

## Vail Resorts SCRIPT (News Writing)

**Braden Barton and Sam Elliott**

VIDEO	AUDIO W/ TME STAMPS
Skiers walking in the Vail ski resort. Instagram Posts/Articles	VO: Recently, Vail Resorts has received a lot of negative attention in the media. It is clear that many people are upset with how things are being run.
Instagram Posts/Articles Skiers at Vail. Water Fountain in Vail Village.	VO: Many Instagram posts have been made about Vail Resorts. Some showcase the extremely long lines that occur on any given day. Some are about the problems happening within Vail Resorts. Some even address how poorly Vail Resorts is treating their employees.
B-Roll of scroll through petitions and articles.	VO: Petitions have been made too. One petition that can be found on Change.org has been signed by 44,000 people. This addresses a number of complaints, including alleged poor treatment of employees, lack of open terrain, and long lift lines.
B-Roll of articles.	VO: Many articles have also been written regarding these issues. Articles from the Vail Daily, the Wall Street Journal, The Denver Post, and more can be found about employee housing problems, the cost of expenses, overcrowding within the resort, and more.
Ski's for sale. Skiers walking through resort.	VO: There are many problems involving Vail Resorts. We wanted to find out what people had to say about the company. So, we went to Vail ski resorts to find out.
	<b>MIDDLE</b>
Lindsay and Ryan	Lindsay and Ryan 1:25: I've been coming here since the early 80s and seen Vail evolve.
Gondola Skiing Lindsay and Ryan	Lindsay and Ryan 3:00: We've seen so much improvement in technology with lifts, with new runs, it's wonderful that your whole family can go and there's an opportunity for each skier level to still ski together.
Kyle talking.	Kyle 0:48: I think it's one of the best resorts in the world. I've been to, I've skied around Switzerland, Japan, Alaska and I still think it's one of the best

	spots.
Chris talking.	Chris 0:35: I've been all over Colorado. I think that Vail is probably the best.
Other man on the right talking.	Man talking: There's nothing better than Vail. You nailed it. It's sunny. It's crisp. It's perfect winter skiing. The only thing I could say is I think nobody else should come here because I want to get on that lift about 30 seconds sooner.
	<b>END</b>
Instagram comments.	VO: Even with all of the complaints, petitions, and changes being made, many people still enjoy spending a day skiing at their resorts.
Ski's	VO: However, these responses are much different than what local skiers here in Vail Valley had to say.
Michael talking.	Michael: I do not like Vail Resorts vaccination policies and how they require vaccine cards to enter any restaurants on the mountain.
Liam talking.	Liam: I wish that Vail Resorts could be doing some things better. I wish they could be lowering their prices, their prices are super high and, I also wish they could pay their employees more.
Van talking.	Van: I think one thing Vail should do is pay their employees more.
	<b>LAST QUOTE</b>
Skier's walking through the resort.	VO: Moving forward, the question needs to be asked, what will Vail Resorts look like a year from now, five years from now, or even ten years from now?
Statue of skier.	VO: This has been Sam and Braden.

**Hook:** Negative Media.

**Beginning:** What people have to say.

**Middle:** Disconnect between local criticism and the experience of those we interviewed.

**End:** looking ahead