

SIP4 TV ad—Script 2—

“Top Four Things to do for Sheltering in Place”

Notes	Video	Audio
:00-03 Sound-up	Kitchen radio (regular radio, not TAR) that’s carrying the EAS test. Camera pulls back to bring in Maureen (mother) and Devon (daughter) seated at kitchen table.	[Sound of an <u>EAS test</u> coming over radio.] [Maybe Devon’s chair skooches on the floor.]
Maureen	Reaches over and fwaps her daughter’s arm lightly or playfully.	Hey Devon! There’s today’s EAS test—let’s run through our shelter in place drill!
Devon	Starts up from the table.	Yeah! I’ll get the duct tape and plastic!
Maureen	Puts a hand on Devon’s shoulder.	Hold on! There’s four steps before that.
Devon	Settling back in her seat, perplexed.	Four? Well, we’re already inside.
Maureen	Holds up one finger.	Right!—but what else?
Devon	Frowns.	Uhh, shut windows and doors?
Maureen	Holds up a second finger.	And lock ‘em—next?
Devon	Shrugs.	Dad says something about ventilation...
Maureen	Smiles, holds up third finger.	You got it!—Don’t forget to turn off the heating or air conditioning! ...and last?
Devon	Shrugs big time.	I don’t know, Mom...I’m listening...
Maureen	Flashes four fingers and laughs. (Claps her hands? and/or...	That’s right girl!—listen to the radio for emergency instructions. Score four Devon!
Devon	Claps her hands.	