

“Check Your Kit”—January 2005

Umatilla Campaign TV ad—Script

Graphic: CSEPP’s red bars framing screen top/bottom/right with Benton phone number (top), Oregon phone numbers (bottom) and website (right).

Scene: Mother in bedroom, looking through items in the family’s shelter-in-place kit when her daughter comes in. “Some Enchanted Evening” (or similar) playing in background.

<i>Actress</i>	<i>Dialogue</i>	<i>Directions/graphics</i>
Devon	Mo-om-m-m, I’m bored-d-d-d. Where are you?	<i>Voice from down the hallway.</i>
Maureen	In our safe room. getting ready for the new year...	<i>Excited, upbeat.</i>
Devon	Wha-huh?	<i>Scrunched face entering the room.</i>
Maureen	C’mon—you can help me check out our shelter-in-place kit...	On screen: 1. Check your list <i>Hands Devon a checklist.</i>
Devon	I guess it’s better than nothing...	<i>Taking list, sits down on bed.</i>
Maureen	Here’s plastic cut to fit the window and door in here so it’s safe...	<i>Hands to Devon.</i> On screen: 1. Pre-cut plastic
Devon	Check...	<i>Checks off and sets plastic on bed.</i>
Maureen	And duct tape...	<i>Hands tape to Devon.</i> On screen: 2. Duct tape
Devon	Check...	<i>Checks off, sets tape on bed.</i>
Maureen	Don’t forget scissors...	<i>Hands scissors to Devon.</i> On screen: 3. Scissors
Devon	But the plastic’s already done...	<i>Doesn’t take scissors yet...</i>
Maureen	Sometimes, duct tape’s hard to cut...	<i>Re-hands tape to Devon.</i>
Devon	All right...check.	<i>Checks off, sets scissors on bed.</i>
Maureen	Radio and batteries...	<i>Hands radio/batteries to Devon.</i> On screen: 4. Radio and batteries
Devon	Check...	<i>Checks off both, sets on bed.</i>
Maureen	Great! All set till the next time we check it...	<i>A gesture (snaps fingers?)</i> On screen: Next check: July
Devon	For any emergency?!	<i>Excited now, too.</i>
Maureen	You got it, Babe!	<i>Mother-daughter high five!</i>