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**A Grand Conspiracy**

**By Stephanie West Allen**

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A Surprise For Me — A Symphony

Today I took a long walk. The wind was warm and wholehearted making me push energetically against it as I walked. To my great surprise, when I passed a towering pine tree, all the wind on the ground suddenly stilled. The only wind I heard was the wind whistling and singing high up in the swaying, green branches of the old tree. Harmony and melody.

News Flash: Tree And Wind Conspire

The tree and the wind were in concert. And, as they breathed together, they were a magnificent and powerful conspiracy.

Con-spire means to breathe together. "Spire" is a marvelous root word meaning breath or spirit. When things or people breathe together — conspire — great power is created. The law recognizes that power; conspiracy — two or more people conspiring to commit an evil deed — is in itself a crime.

Your Powerful Plot

What compassionate deed, what marvelous plot, what gentle intrigue, can you plan today with one or more other people? Perhaps you and your coworkers or family conspire to bring more laughter into the world. Maybe you start with smiles and the smiles explode into laughter.

Maybe you scheme to do things pleasant and pleasing for other people without their finding out who did it. Maybe you become a merry band of secret scouts throwing grin grenades when no one expects it.

When you and your merry band put your minds together — conspire — to make your world a more joyful place for today, there will be no stopping the imaginative ideas. Remember the power in breathing together for a purpose. Come together in harmony in your superb purpose, like the wind and the pine

tree.

And today . . .

Gather up your team — it need be no more than a dynamic duo of two — and conspire, inspire, aspire. Devise a delight-filled scheme for those around you and put it into action. You will have the grandest of conspiracies. Make today a truly con-spiritual day. Have fun, you creative co-conspirators.

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Stephanie West Allen, JD, brings humor and motivation to associations and organizations. <http://www.allen-nichols.com> Monday through Friday, start your day with a free Upsy Daisy Push-up to get you going gloriously, gratefully, and gleefully. Subscribe by sending a blank e-mail to <mailto:UpsyDaisyDaily-subscribe@yahoogroups.com>

## **History Channel Conspiracy Featuring Zona**

**By Maricon Williams**

### **History Channel Conspiracy Featuring Zona by Maricon Williams**

In the press release entitled *Zona Creates Image Spot For History Channel's Conspiracy?*, created and produced a :30 image spot posted on December 13, 2004, it embarked upon the thought provoking new program – *Conspiracy*, which is seen every evenings on The History Channel.

ZONA Design was founded in 1999. It is an award winning multi-disciplined design agency creating results driven work that is bold and direct for all points of contact with the consumer in the general, Hispanic, and youth markets. The company's portfolio includes high profile projects for Disney/ESPN Networks, AOL Time Warner Networks, 5Boro Skateboards, Discovery Communications, Encore Media Group, Rainbow Media Holdings, Chrysler, Dodge, and the various A&E Networks.

"The idea is that conspiracy can happen anywhere, be perpetrated by anyone. I broke down the word 'conspiracy,' separating the Y, adding a question mark – Why, why, why are there so many unanswered questions. We employed fast cuts, continuously shifting compositions by moving the camera on select stills, in the process creating a sense of urgency and a feeling of agitation and constant motion. The images suggest numerous questions – Is that a clandestine rendezvous? What happened behind that police tape? Who is skulking in the shadows? Is someone in that sea of faces guilty, and of what? This is why we want the viewer to watch *Conspiracy?* and make up his or her own mind as to what really happened", explained ZONA Director/Creative Director Zoa Martinez.

"ZONA did some award-winning work for us recently and I was looking forward to working with them on the image campaign for *Conspiracy?*," stated The History Channel Producer/Writer Mike Scalere. "We gave ZONA a tricky assignment as they needed to come up with a concept that would cover all the shows in the series and not rely on images of Princess Di or Martin Luther King or other immediately

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recognizable icons. We needed a completely graphic look, a dark, mysterious air for the series and we had to be very clear not to say a conspiracy was afoot but rather to present images, have them act as evidence, and then have the viewer make up their own minds about the events they had just witnessed. ZONA created images, each with a bizarre twist, snapshots which force the viewer to examine every piece of the footage for clues. They did a wonderful job."

Watch out for it! It is for sure an interesting program to look forward to. For more information visit the ZONA Design web site at [www.zonadesign.com](http://www.zonadesign.com).

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