

WIRED FOR SOUND.