

**Tower Media  
Commercial Production  
Southern Illinois University Edwardsville**

**CLIENT: Anti-Smoking  
PRODUCT: "Is Your Family The Same?"  
Writer: Bobby Krug  
Length: 00:30**

VIDEO	(SHOT TIMES)	AUDIO	(TRT)
FADEUP ON:		FADEUP ON:	
<b>1A.</b> WS FAMILY (MOTHER, FATHER AND TWO KIDS) GATHERED AT A PICNIC TABLE EATING LUNCH	(:03)	<b>1.</b> MX: SOFT HAPPY MUSIC THRU ENTIRE PIECE SFX: TREES BLOWING IN BREEZE OUTSIDE	
<b>1B.</b> CU CHILD LAUGHING	(:02)	SFX: CHILD LAUGH	(:05)
<b>2A.</b> MS / FRONT FOLLOW, FAMILY WALKING THROUGH AMUSEMENT PARK	(:02)	<b>2.</b> SFX: SUBTLE AMUSEMENT PARK AMBIENT SFX SFX: SUBTLE RIDE MUSIC	
<b>2B.</b> CU CHILD ON FATHER'S SHOULDERS POINTING AT A RIDE	(:03)		(:10)
<b>3A.</b> MS FAMILY BOARDING A TEACUPS RIDE	(:02)	<b>3.</b> SFX: SUBTLE AMUSEMENT PARK AMBIENT SFX	
<b>3B.</b> CU OF CHILD'S FACE LAUGHING DURING THE RIDE LOOKING AT THEIR MOM	(:03)	SFX: CHILD LAUGHING	
<b>3C.</b> CU OF MOTHER'S FACE SMILING DURING THE RIDE LOOKING OVER AT THE CHILD	(:02)		(:17)
<b>4.</b> WS, EXTERIOR OF HOUSE, CAR PULLING UP INTO DRIVEWAY EVENING	(:02)	<b>4.</b> SFX: CAR SOUND	
<b>5A.</b> MS, LIVING ROOM COUCH WITH FAMILY, HAPPY SNUGGLED UP UNDER A BLANKET WATCHING TV, FRONT SHOT	(:03)	<b>5.</b>	(:19)
<b>5B.</b> MS, REAR SHOT OF COUCH WITH TV IN FOCUS AS WORDS APPEAR ON SCREEN "THIS IS WHAT A SMOKE-FREE FAMILY LOOKS LIKE. IS YOUR FAMILY THE SAME?", SLOW ZOOM OUT ON CAMERA	(:07)	VO: "This is what a smoke-free family looks like. Is your family the same?"	
FADES OUT	(:01)	FADES OUT	(:30)