

SCRIPT COMMERCIAL SPOT: 30

“KID’S-EYE VIEW”

COMMERCIAL 1 / :30 SECONDS

VISUALS: (Camera SLOW ZOOM OUT)
Reveals Kid (6-8 years old) in home setting. Head and shoulders. Looking around at adults in background who are watching TV. Sounds of TV, Washer, Dishwasher, and Misc.. An Older spot about CSEPP comes on... Adults commenting on some news or advertisement about the Umatilla Depot and/or CSEPP with a ‘What ever’ or ‘Who cares’ attitude...

Father: Give me a break... If there ever was a problem- it would be too late for everyone.

Little Kid turns to the camera: What are they talking about? We can protect ourselves. At school we’ve learned it’s really simple: either “shelter in place” or “evacuate”... We practice all the time.

Graphic: “Are You Ready”

VIDEO SHOTS

Pan Out from TV to see living room, Dad in chair, mom in kitchen busy. To see kid playing on the floor with toys.

Different cutaways of personal items to show that the family with the money they do have try to have a great time.

Traffic: Spot Needs to be closed captioned:
DELIVERABLE TO STATIONS BY
MARCH 7, 2001

Graphic Content:(CC)

Letter Box with :
In Umatilla and Morrow
counties—
877-367-2737
In Benton County—
800-841-7953
On the Internet—
www.csepp.net

Location:

Inside of house Mid Class Range, Family who smokes. Front room should be large enough to fit shots of family and kid in front

TECH: Size 15x20 Windows from one side kitchen in background. Light rays through cigarette smoke would be great.

TV NEEDS A BLUE SOURCE SO IT CAN BE KEYED.

Equipment: Camera
Tripod
Monitor
20ft BNC Cable
2-Pars
1-Tota (Embrella)
Soft Box

Crew: Videographer
Director
Audio Engineer
Grip
Assistant

Talent: Mom Mid 30s
Dad Mid 30s
Kid Boy 7-8 years old

Props: Toys
TV Tray
Food on a plate
Beer Bottles