

ILU Promotional Video Script

(The need for a great, national Christian University)

by Philip Kassel

November 29, 2000

Fifth Draft (revised)

ILU Promotional Video

(The need for a great, national Christian University)

by Philip Kassel

VISUALS: Video or still shots of Princeton, Dartmouth, Georgetown, Harvard campuses. Students heading for class, studying in the library, having conversations or study groups in a campus park, etc.

NARRATOR (1)

Princeton, Dartmouth, Georgetown, Harvard. Great names in the American university system. Schools that have produced powerful political leaders, brilliant entrepreneurs, and giants in the fields of medicine, law and science. But in spite of the accomplishments of these great institutions, there is something vitally important missing. There is a critical need that must be filled.

(beat)

J. Stanley Oakes, Jr. is President of the International Leadership University.

VISUALS: Stan Oakes in Lightstone video footage.

STAN OAKS

States the goal of ILU and discusses the story of Billy Graham, Howard Pew, and Carl F. H. Henry who met to talk about starting a great, national Christian University in NYC. States the need for a great, national Christian University.

VISUALS: More campus video. Additional shots of the ivy league campuses. Video or stills of U.S. News and World Report rankings.

NARRATOR (2)

There are currently no Christian Universities rated among the top fifty schools in the world.

VISUALS: Primary and secondary school campuses, children misbehaving in the classroom.

CONTINUED:

NARRATOR (3)

America's educational system has degenerated into one of the worst in the world. The Supreme Court has locked God out of our classrooms and Christian values have all but disappeared from our country's public schools.

VISUALS: Movie theaters with lines of people queuing in, various movie posters or clips (Pulp Fiction, American Beauty, Quills, etc.), families watching television.

NARRATOR (4)

Our Country's media possesses tremendous potential for education and the communication of ideas. The power of American film, television and radio reaches around the globe. But very few Christian leaders have any influence in media. A number of studies have produced evidence of liberal biases among media writers, directors and producers. And the majority of contemporary motion pictures promote blatantly anti-biblical messages.

VISUALS: Establishing shots of Washington D.C., Congress in session, CNN footage of President Clinton and Monica Lewinsky.

NARRATOR (5)

"Corruption" has become an operative word in government. Partisan fighting and a lack of ethical standards is the norm. Our top political offices have been tainted with sexual scandal and the role of government has expanded well beyond what our founding fathers ever intended.

VISUALS: Newspaper headlines depicting corruption in Wall Street firms, footage from "Sopranos" type shows—look for financial company scandals such as AmeriServe. Various manufacturing plants and high rise office buildings, factory employees at work, executives in board room meetings.

CONTINUED:

NARRATOR (6)

This same lack of ethics has infected America's business community, as well. It negatively impacts how employers interact with their customers. It negatively impacts how they interact with their own employees.

VISUALS: Video of various college campuses, students in class, interacting with each other. Still photos of Patrick Henry.

NARRATOR (7)

Secular Universities have played a major role in guiding our educational system to where it is today. Why? Teaching is based on ideas, and ideas have consequences. Unfortunately, many of the ideas emerging from America's universities—ideas shaping the thoughts of our future leaders—are contrary to those our nation was founded on. American revolutionary leader Patrick Henry wrote, "It cannot be emphasized too strongly or too often that this great nation was founded, not by religionists, but by Christians; not on religions, but on the Gospel of Jesus Christ."

VISUALS: Phil Johnson video footage.

PHIL JOHNSON

Provides explanation for influence of secular Universities on our educational system.

VISUALS: Still photos of Marx, Darwin, Freud, Dewey. Shots of various Christian college campuses.

NARRATOR (8)

Ideas do have consequences, and the great thinkers of the world influence and shape our society in countless ways. But secular University ideas are largely built on the work of individuals such as Marx, Darwin, Freud, Dewey and other influential scholars.

VISUALS: Students on campus, in prayer groups and bible studies, in class.

NARRATOR (9)

Of course there are still good Christian colleges left in our country. But unfortunately, there are too few of them and they educate less than two percent of the fifteen million college students in America. There is currently no great Christian university. And with many secular Universities openly disdainful and even hostile to Christian beliefs, the line dividing issues of right and wrong has become blurred. But education in America wasn't always so undefined.

VISUALS: Period photos of Dartmouth, Princeton, Yale, Harvard, etc. Period photos of graduating classes at various colleges.

NARRATOR (10)

104 of the first 119 American colleges were founded as Christian universities. These included Dartmouth, Princeton and Yale. Early American culture placed a high value on its spiritual leaders being the most educated in society. The result: ten-thousand of the first forty-thousand college graduates prior to the Civil War became ministers. The founders of Harvard University wrote, "Let everyone be earnestly pressed to consider well that the main end of his life and studies is to know Jesus Christ which is eternal life."

(beat)

It is now possible to return to education with the values our country was built on. The timing is right and a marvelous opportunity currently exists.

VISUALS: Video of Empire State Building and interior ILU campus locations. Dr. Bright interacting with students. Students interacting, attending class, administration at work, professors chatting with students or explaining concepts, etc.

CONTINUED:

NARRATOR (11)

This opportunity is the International Leadership University. A school dedicated to educate and train millions of exceptional students all around the globe with a Biblical worldview. ILU is uniquely and strategically positioned to become the best resource for Christian-based higher learning in the United States. It's positioned to become the great national Christian University.

VISUALS: Still photos of Henry Rosovsky, video or stills of Harvard, a variety of stills or video of instructors teaching classes and interacting with students.

NARRATOR (12)

How can this be accomplished? The first priority is to attract the best faculty and staff possible. Henry Rosovsky, the dean of the Faculty of Arts and Sciences at Harvard University once provided an explanation for Harvard's stellar reputation. Each dean simply asks and answers the question, "Who are the best scholars and scientists in the world? They ought to be at Harvard." Of course, what it means to be "the best" is often a matter of perspective. ILU is committed to recruiting not only individuals who are the best in their field, but who are also dedicated Christians with a fully developed spiritual maturity and biblical worldview.

VISUALS: Establishing shots of New York City, the Empire State Building, ILU administrative offices, and students engaged with school activities.

NARRATOR (13)

New York City is the ideal location to lay the foundation for ILU. One of the largest cities in the world, it's a center for world commerce, a melting pot of culture and influential center for government.

VISUALS: Rudy Guiliani.

RUDY GIULIANI
Welcomes TKC to NYC.

VISUALS: Phil Johnson.

INSERT PHIL JOHNSON QUOTE (shoot video interview or narrate it)

VISUALS: Dr. Bright at CCC functions. Video of Crusade headquarters in Orlando, shots of Crusade world activities.

NARRATOR (14)
Just as New York City is the perfect location to launch this great, national university, ILU is supported by the perfect organization to help achieve the ultimate goals. Over forty years ago Dr. Bill Bright, the founder of Campus Crusade for Christ, had the vision for the establishment of a great, national Christian university. But then it was not God's timing. Today Campus Crusade for Christ is the largest evangelical ministry in the world. With 22,000 full-time staff and 500,000 associate staff working in more than 180 countries around the globe, Campus Crusade brings international resources to ILU.

VISUALS: Interiors and exteriors of Empire State Building campus, classes, students interacting, etc., urban communities.

NARRATOR (15)
So, what makes the International Leadership University different? What are the elements that will assure success in meeting the goals? First, engagement with the world. Just as Jesus refused to limit his relationships to only believers, ILU refuses to create a learning environment that exists in a Christian vacuum. Urban campuses, internet teaching and the use of media will enable students to learn from a foundation of Biblical principals while interacting with the real world, and meeting real world challenges.

VISUALS: Exteriors of the Empire State Building, interiors of ILU administrative offices and classrooms, possibly graphics to illustrate the four step plan. Video of the Blue Lake acreage.

NARRATOR (16)

A four-step strategy has already been launched to reach the ultimate goal. First, an unparalleled amount of \$28 million in gifts and short term pledges have been applied to launching The King's College on the model ILU campus located in New York City's Empire State Building. These funds have also enabled the acquisition of 250 acres at Blue Lake, situated just forty miles from New York City. This property will become the flagship campus called The King's College, an institution designed to compete with the Ivy League schools.

VISUALS: Video of urban communities, young people on the streets.

NARRATOR (17)

Next, ILU will establish campuses strategically located in urban centers around the globe creating greater access to a greater number of students. Each of these campuses will offer a limited number of market-driven majors. The teaching staff will primarily be practicing professionals with top academic degrees instructing from a liberal arts core and Biblical worldview. ILU's Empire State Building location serves as a perfect model for the urban center campus.

VISUALS: Video of students in computer classrooms with internet browsers on the screen. A student working with a laptop computer in some third-world, underdeveloped, desolate location.

NARRATOR (18)

The third part of the strategy is to aggressively use the internet to provide a strategic opportunity for distance learning. ILU's goal is to bring the highest quality of teaching and curriculum content in the fastest possible way to within twenty miles of everyone in the world.

VISUALS: Video of established seminaries, the facility in Amman, students using video and the internet in a classroom setting.

NARRATOR (19)

Finally, the establishment of a new kind of seminary that will touch every corner of the earth. ILU already has six seminaries operating throughout the globe. Including the only evangelical seminary in the middle east, located in Amman, Jordan. These new seminaries will use distance learning, church partnerships and practical training to revolutionize the field of seminary education while truly preparing leaders for the Christian church of the future.

VISUALS: Stills or video of Phil Clements, Philip Johnson, Friedhelm Radandt, J. Budziszewski, F. Reiss, and Bill Bright.

NARRATOR (20)

Many key individuals are already in place to make this all a reality. Phil Clements, a senior partner and board member at PricewaterhouseCoopers has come on board as an architect for ILU's business program. Businessman and investment manager Foster Freiss serves on the steering committee for that program. Jay Budziszewski, author and scholar at the University of Texas is currently developing our School of Government. Philip Johnson, a well-known UC Berkeley law professor, expert on Intelligent Design and author is chief academic advisor to ILU. And Friedhelm Radandt, a University of Chicago Ph.D., is President of The King's College.

VISUALS: Intercut video of some of the top university campuses with ILU facilities. Still photos of Michalangelo's work, portraits of Michalangelo and the DeMedicis. Possibly end on a series of shots beginning with a young child (or children) and progressing through elementary school age to college age.

CONTINUED:

NARRATOR (21)

ILU is committed to recruiting not only the best students, but the very best of faculty and staff. To build a higher learning institution that will not be known as "the best Christian university" in the world, but simply "the best university in the world."

(beat)

Michalangelo, certainly one of the greatest artists in history, painted the Sistine Chapel. He sculpted the twelve foot David, the seat of Moses and the Pieta. Michalangelo would never have been able to accomplish these things, these great works of art would never have existed, without the patronage of Lorenzo and Catherine DeMedici. They recognized the potential in Michalangelo. Now, something more important than cold and lifeless marble is at stake. We're talking about the hearts and minds of the future leaders of the world. "The philosophy of the classroom in one generation will become the philosophy of society in the next generation."

VISUALS: Photos of George Washington, Valley Forge art, video of space shuttle launch, Hoover Dam construction and D-Day landing.

NARRATOR (22)

History has proven time and again that when much is at stake, much is required. George Washington suffered along with his troops through a brutal winter at Valley Forge. But with the freedom of a nation at stake his army managed to win a decisive battle in spite of the severely adverse conditions. Our country has faced many such challenges and consistently responded with heroic effort. Are you ready to join the ranks of these heroes? Do you recognize the potential? Will you be one of the patrons to make this great university possible?

END