

RAIL  
HENSLEY  
11/12/24

CAMERA 1

EFFECTS: TAKE PKG  
LENGTH: 1:45

CG: MORGANTOWN, WV

(-----ANCHOR 1-----)  
WEST VIRGINIA TOURISM HAS  
BEEN BOOMING RECENTLY,  
WITH THE STATE  
EXPERIENCING RECORD-  
BREAKING NUMBERS. YEAR,  
THE MOUNTAIN STATE HAS  
INTRODUCED AN EXCITING  
NEW ATTRACTION THAT  
PROMISES ADVENTURE,  
HISTORY, AND A HEALTHY  
DOSE OF NATURE.

(-----TKE PKG-----)  
("Nat sound pop 3-5 seconds of  
railbike riding along tracks")

IT'S CALLED RAIL EXPLORERS,  
A ONE-OF-A-KIND OUTDOOR  
EXPERIENCE LOCATED AT THE  
JUNCTION OF THE ELK RIVER  
AND BUFFALO CREEK IN CLAY,  
WEST VIRGINIA. THIS ECO-  
FRIENDLY ADVENTURE OFFERS  
INCREDIBLE VIEWS,  
FEATURING THE DEVIL'S  
SAWMILL WATERFALL AND  
SAND FORK BRIDGE.

("Nat sound 3-5 seconds of guests  
chatting/boarding rail cars")

RAIL-2  
HENSLEY  
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CG: TREY CORWELL  
RAIL EXPLORERS DISTRICT  
MANAGER

CG: GEORGIA HENSLEY,  
ADVENTURE REPORTER

HERE, VISITORS CAN PEDAL THEIR WAY ALONG THE HISTORIC BUFFALO CREEK AND GAULEY RAILROAD, THROUGH TWELVE MILES OF SCENIC FOREST ON MOTORIZED RAIL BIKES. RAIL EXPLORERS, A COMPANY BASED IN RHODE ISLAND, OPENED THIS LOCATION IN JUNE 2024 AND HAS ALREADY SEEN MASSIVE SUCCESS.

(“Our initial projections were only, you know, maybe 8 to 10 thousand riders in our first season, and we’re probably going to hit over 16 thousand when we finish.”) 4:46 - 4:56

Stand-up: “West Virginia’s tourism industry is on a historic upswing, bringing in over 8 billion dollars last year alone. These new attractions like rail explorers are bringing out-of-state dollars to in-state pockets.”

VISITOR SPENDING IS UP BY OVER 17 PERCENT COMPARED TO PRE-PANDEMIC LEVELS, ALL THANKS TO WEST VIRGINIA’S NATURAL SCENERY AND ADVENTURE OPPORTUNITIES. TOURISM OFFICIALS SAY THAT THE STATE WELCOMED OVER 75 MILLION VISITORS IN 2023 ALONE.

RAIL-3  
HENSLEY  
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CG: ALEXANDRA MACIA  
TOURIST

(“10-15 second soundbite with  
tourist.”)

RAIL EXPLORERS OFFERS  
TOURS SIX DAYS A WEEK WITH  
PET-FRIENDLY OPTIONS AND  
BIKE SIZES THAT CAN FIT UP TO  
FOUR RIDERS. FOR ANYONE  
LOOKING TO EXPERIENCE THE  
NATURAL BEAUTY OF WEST  
VIRGINIA IN A NEW WAY, THIS  
MIGHT BE THE PERFECT  
TICKET.

FOR MOUNTAINEER  
PLAYBOOK, I’M GEORGIA  
HENSLEY.

(“Nat sound 3-5 seconds of rail bike  
taking off”

(-----ANCHOR RETURN-----)  
IF YOU’RE LOOKING FOR A  
FALL ACTIVITY THAT  
COMBINES OUTDOOR FUN, A  
BIT OF EXERCISE, AND  
STUNNING VIEWS, THEN CHECK  
OUT RAIL EXPLORERS IN CLAY,  
WEST VIRGINIA.

PKG  
TRT: 2:00

RAIL- SOT TZS  
HENSLEY  
11/12/24

(-----SOT TZ 1-----)

Coming up next on Mountaineer  
Playbook, I'm Georgia Hensley  
showing you how  
to experience the wild heart of West  
Virginia on rails – where the journey  
is as thrilling as the view!

(-----SOT TZ 2-----)

After the break on Mountaineer  
Playbook, I'm Georgia Hensley  
showing you how  
to experience the wild heart of West  
Virginia on rails – where the journey  
is as thrilling as the view!

(-----SOT TZ 3-----)

I'm Georgia Hensley, showing you  
how to experience the wild heart of  
West Virginia on rails – where the  
journey is as thrilling as the view!  
Mountaineer Playbook starts now.