

## VIDEO

Opens on a cinematic shot of a cowboy poet in silhouette standing in front of a large projector screen/canvas. The projector starts rolling owned video footage starting with Valley of Fire State Park. Our cowboy delivers an original spoken word poem that captures the spirit of Don't Fence Me In.

**SUPER:** Waddie Mitchell  
Cowboy poet



## AUDIO

COWBOY

(This would be a custom poem by Waddie Mitchell. The poem below is an example):

*Mornin' oh you wanderers,*

*those who long to just break free,*



The road has got a story,

Ruby Mountains



Lake Tahoe

to be told by you and me.

When the sagebrush comes a  
bloomin',



in the gorge — a desert sea,

Lamoille Canyon



Truckee River Off-Roading

*I'll find you curiously wanderin'*

*floatin' careless, wild ... free.*



High or low—it matters not—the  
time, of night or day,

Climbing in Southern Nevada



Here, the stranger finds a welcome,  
just as long as they should stay.

Highway 50





The open road is beckoning, come  
ride into the wind,

Wildlife Encounter



if you listen closely you can hear  
“Don’t fence me in”.

Fremont Street

LET MY STORY BE THE BEGINNING OF YOURS.



AUDIO:  
DFMI song rings in and fades out in the close  
of the spot

At the close of the last line, the canvas behind him drops and he's standing in the vast landscape of the Ruby Mountains.

SUPER:  
Let my story be the beginning of yours.

He steps out of frame as the NEVADA & DFMI logos fade in.