



CLIENT: Internal

TOUR: Pittsburgh

SEGMENT: 09 - Frick v. Carnegie

Length: 1:05 max Driver: No Researcher: Thom Ryng

VIDEO	AUDIO
Geo footage – hero shot of court house Geo footage – pan up court house	WHEN WE COME UP TO GRANT AVENUE IN TWO BLOCKS, YOU’LL BE ABLE TO SEE THE GLORIOUS ALLEGHENY COUNTY COURTHOUSE ON YOUR LEFT.
	[Woody Interview 01:09:43+] “Everybody likes it when rich guys fight, and Pittsburgh was the scene of one of the great feuds in history.”
Geo footage – court house tower Carnegie (our standard shot) Begin animation: Carnegie building and court house, with (small) church between. Halo buildings as we name them.	IN 1902 THE GREAT STEEL BARON ANDREW CARNEGIE (CAR-NEH-GEE)—MORE PROPERLY PRONOUNCED CARNEGIE (CAR-NAY-GEE)—ENJOYED AN UNOBSTRUCTED VIEW OF THE COURTHOUSE FROM HIS OFFICE BUILDING JUST ACROSS THE STREET.
Frick (our standard shot) Back to animation: close on church. Pull out to all three buildings.	CARNEGIE’S FORMER PARTNER TURNED BITTER RIVAL HENRY CLAY FRICK EVENTUALLY BOUGHT THE LITTLE CHURCH ON THE CORNER DIRECTLY BETWEEN THE

09 - Frick v. Carnegie

VIDEO	AUDIO
	CARNEGIE BUILDING AND THE COURT HOUSE.
<p>Church scoots out of way.</p> <p>Build Frick building between Carnegie Building and Court house... zoop!</p>	<p>FRICK HAD THE CHURCH MOVED THREE-AND-A-HALF MILES UP FORBES AVENUE, AND IN ITS PLACE HE BUILT THE 20-STORY BUILDING YOU SEE TODAY.</p> <p>SOLELY TO BLOCK CARNEGIE'S COVETED VIEW OF THE ALLEGHANY COURT HOUSE.</p>
<p>Fade to actual still – I think Matt got a good shot of this.</p> <p>Arrow left.</p>	<p>ARCHITECTURAL HISTORIANS CALL IT THE MOST EXPENSIVE THUMB IN THE EYE IN HISTORY.</p> <p>YOU CAN NOW SEE IT OUT THE WINDOW TO YOUR LEFT.</p>