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PRIVACY, GOVERNMENTAL
LIAISON AND DISCLOSURE

DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
WASHINGTON, DC 20224

April 12, 2017

John Greenewald, Jr.



Dear Mr. Greenewald:

This is our final response to your Freedom of Information Act (FOIA) request dated August 20, 2016 that we received on August 22, 2016.

You asked for a copy of "The Apprentice" spoof video, any raw footage, budgets pertaining to the production and all internal communication regarding the production of this video. We previously provided you with a copy of the requested video consisting of 4 minutes and 9 seconds.

Of the 37 pages located in response to your request, I am enclosing 37 pages. I am withholding 13 pages in part because the information is outside the scope of your request and/or the following reason:

FOIA exemption (b)(6) exempts from disclosure files that, if released, would clearly be an unwarranted invasion of personal privacy. These include medical, personnel, and similar files. We base the determination to withhold on a balancing of interests between the protection of an individual's right to privacy and the public's right to access government information.

The Supreme Court ruled that Congress intended the "similar files" provision to be construed broadly, so that all information which applies to a particular individual qualifies for consideration under exemption (b)(6).

The redacted portions of each page are marked by the applicable FOIA exemptions. This constitutes a partial denial of your request.

You may contact me, the FOIA Public Liaison, P. Sharisse Tompkins, to discuss your request at:

PO Box 2986
MS 7000 AUSC
Austin, TX 78768
737-800-5460

The FOIA Public Liaison responds to FOIA and Privacy Act requests for copies of documents maintained by the IRS. There is no provision in either Act to resolve tax, collection, or processing issues and our staff is not trained to answer questions regarding those issues. If you need assistance with tax related issues, you may call the IRS toll free number at 1-800-829-1040.

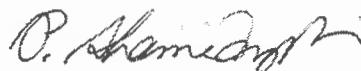
If you are unable to resolve your FOIA dispute through the FOIA Public Liaison, the Office of Government Information Services (OGIS), the Federal FOIA Ombudsman's Office, offers mediation services to help resolve disputes between FOIA requesters and Federal agencies. The contact information for OGIS is:

Office of Government Information Services
National Archives and Records Administration
8601 Adelphi Road--OGIS
College Park, MD 20740-6001
202-741-5770
877-684-6448
ogis@nara.gov / ogis.archives.gov

You have the right to file an administrative appeal within 90 days of the date of this letter. By filing an appeal, you preserve your rights under FOIA and give the agency a chance to review and reconsider your request and the agency's decision. I've enclosed Notice 393, *Information on an IRS Determination to Withhold Records Exempt From the Freedom of Information Act - 5 U.S.C. 552*, to explain your appeal rights.

If you have any questions, please call Tax Law Specialist A. Amparano, ID # 0220447, at (214) 413-5489, or write to: Internal Revenue Service, Disclosure Office 9, P.O. Box 621506, Stop 211, Atlanta, GA 30362-3006. Please refer to case number #F16235-0003.

Sincerely,



P. Sharisse Tompkins
Disclosure Manager
Disclosure Office 9

Enclosure
Responsive Documents
Notice 393



Department of the Treasury
Internal Revenue Service

Notice 393

(Rev. September 2016)

**Information on an IRS Determination to
Withhold Records Exempt From
The Freedom of Information Act – 5 U.S.C. 552**

Appeal Rights

You may file an appeal with the Internal Revenue Service (IRS) within 90 days after we (1) deny you access to a record in whole or in part; (2) have made an adverse determination as to your category as a requester; (3) deny your request for a fee waiver or reduction; or (4) have advised you that no records responsive to your request exist. You may file an appeal within 10 days when a request for expedited processing has been denied.

Your appeal must be in writing, must be signed by you, and must contain:

Your name and address,

- Description of the requested records,
- Date of the request (and a copy, if possible),
- Identity of the office and contact on the response letter, and
- Date of the letter denying the request (and a copy, if possible)

Mail your appeal to:

IRS Appeals

Attention: FOIA Appeals
M/Stop 55202
5045 E. Butler Ave.
Fresno, California 93727-5136

Judicial Review

If we deny your appeal, or do not address an issue raised in your appeal within 20 days (excluding Saturdays, Sundays, or legal public holidays) after the date we receive your appeal, you may file a complaint in United States District Court in the district in which (1) you reside; (2) your principal place of business is located; (3) the records are located; or (4) the District of Columbia. A complaint may be filed within 10 days (excluding Saturdays, Sundays, or legal public holidays) after the date we receive your appeal if your appeal is from an adverse determination of a request for expedited processing. If you choose to file suit before receipt of a final determination by the Appeals office, the administrative appeals process may cease.

The rule for effecting service of judicial process upon the Internal Revenue Service is set forth in Federal Rule of

Civil Procedure 4(i). In addition to service upon the United States, as set forth in Rule 4(i)(1), service must be made upon the Internal Revenue Service by registered or certified mail as set forth in Rule 4(i)(2)(A).

The address of the Internal Revenue Service is: Internal Revenue Service, Attention CC:PA, 1111 Constitution Avenue, N.W., Washington, D.C. 20224.

Exemptions

The Freedom of Information Act, 5 U.S.C. 552, does not apply to matters that are:

(b)(1) • specifically authorized under criteria established by an Executive order to be kept secret in the interest of national defense or foreign policy and are in fact properly classified under such executive order,

(b)(2) • related solely to the internal personnel rules and practices of an agency,

(b)(3) • specifically exempted from disclosure by statute (other than section 552b of this title), provided that the statute:

(A) requires that the matters be withheld from the public in such a manner as to leave no discretion on the issue, or

(B) establishes particular criteria for withholding or refers to particular types of matters to be withheld.

Note: Internal Revenue Code sections 6103 and 6105 are statutes which qualify for exemption 3 treatment. Section 6103 protects the confidentiality of tax returns and information pertaining to a taxpayer collected by the IRS. Section 6105 protects information obtained from a foreign country under a tax treaty.

(b)(4) • trade secrets and commercial or financial information obtained from a person and privileged or confidential,

(b)(5) • inter-agency or intra-agency memorandums or letters which would not be available by law to a party other than an agency in litigation with the agency,

(b)(6) • personnel and medical files and similar files the disclosure of which would constitute a clearly unwarranted invasion of personal privacy,

(b)(7) • records or information compiled for law enforcement purposes, but only to the extent that the production of such law enforcement records or information:

(A) could reasonably be expected to interfere with enforcement proceedings,

SB/SE Video – The Apprentice

- When was the video produced?
 - Filmed on July 25, 2011 – final product completed early August
- Who was in the video?
 - SB/SE leadership: Keith Taylor, Michael Julianelle, Alain DuBois, Celia Richardson, Bobby Hunt, Tommy Thomas, John Imhoff, Karen Schiller, Becky Mack Johnson, Faris Fink, and Scott Reisher
- Who was the intended audience for the video? Was the video ever shown?
 - Intended audience - SB/SE managers. The video was never shown. It was to be used for a virtual conference, but the conference was cancelled due to funding
- Educational message of video
 - This was planned to open a virtual conference as a humorous and creative way to communicate the imperative to use new technology and communicate virtually
- Production Costs – \$9,999
 - Does NOT include employee salaries but includes costs of overall production (i.e. contractors, DVD copies, shipping, etc.)
 - \$9,999 was for production only, to include on location shooting (in a conference room rather than the TV studio), and editing
- Labor Costs - \$2,552 (with explanation below)
 - The Visual Communications Group (VCG) in SB/SE is a small staff that is responsible for a wide range of products. Due to the variety of work assignments, time allotted for projects varies widely. It is common that employees work on multiple assignments daily and do not devote hours to only one project. For this reason the group does not track staff hours per video project.
 - When asked to estimate costs for a TIGTA inquiry, we produced a formula using a good faith estimate of planning and production time going into video work.
 - Generally, the amount of time spent for every minute of video is as follows:
 - Pre-production: 4 hours - Includes concept development, scripting, staffing, scouting location, talent selection/prep, building and lighting set.
 - Production: 3 hours - Includes make-up, rehearsal (both on and off-camera), takes and re-takes.
 - Post-production: 4 hours - Includes video rendering, editing, review, additional editing, captioning coordination.
 - Thus, for each 1 minute of video, we estimate 11 hours of staff work. The video length was 4:01. (Please note that costs per additional minute do not necessarily require an additional 11 hours of work so it is difficult to estimate total costs.)
 - For the Apprentice video, most of the staff time was at the GS-14 level.
 - Based on average salary of \$122,000 divided by 2080 hours, we spent \$58.00 per hour. So for this video, at 4 minutes, we are looking at about 44 hours of staff work. At \$58.00 per hour, we estimate the staff expense at \$2,552.
 - This would need to be added to the traditional production costs for the video previously provided at \$9,999. The total then would be \$12,551.

From: Frumkin Don
To: Hull Michael; Varma Barbara N; Klaber Mona D; Hester Maegan; Conley Christopher J; Dobyns Becki J; Arrington Kelvin L
Cc: Bunn Chris S
Subject: Call Out for Props
Date: Tuesday, July 05, 2011 10:42:12 AM

Now that Faris is OK with the Apprentice approach, we need to start digging up props for the "archaic technology" We will need them to be in our hands no later than July 13. So if you can't find any of these, maybe if you know people with kids or grandkids or grandparents! that would let us borrow them - any contact you can think of.

I am hesitating to send this email out far and wide so as not to ruin the surprise or have to explain what we're doing, but if any of you can informally ask co-workers or friends, that would help a lot. Fred Sanford, Line 1!

Manual Typewriter

Electric Typewriter

Morse Code Device (good luck with that, maybe some levers on a piece of wood - anyone handy???)

Tin Cans with Strings (Maegan - a good project for the intern - strip the can labels and maybe come up with some funny labels of our own - like "Long-distance calls only")

Rotary Phone or large corded or cordless or a novelty phone - like a Mickey Mouse or football phone

Mimeograph, Dictaphone, Big Tape Recorder, or any old communication device (can write substitute dialogue for this).

Etch-A-Sketch

Magna-Doodle

Any Other Childs Plastic Writing Pad (maybe we can write some more dialogue lines for these writing toys if we find it)

We will provide you with exact room #s and addresses and mail it back to you after we're done (we will treat it with kid gloves!) - let us know what you have soon!

Don Frumkin

SB/SE CLD

Visual Communications Group

NCFB C-2-376

(b) (6)

From: [Frumkin Don](#)
To: [Conley Christopher J](#)
Subject: FW: Accounting
Date: Tuesday, April 02, 2013 11:31:42 AM
Attachments: [Open Jobs.xls](#)

Here's the cost figures for ^{Out of Scope}, Apprentice, ^{Out of Scope}. Don't know whether you want to add the 10% fee that the TV Studio charges to these BPA log #s, because technically we just transferred it from one pocket to the other pocket in the same IRS pair of pants – as an agency we only spent the \$9,999 on Apprentice.

Don Frumkin
SB/SE CSO Visual Communications Group
NCFB C-2-376

(b) (6)

From: Sandiford Philip
Sent: Friday, August 05, 2011 9:18 PM
To: Frumkin Don
Subject: Accounting

Don,

Here is my accounting at FY end.

Out of Scope

From: Grimes Phyllis T
Sent: Friday, July 19, 2013 4:48 PM
To: Brown Barlo
Subject: FW: Opening video--DRAFT

Phyllis Grimes

Acting Director, SB/SE Communications and Stakeholder Outreach
Small Business/Self-Employed Division

(b) (6)

From: Klaber Mona D
Sent: Tuesday, June 28, 2011 3:41 PM
To: Grimes Phyllis T
Subject: FW: Opening video--DRAFT

FYI

Let's keep our toes crossed that DelRey et al like it.

Mona Klaber
Technical Advisor
SB/SE Communications
230 S. Dearborn 1600 CHI
Chicago, IL 60604

(b) (6)

From: Bunn Chris S
Sent: Tuesday, June 28, 2011 2:34 PM
To: Klaber Mona D
Cc: Varma Barbara N; Frumkin Don; Dobyns Becki J; Conley Christopher J
Subject: RE: Opening video--DRAFT

this is hilarious - kudos to you all!!

Chris Bunn

*Policy Analyst
SB/SE Commissioner's Office
NCFB C3-403*

(b) (6)

From: Klaber Mona D
Sent: Tuesday, June 28, 2011 3:27 PM
To: Bunn Chris S
Cc: Varma Barbara N; Frumkin Don; Dobyns Becki J; Conley Christopher J
Subject: Opening video--DRAFT

As promised, attached is a DRAFT of opening CPE video.

*Mona Klaber
Technical Advisor
SB/SE Communications
230 S. Dearborn 1600 CHI
Chicago, IL 60604*

(b) (6)

[illegible]

From: Brown Barlo
To: Dobyns Becki J; Grimes Phyllis T
Cc: Conley Christopher J
Subject: RE: Apprentice tweets
Date: Monday, September 09, 2013 7:28:24 AM
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.jpg](#)
[image004.jpg](#)
[image005.png](#)
[image006.jpg](#)
[image007.gif](#)
[image008.jpg](#)
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[image012.jpg](#)
[image013.jpg](#)
[image014.jpg](#)
[image015.jpg](#)
[image016.jpg](#)
[image017.jpg](#)
[image018.jpg](#)

It doesn't seem this picked up that much steam this time, thank goodness...folks distracted by other things now

From: Dobyns Becki J
Sent: Monday, September 09, 2013 7:13 AM
To: Brown Barlo; Grimes Phyllis T
Cc: Conley Christopher J
Subject: Apprentice tweets

See below. Not a lot, actually.

Becki Dobyns

Manager, Visual Communications Group
SB/SE Communications
C2-368, New Carrollton Federal Building
5000 Ellin Road
Lanham, MD 20706

(b) (6)

[Cheryllyn HarleyLeBon](#) @HarleyLeBon 4h

Your Taxpayer Dollars At Work: 'You're Fired': IRS Blew \$10K on 'Apprentice' Parody Video

<http://buff.ly/1ahsARV> @LiberTBelle @jjauthor

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Huffington Post @HuffingtonPost 13h

WATCH: IRS parody of "The **Apprentice**" cost HOW MUCH? <http://huff.to/1dTwuEI>

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Red Alert Politics @RedAlert 16h

What has the IRS been wasting your tax dollars on? Oh, just a parody of "The **Apprentice**."

<http://shar.es/i2ABd>

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Tsai Rox @tsairox 8 Sep

Donald Trump Franchise Adds **IRS Apprentice**---You're Fired **IRS**!: It's hard to miss the string of **IRS** vi...

<http://onforb.es/1fKUS7W> [#forbes](#)

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Huffington Post @HuffingtonPost 11h

The IRS spent \$10,000 on this awful parody of "The Apprentice" (VIDEO) <http://huff.to/1dTwuEL>

Retweeted 15 times

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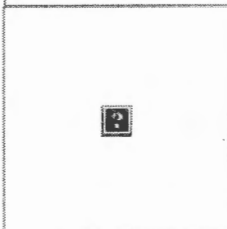
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WATCH: IRS Parody Of 'The Apprentice' Cost HOW MUCH?!?

We don't know what's worse: An IRS-sponsored parody of "The Apprentice" (complete with fake Donald Trump), or the production value of said parody given that it cost the government agency \$10,000 to...

7:36 PM - 8 Sep 13 · [Details](#) [Flag media](#) [Flagged](#) ([learn more](#))



DirectivosDirigentes @Dirigentes 7 Sep

Donald Trump Franchise Adds **IRS Apprentice**---You're Fired **IRS!** <http://onforb.es/1fKUPcb> [#economia](#) [#ecofin](#)

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Newsmax @Newsmax_Media 7 Sep

IRS Video Spoofing 'Apprentice' Draws GOP Fire <http://ow.ly/oEGx3>

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Earl Pearl @EarlPdxPearl 7 Sep

Fox Insider: **IRS** Releases '**Apprentice**' Parody Video: The Internal Revenue Service is at it again with another... <http://bit.ly/19tKsrT>

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POLITICO @politico 6 Sep

Correcting previous tweet: [@RepBoustany](#) slams **IRS** for making a \$10,000 parody video of "The **Apprentice**" <http://politi.co/1dO0vFS>

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Going Concern @going_concern 6 Sep

The **IRS** '**Apprentice**' Video Is Still Better Than Anything Donald Trump Has Ever Done

<http://bit.ly/1fFUuYv>

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Bret Baier @BretBaier 6 Sep

New **IRS** video surfaces, this time spoofing "The **Apprentice**." What does [@RealDonaldTrump](#) think about this? <http://fxn.ws/1dZZyeC>

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New IRS video surfaces, this time spoofing

The House Ways and Means Committee has unearthed another IRS video, along the lines of the Star Trek

1:37 PM - 6 Sep 13 · [Details](#) [Flag media](#) [Flagged](#) ([learn more](#))



DRUDGE REPORT @DRUDGE_REPORT 6 Sep

IRS spent \$10k to make parody of Trump's '**Apprentice**'... <http://drudge.tw/14qNJtG>

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IRS spent \$10,000 to make parody of Trump's 'Apprentice'
The IRS has turned over another of the parody videos agency employees made with government money —
this one a send-up of Donald Trump's "Apprentice" program, the House Ways and Means Committee said
Fr

1:30 PM - 6 Sep 13 · [Details](#) [Flag media](#) [Flagged](#) ([learn more](#))



Sharyl Attkisson @SharylAttkisson 6 Sep

VIDEO CBS New **IRS** parody video released by House Ways+Means Committee: "The **Apprentice**"
spoof, wig and all. <http://waysandmeans.house.gov/uploadedfiles/redacted-20aug.wmv> ...
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National Review @NROcorner 6 Sep

IRS Spent 10k on Parody 'Apprentice' Video That Was Never Shown <http://natl.re/1dZUWVN>
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Gregory Korte @gregorykorte 6 Sep

Here's a 2011 **IRS** training video just released by @WaysandMeansGOP. It's a parody of "The
Apprentice." <http://www.youtube.com/watch?v=Wd36nk8uh28&feature=youtu.be> ...
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Chad Pergram @ChadPergram 6 Sep

New **IRS** video surfaces from 2011 conference. This one spoofs "The **Apprentice**. Cost \$10k
<http://waysandmeans.house.gov/uploadedfiles/redacted-20aug.wmv> ...

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Andrew Kaczynski @BuzzFeedAndrew 6 Sep

I bet @realDonaldTrump can not wait to comment on this.

<http://politicalticker.blogs.cnn.com/2013/09/06/irs-spent-10000-on-apprentice-video/> ...

From: Frumkin Don
To: Klaber Mona D; Dobyns Becki J; Conley Christopher J
Cc: Varma Barbara N
Subject: RE: The Apprentice Script (incomplete)
Date: Tuesday, June 28, 2011 9:26:54 AM

Don't know any of those lines from the show or that they are well-known Donald quotes - I haven't watched it since Season 1 and don't know any famous quotes except, "you're fired" and "where's Obama's birth certificate?". Don't know how many people will "get them" either - maybe Barbara can take another look - don't want people scratching their heads - I think just showing him being all arrogant and the teams telling him funny lines that he gets disgusted by might work better. In everyone's defense, this is not an easy script to write and I think the part with the antiquated technology is funny and what they want - it's the other parts of it that I don't really get.

From: Klaber Mona D
Sent: Tuesday, June 28, 2011 9:20 AM
To: Frumkin Don; Dobyns Becki J; Conley Christopher J
Cc: Varma Barbara N
Subject: RE: The Apprentice Script (incomplete)

I added in a line about Donald's (Trump's, not Frumkin's) hair (also, every time he speaks, he can pat down his hair). Those lines (re: what separates winners from losers; the line about making stars out of everyone, and my story being over, are well known Trump quotes). The line about passion is the gasoline of social media is a well known quote about social media. The script is due to Chris Bunn COB today so you need to make any revisions ASAP.

Mona Klaber
Technical Advisor
SB/SE Communications
230 S. Dearborn 1600 CHI
Chicago, IL 60604

(b) (6)

From: Frumkin Don
Sent: Monday, June 27, 2011 10:04 PM
To: Klaber Mona D; Dobyns Becki J; Conley Christopher J
Cc: Varma Barbara N
Subject: RE: The Apprentice Script (incomplete)

My impression of the script: It's cute in a silly way, but it sounds like what they wanted, based on the approval of the treatment.

A couple of things - wouldn't Trump be the one questioning the birth certificate (like in real life when he challenged the President) and not one of the team members? Also, can we throw in a Trump hair joke or two?

Also, how do we locate Morse Code machine - maybe an old adding machine or tape recorder instead?- I

think Mona needs to mail her typewriter to us.

A couple of lines I didn't understand:

- Team 1 Leader: Well, anyone who thinks my story is anywhere near over is sadly mistaken.
- Passion is the gasoline of social media.

From: Klaber Mona D
Sent: Friday, June 24, 2011 4:18 PM
To: Frumkin Don; Dobyns Becki J; Conley Christopher J
Cc: Grimes Phyllis T
Subject: FW: The Apprentice Script (incomplete)
Importance: High

Thanks for getting this started, Barbara (first attachment).
In second attachment, I expanded and tried to include some of Donald's more well known quotes.
Chris Bunn said we can have until COB Tuesday, June 28 to get script to her.
Please review and send comments, etc.
Thanks.

Mona Klaber
Technical Advisor
SB/SE Communications
230 S. Dearborn 1600 CHI
Chicago, IL 60604

(b) (6)

From: Varma Barbara N
Sent: Thursday, June 23, 2011 6:20 PM
To: Dobyns Becki J; Conley Christopher J; Klaber Mona D
Subject: The Apprentice Script (incomplete)
Importance: High

Hi guys,

I had lots of editing today and still have some, but the clock is turning close to "midnight" over here (4:45 quitting time) and I'm about to turn into a pumpkin who's off tomorrow. Soooo, I'm sending the begun script for "The Apprentice – SB/SE Leaders Edition" in hopes someone can pick it up to work on tomorrow (Friday), otherwise I'll tackle it again on Monday. (I had hoped to at least provide a treatment type format to complete it but I've simply run out of time today.)

And know even what I have so far is a rough draft so totally changeable if it doesn't float your boats.

My apologies for turning it in at this point barely baked. Is Monday a hard and fast deadline for Chris B.? Would love to have more time with it to do it right.

Here is Mona's outline for reference of where it's headed:

Objective:

- Present a fun, lively opening video that combines a humorous look at old communication techniques, overcoming obstacles, and leading boldly in changing times.

Concept:

- The video is a take-off on *The Apprentice*
- *The Faris*, looking very *Trumpesque*, would have the role of *The Donald* (Trump)
- The execs are in a conference room, divided into two teams. The assigned project is "How to have an effective CPE for SB/SE leaders without expending travel money"
- Team 1, with humorous quips, suggests archaic communications (tin can--but they think they are very hi-tech and attach a battery to it, Pony Express, Morse code, rotary phone, etc)
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- Finally, after listening to the two teams present their ideas, *The Faris* says to Team 1, "You're fired!"

Barbara N. Varma

Editor/Writer, WebConnection Newsletter

SB/SE - CLD - Communications

(b) (6)

From: Frumkin Don
To: Klaber Mona D; Dobyns Becki J; Conley Christopher J
Cc: Varma Barbara N
Subject: RE: The Apprentice Script (incomplete)
Date: Monday, June 27, 2011 10:04:00 PM

My impression of the script: It's cute in a silly way, but it sounds like what they wanted, based on the approval of the treatment.

A couple of things - wouldn't Trump be the one questioning the birth certificate (like in real life when he challenged the President) and not one of the team members? Also, can we throw in a Trump hair joke or two?

Also, how do we locate Morse Code machine - maybe an old adding machine or tape recorder instead?- I think Mona needs to mail her typewriter to us.

A couple of lines I didn't understand:

- Team 1 Leader: Well, anyone who thinks my story is anywhere near over is sadly mistaken.
- Passion is the gasoline of social media.

From: Klaber Mona D
Sent: Friday, June 24, 2011 4:18 PM
To: Frumkin Don; Dobyns Becki J; Conley Christopher J
Cc: Grimes Phyllis T
Subject: FW: The Apprentice Script (incomplete)
Importance: High

Thanks for getting this started, Barbara (first attachment).
In second attachment, I expanded and tried to include some of Donald's more well known quotes.
Chris Bunn said we can have until COB Tuesday, June 28 to get script to her.
Please review and send comments, etc.
Thanks.

Mona Klaber
Technical Advisor
SB/SE Communications
230 S. Dearborn 1600 CHI
Chicago, IL 60604

(b) (6)

From: Varma Barbara N
Sent: Thursday, June 23, 2011 6:20 PM
To: Dobyns Becki J; Conley Christopher J; Klaber Mona D
Subject: The Apprentice Script (incomplete)
Importance: High

Hi guys,

I had lots of editing today and still have some, but the clock is turning close to "midnight" over here (4:45 quitting time) and I'm about to turn into a pumpkin who's off tomorrow. Soooo, I'm sending the begun script for "The Apprentice – SB/SE Leaders Edition" in hopes someone can pick it up to work on tomorrow (Friday), otherwise I'll tackle it again on Monday. (I had hoped to at least provide a treatment type format to complete it but I've simply run out of time today.)

And know even what I have so far is a rough draft so totally changeable if it doesn't float your boats.

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SB/SE - CLD – Communications

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To: [Klaber Mona D](#)
Cc: [Frumkin Don](#); [Conley Christopher J](#); [Dobyns Becki J](#)
Subject: RE: The Apprentice Script
Date: Tuesday, June 28, 2011 11:59:40 AM
Attachments: [THE APPRENTICE SBSE Leaders Edition6-28-11 v2.doc](#)
[THE APPRENTICE SBSE Leaders Edition6-28-11 v2 no tracks.doc](#)
Importance: High

I think this is fun. ☺ As for Donald-isms, the more Faris deadpans it, the more Trump-like he'll be, which will work well. I do agree with Don's comments about not quite getting the line about passion fueling social media. Another way to say?

Two copies attached, one with edits tracked, the other with edits accepted for a clean copy.

Barbara N. Varma

Editor/Writer, [WebConnection](#) Newsletter
SB/SE - CLD – Communications
(b) (6)

From: Frumkin Don
Sent: Tuesday, June 28, 2011 6:36 AM
To: Klaber Mona D; Dobyns Becki J; Conley Christopher J
Cc: Varma Barbara N
Subject: WRITE RE: The Apprentice Script (incomplete)

Don't know any of those lines from the show or that they are well-known Donald quotes - I haven't watched it since Season 1 and don't know any famous quotes except, "you're fired" and "where's Obama's birth certificate?". Don't know how many people will "get them" either - maybe Barbara can take another look - don't want people scratching their heads - I think just showing him being all arrogant and the teams telling him funny lines that he gets disgusted by might work better. In everyone's defense, this is not an easy script to write and I think the part with the antiquated technology is funny and what they want - it's the other parts of it that I don't really get.

From: Klaber Mona D
Sent: Tuesday, June 28, 2011 9:20 AM
To: Frumkin Don; Dobyns Becki J; Conley Christopher J
Cc: Varma Barbara N
Subject: RE: The Apprentice Script (incomplete)

I added in a line about Donald's (Trump's, not Frumkin's) hair (also, every time he speaks, he can pat down his hair). Those lines (re: what separates winners from losers; the line about making stars out of everyone, and my story being over, are well known Trump quotes). The line about passion is the gasoline of social media is a well known quote about social media. The script is due to Chris Bunn COB today so you need to make any revisions ASAP.

Mona Klaber
Technical Advisor
SB/SE Communications

230 S. Dearborn 1600 CHI
Chicago, IL 60604

(b) (6)

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(b) (6)

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CAST

- Donald Trump: Faris Fink (Pats down his hair every time he speaks)
- Ivanka Trump: Ruth Perez
- Donald Trump Jr. Depending on how many execs we have
- Leader Team 1
- Team 1 member #1,2,3 (depending on how many participants)
- Leader Team 2
- Team 2 members #1,2,3 (depending on how many participants)

SETTING: A plush, executive conference room. Ivanka and (possibly Donald Jr.) and two teams are already seated. Ivanka is off to the right side of the head of the conference table, the team members, three3 or four4, facing each other on either side.

Sound over: "Money" soundtrack from The Apprentice.

Enter Donald Trump, camera angle frame only-focused on shows suited figure walking in, pans up to jacket and red tie then pan back for full shot of Trump sitting down at head of table, smoothing down tie. A wig with exaggerated bangs is on his head.

Whenever Donald speaks, he uses his hands

Donald Trump: (Looking at Ivanka) How do you think they did?

Ivanka: I think [insert name of director leading Team 1]'s team was the most innovative, (wink, wink) while [insert name of director leading Team 2]'s team was the most thorough.

Comment [h1]: Team 1 is the one with archaic communications--so I think endearing is a better word than engaging

Donald-Trump: So neither was both?

[Ivanka shakes her head regretfully.]

Donald-Trump: [regards each group in turn] So far I'm not impressed.

[He leans on forward on the table with one elbow, pointing a finger accusingly at teams.]

Donald-Trump: These are tough times for me and the president: the economy, budget cuts, low morale. Obama and I need leaders who are innovative and thorough, bold individuals who can get the job done right the first time.

[He leads back again, regards Ivanka.]

Donald-Trump: Remind them what their assignment was.

[Ivanka nods and studies her Blackberry.]

Ivanka-Trump: I'll have someone tweet me that right away.

[Voice of leader for Team 1 breaks in, out of camera view.]

Team 1 Leader: Excuse me, sir...

[Rapid close-ups of those around room in shock that someone would talk to The Donald out of turn. Three close-ups in a row: person with hand over mouth in surprise, another with covering ears, and finally the third hiding their eyes in surprise like "speak no evil, hear no evil," etc.]

Donald-Trump: [too rich-wealthy to be surprised] Who said that? And where did you learn to speak up like that?

Team leader 1: [*Name of leader 1*] here, sir, and I learned that how to be assertive in-from my FLRP [*pronounced "Flurp"*] training, sir. Our project was "How to have an effective CPE for SB/SE leaders without spending a lot of travel money." Sir.

Team leader 2: I knew that!

Donald-Trump: You were subjected to long hours, grueling mental challenges, and innovative thinking.

Team 1 member #1: And all without the help of our regular support system of thinkers.

Team 2 member #1: Senior Ops Advisors

Team 1 member #2: Managers

Team 2 member #2: Senior Ops advisors

Donald-Trump: Team 1—What was your most innovative idea on how to deliver a virtual CPE?

[Team 1 Leader (female) hefts onto table a big, manual typewriter.]

Team 1 Leader (female): [Voice very enthusiastic, breathless.] (Shows big manual typewriter and very enthusiastically and breathlessly says) Well, sir, we thought we could type up our presentations...go to the mimeograph machine...make 450 copies...take the copies to the mailroom, and mail it to the participants

[Ivanka (very flirtatiously leans over desk, bats her eyelashes into camera/runs her fingers through her hair.)]

Ivanka-Trump: (Very flirtatiously leans over desk, bats her eyelashes into camera/runs her fingers through her hair and [Said says sneeringly])
Why don't you just use the Pony Express while you're at it?

Team 1 member #1: Like you always say, Mr. Trump, if you're going to be thinking anything, you might as well think big. We thought REALLY big and we actually came up with something much more innovative.

[Team 1 Leader ... (starts typing on a Morse Code machine.)]

Team 1 Leader: Oh yes, I forgot...I was out that day...using my Use or Lose.

Team 1 member #2: No, no, no...Don't you remember? We axed that idea and came up with the most cutting edge technology, the most creative way to virtually deliver the CPE of all CPEs!.

Team 1 Leader: Yes, yes, yes.

-([Team 1 Leader pulls out two tin cans and strings from her to last person on her side of table.])

Ivanka-Trump: And er...excuse me...-what makes this so innovative?

[Team 1 member #3 -(pPerson in middle)-with grins big-smile, attaches battery to the middle of the string and swings the battery.)]

[Donald-Trump looks at Ivanka, they both squint, and together they shake their head in disgust.]

Donald-Trump: Team 2: What did you come up with?

Team 2 Leader: Well tough times call for bold leadership

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Team 2 member #1: Like you've always said Mr. Trump, What separates the winners from the losers is how a person reacts to each new twist of fate.

Team 1 Leader: Well, anyone who thinks my story is anywhere near over is sadly mistaken.

Donald-Trump: Enough!

Team 2 Leader: We know people will say that a virtual meeting can't replace a face-to-face one but the key is:

Team 2 member #1: A solid agenda,

Team 2 member #2: Terrific speakers

Team 2 member #3: And make it interactive

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Team 2 member #1: And that's why our CPE will have

Team 2 Leader: Videoconferencing, podcasts

Team 1 member #1: Ooo, ooo, I know...and sweets.

Team 1 member #2 [(looking very proud)] leans over and gives Donald and Ivanka red licorice.

Team 2 member #2: That's tweets, you **twit!**

Comment [92]: Not sure I would use that term. If they pronounce it wrong, we're in trouble... 😊

Donald Trump: Hold it right there. You have all these great ideas, but I want to see your birth certificate

Team 1 member #1: And he means the LONG form!

Donald Trump: Ivanka, videoconferencing, podcasts, tweets...what do you think?

Ivanka Trump: I think, Ddaddy, that you have a hair in your eye (pats down Donald's hair) Hmm...videoconferencing, podcasts, tweets...Interesting: after all, like they say, passion is the gasoline of social media.

Comment [93]: I'm like Don, not sure I get that...

Team 2 (in unison) And we've got passion!

Donald Trump: I've said it before. I make stars out of everyone. But in this case...

[(He Looks directly at Team 1, 1 and -points his finger, and says, 1] "YOU'RE FIRED!")

*Money soundtrack begins; scroll on screen says:
The Boardroom is now closed...
Welcome to SB/SE Virtual Leadership CPE 2011*

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Trump: [regards each group in turn] So far I'm not impressed.

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Trump: Remind them what their assignment was.

[Ivanka nods and studies her Blackberry.]

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Team 1 Leader: Excuse me, sir...

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Trump: [too wealthy to be surprised] Who said that? And where did you learn to speak up like that?

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[Ivanka flirtatiously leans over desk, bats her eyelashes into camera/runs her fingers through her hair.]

Ivanka: [Said sneeringly] Why don't you just use the Pony Express while you're at it?

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Team 1 Leader: Yes, yes, yes.

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Ivanka: And er...excuse me...what makes this so innovative?

[Team 1 member #3 (person in middle) grins smile, attaches battery to the middle of the string and swings the battery.]

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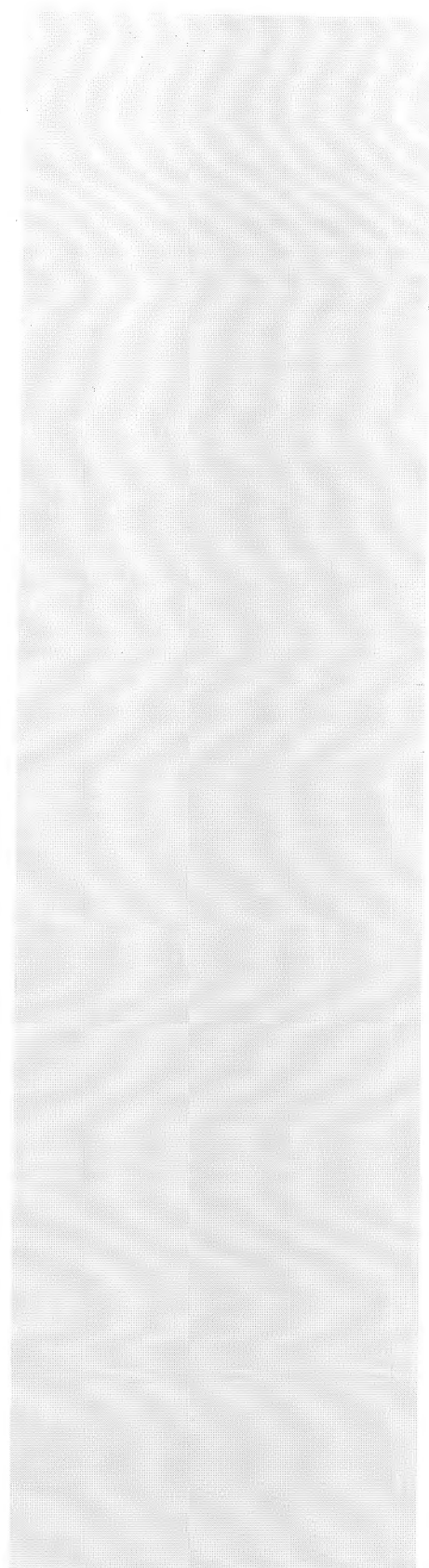
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Team 2 Leader: Videoconferencing, podcasts

Team 1 member #1: Ooo, ooo, I know...and sweets.

Team 1 member #2 [looking very proud] leans over and gives Donald and Ivanka red licorice.

Team 2 member #2: That's tweets, you twit!

Donald Trump: Hold it right there. You have all these great ideas, but I want to see your birth certificate

Team 1 member #1: And he means the LONG form!

Donald Trump: Ivanka, videoconferencing, podcasts, tweets...what do you think?

Ivanka Trump: I think, Daddy, that you have a hair in your eye (pats down Donald's hair) Hmm...videoconferencing, podcasts, tweets...Interesting: after all, like they say, passion **is** the gasoline of social media.

Team 2 (in unison) And we've got passion!

Donald Trump: I've said it before. I make stars out of everyone. But in this case...[He looks directly at Team 1 and points his finger.] "YOU'RE FIRED!")

*Money soundtrack begins; scroll on screen says:
The Boardroom is now closed...
Welcome to SB/SE Virtual Leadership CPE 2011*

From: Frumkin Don
To: Klaber Mona D; Varma Barbara N; Conley Christopher J
Cc: Arrington Kelvin L; Hester Maegan
Subject: The Apprentice Shoot today
Date: Friday, July 22, 2011 9:35:45 PM

The shoot went well - we ran into a few stumbling blocks when Faris, and then 3 other guys decided they had to leave early - no problem with Faris, we shot all his stuff first, but then 2 other guys unexpectedly wanted out by 1:30, and by the time we broke for lunch, the cafeteria was in the process of closing down. But we persevered and completed everything. Scott Reisher was really a good sport, stayed extra long. And Becky Mack Johnson liked her Ivanka wig so much, she bought it back from the makeup artist!

Naturally, it took longer than we originally thought - with 11 people around the table, that was 11 separate set-ups and lighting tweaks (probably should have had two teams of 3, instead of two teams of 4 - some of the team members only had one or two short lines and it would have saved us some time and less waiting around for the execs). But the conference room with its mahogany walls looked great - we even got a big wingback throne for Faris and he looked stunning with his wig! And the props worked well - Celia Richardson ad-libbed a gag where she spoke on the phone with Keith Taylor talking through the tin cans - and the Morse Code and typewriter were funny too (they killed off the pink telephone). Didn't have time for the walk in to the conference room shot, but we can come up with an alternative in editing (in mid-August, when Katie Gates is scheduled).

So all and all, worked pretty well and looked very authentic. I think they will be pleased with the final product (we have to figure out how to integrate the video with the on-line virtual meeting - but that's maybe a Kelvin question)

Don Frumkin

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