

OPEN LS FOOTBALL  
FIELD - GAME BEING  
PLAYED

It’s that time of year. When the stadiums echo with  
the rumble of excitement

OTS OF CROWD  
CAMERA ZOOMS IN  
TO STADIUM \*ROAR

And a hint of winter lingers in the autumn air

CU - BREATH  
PLAYERS IN LINE UP

The start of football season

KICK OFF

When young men become forces to reckon with  
Where teenagers rise to the level of icons

PEOPLE STAND AND  
BLOCK CAMERA  
\*CHEER\*

Status, popularity, scholarships...all will be determined  
on this field

BALL ARCS -ARMS  
ENTER FRAME  
TWO YOUNG MEN  
REACH

In a split second, Max Conradt will catch the pass  
that wins the game

PLAYERS COLLIDE

In a split second, his life will change

PLAYERS GO DOWN

Forever

FADE BLACK

OPEN ON PAN OF  
POSTERS, HEAD-  
LINES, TROPHIES

These are our athletes, our heroes, our hopes and  
dreams

PAN TO MEDICAL  
EQUIPMENT, MAX  
CONNECTED TO  
LIFE SUPPORT

These are our children

CROSS DISSOLVE  
FROM MAX TO COACH  
TALKING TO TEAM

High School Football

TEAM WARMING UP  
PRACTICE TACKLES

A sport where the players can be as powerful as the pros.  
Where the kids of today, play for millions tomorrow

CHEERLEADERS RALLY  
TEAM AS PLAYERS  
ANNOUNCED

High School Football. Where our kids form identities.  
Where they learn about status

SHOTS OF TEENS IN  
AUDIENCE TRYING TO  
SEE PLAYERS

Where our sons play hard, and where tomorrow's pros  
are chosen

ZOOM INTO FIELD AS  
PLAYERS LINE UP

It all starts right here, on the fields of our high schools

SLOW PAN OF FACES  
IN LINE UP

These are the athletes that will one day bring in  
millions for the collegiate and pro-football industries

KICK OFF - GAME  
SCENES - CROWD

At a time when ego, status, and popularity burden  
any teenager

GREAT PLAY  
AIR HORNS

And the pride of the town begs for a win

TEAM HOISTS PLAYER

A lot rests on the shoulders of these young men

CROWD RUSHES FIELD

You’d think your child was protected

FADE BLACK

B-ROLL AMBULANCE

On October 19th, 2001, Max Conradt, star QB for  
Waldsport HS, collapsed on the sidelines of a football  
game

OPEN ON MAX IN  
HOSPITAL TUBES,  
MACHINERY, HEAD  
BANDAGED UP ETC.

Mobility robbed, future deprived

ROOM AROUND MAX -  
NEWSPAPER ARTICLES,  
TROPHIES, PICTURES

The body that was one moment leaping into the air  
is now, forever restricted

MAX TRIES TO PUT  
CHECKERS INTO  
THE SLOTS

Max Conratt was the star quarterback, a captain,  
a leader

MAX IS HANDED A  
BASEBALL WHICH  
HE CAN BARELY  
HOLD

Max Conratt was assured of a baseball scholarship

MAX IS HANDED A  
PENCIL AND PAPER -  
CAN BARELY WRITE  
NAME

He was going to be a sports journalist

PAN AROUND ROOM  
(Articles, trophies, pics  
of max in gear, etc.)

So what happened? Was it a hit he took? A tackle  
incorrectly executed? The way he landed?

PAN TO HELMET  
BY HIS BED

Or was it the helmet, the one piece of equipment  
most vital to a player’s safety?

B-ROLL-PRO-  
HELMETS BEING  
TESTED

Before professional players go out onto the field  
each season they are re-outfitted, helmets are tested  
and brought up to current standards, each helmets  
age and history is tracked and documented

SCENE OF HELMET  
DESTRUCTION

Old helmets are shredded to prevent their re-use

SCENES OF PRO  
GAMES

But that's what happens in the ‘bigs,’ football at this  
level, is a mega industry. Players earn their teams  
millions. They need to be protected.

HIGH SCHOOL TEAM  
GEARING UP

But what about at the high school level? The athletes that will perpetuate the industry? The players who will keep the sport alive, are they also protected?

SOT EXPERT ONE

*“The older a helmet gets the less its ability to protect because the Polyultracarbonate gets hard as it ages and no longer absorbs impact”*

SOT EXPERT TWO

*“All states have national guidelines for high school sports that require inspection of all helmets and pads every two years”*

SOT CHRIS MILLER

*“I’ve been around football all my life. I can tell just by looking at a helmet how old it is and we have none over seven years old. No team should.”*

CU BREATH ON LINE-  
UP - KICK OFF

But the helmet Max Conradt wore on October 19th 2001?

PLAYERS COLLIDE,  
GO DOWN, SOT:  
ANNOUNCER:  
*“What up with Conradt?”*

It was 20 years old

AMBULANCE DOORS  
SHUTTING - LEAVING

20 years old

NURSE WHEELING  
MAX DOWN HALL  
AWAY FROM  
PARENTS

That’s three years older than the player who wore it

HELMETS LINE UP  
IN LOCKER ROOM

If NOSEC guidelies state that a helmet should be replaced after seven years, what happened?

SOT: RALPH CONRADT

*“There’s no law enforcing the guideline, It’s up to the school, and when it comes to the schools, unfortunately, it comes down to money.”*

SOT: DOCTOR

*“There are many school systems that don’t change their helmets if they don’t have economic support for that. And many school systems might be looking at helmets that are much, much older.”*

LS - WALDPROT  
HIGH SCHOOL

Max’s school didn’t have the money. Like many schools across the country, the money wasn’t there

CU HELMET TURNING  
AROUND

But just how much would it have cost to purchase a new state of the art helmet?

HEADLINES OF TYREE  
STUDENT DEATH, OTHER  
BRAIN INJURIES

One hundred and fifty dollars

AMBULANCE ZOOMING

One hundred and fifty dollars

MAX THROUGH WINDOW  
OF HOSPITAL ROOM DOOR

Max Conradt paid 250,000 dollars for his first night in the hospital. And now, the care over his lifetime will cost society over twelve million dollars

BABY VIDEOS OF MAX  
GRWOING UP

One hundred and fifty dollars. Something so simple, so cheap, could have made all the difference

HEADLINES OF SUPER BOWL  
WINS, TAIL GATE PARTIES,  
GAME SCENES

America won't give up its football. But before you let your child play, check the school’s standards and safety practices. Demand to see the equipment certifications.

MAX TRIES TO PUT CHECKERS  
INTO SLOTS, DROPS THEM

And most of all, pay the \$150 for a new helmet

FADE BLACK

RE-OPEN OTS ON PEOPLE IN  
STANDS CHEERING A GAME  
(Same as opening)

America won’t give up its football. Its part of our culture, its the American pastime. And it all begins right here, on the fields of our high schools

MOVE INTO FIELD,  
GAME BEING PLAYED

With these young men

CU BREATH OF PLAYERS  
IN LINE UP

Our children

KICK OFF

Our heroes

PEOPLE STAND UP AND  
BLOCK CAMERA

Our future

CAMERA FOLLOWS FOOTBALL  
AS IT ARCS HIGH - TWO SETS OF  
ARMS ENTER FRAME AS THE  
YOUNG MEN REACH, COLLIDE,  
FALL DOWN

Make sure they make it there

~~~~End ~~~~

Film, re-titled “What Happened Dad?” was instrumental in passing Max’s Law requiring new safety regulations in high school football helmet laws