JA WORLD WIDE
BOARD VIDEO SIZZLE SCRIPT
Oct 2025

Board Orientation Sizzle Script

UPDATED: Oct 23, 205

Revised based on Oct 16th feedback session

Run Time: 01:00 Minute

Welcome to the JA Board Orientation Initiative — a new platform we are creating for board members across our global network.

Here, you'll find tools, insights, and real stories designed to help your boards lead with purpose and impact.

But this is not your typical video course

It's a space to learn from one another, share what works, and strengthen the community we're building together.

Because best-in-class organizations are built by best-in-class boards.

AND this is just the beginning. In 2026, we'll be partnering with each region to customize this experience — ensuring it reflects local priorities while advancing our shared mission.

When we lead together — with vision, courage, and collaboration — we unlock something extraordinary.

Together, we can realize the full potential of JA — for every young person, everywhere.

~~Section~~	~~On Screen~~	~~Audio~~

~~OLD SCRIPT FOR REFERENCE~~
~~Oct 16, 2025~~

~~Section~~	~~On Screen~~	~~Audio~~
	~~**Image:** JA Logo animates ***UP*** and then fades into a title appearing over the opening 'landing page' on EdApp and~~	~~***We're launching something new.***~~

	the final word ends as the EdApp opens into the 'portal'.	
	TEXT ON SCREEN: **A platform designed just for JA Worldwide Board Members**	
	Mouse on screen - Navigating through the EdApp on a laptop	***We're equipping you with the knowledge and tools to lead with purpose and impact.***
	Hand on screening - using the app on a iphone	***Here you'll find videos, documents, insights — real talk.*** ***A space to share best practices, real stories, and the ideas that matter most.***
	Because when our boards are strong, our global community grows stronger.	Footage montage from the interviews filmed to date.
	Footage from the Event in Rio	***This platform will help you connect, learn, and lead —*** ***so you can take your local JA where you want it to go, while strengthening our community as a whole.***
	Images: - Montage of videos we have filmed.	***Watch the videos. Explore the resources.*** ***Engage with leaders across our global network.***

	TEXT ON SCREEN: **Together, we can unlock the full potential of JA —** **for every young person, everywhere.**	Montage of young people from JA. Stock images.
	TEXT ON SCREEN: **Let's lead.** **Together.**	
	TEXT on Screen: **Website or EdApp** (or both)	

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LINK TO ED APP:
https://trainingpreview.edapp.com/p/R49R5f9MOjAQnQLxT1Xgc5OO

Section	On Screen	Audio
	JA Logo morphs into the word WELCOME	***Welcome to the JA Board Orientation Initiative***
	A boundary box or a frame enters the screen slowly 'scaling down' to reveal the infrastructure of ED APP and as it appears, the word WELCOME dissolves into the 'opening' page on the Ed APP (This probably has JA logo and some branding…although, we don't know if this is confirmed as of this moment)	***a new platform we are creating for board members across our global network.*** ***~~5sec~~***
	The cursor is scrolling through the 'tabs' within the frame (which is slightly rotating or zooming in at this stage) revealing dropdown menus of what can be accessed with a final click to reveal 'a page' of content within the Ed APP as the VO finishes with the word IMPACT.	***Here, you'll find tools, insights, and real stories designed to help your boards lead with purpose and impact.*** ***8.07sec***
	A page of the videos reveals onto the screen (Full screen) - showcasing the multitude of videos within the EdAPP.	***But this is not your typical video course*** ***6seec***
	Zoom into 'paper airplane / share icon' and as that happens, the mouse clicks over the share button, sending the icon toward the top of the screen and being shared. As the icon reaches the top of	***It's a space to learn from one another, share what works, and strengthen the community we're building together.***

	the screen, the full screen turns into a white screen to transition to next shot.	***5sec***
	The white screen reveals ‘footage’ from Rio of the team in Rio being ‘CSuite’ people networking and generally looking awesome with one another. (Footage we do not have yet) (Let’s consider another type of footage…stock of board room…boring…but something like that).	***Because best-in-class organizations are built by best-in-class boards.***
	Footage of kids at the RIO conference engaging, smiling, laughing, walking down corridors, showcasing different things - someone (Asheesh on stage) on stage with JA logos and all the Gala Feeling of the event happening.	***AND this is just the beginning. our shared mission.***
	The ROC’s come up over the final image from the above montage that is now blurry and low opacity so that the ROC’s names are legible…	***In 2026, we’ll be partnering with each region to customize this experience — ensuring it reflects local priorities while advancing our shared mission.***
	A shot of a large group of people on stage at Rio (or elsewhere) that showcases coming together.	***When we lead together — with vision, courage, and collaboration — we unlock something extraordinary.***
	Finish with a montage (of a similar scene as above montage) of JA students engaging with one another and if possible, engaging with CSuite leaders in Rio.	***Together, we can realize the full potential of JA — for every young person, everywhere.***

	End on JA logo animation and a CTA to download the Ed App, or something like that.	