

**Bobby Krug
Dunham Hall
Edwardsville, Illinois
Broadcast Department**

**CLIENT: Anti-Weed Administration
PRODUCT: "Don't Even Try It"
WRITER: Bobby Krug
LENGTH: (:30)**

| <u>VIDEO</u> | <u>(SHOT TIMES)</u> | <u>AUDIO</u> | <u>(TRT)</u> |
|---|---------------------|---|--------------|
| FADEUP ON: 1. MIDDLE-AGED MALE NARRATOR IN FRONT OF A TRANSPARENT GLASS BACKGROUND WITH A GROUP YOUNGER MALES SMOKING WEED ON THE OTHER SIDE | (:10) | FADEUP ON: 1. NARRATOR: "Marijuana. It's stimulating, mind-expanding, and safer to use drug compared to tobacco and alcohol." | (:10) |
| 2. NARRATOR TURNS AND ANOTHER WINDOW IS SEEN, GROUP BEHIND GLASS IS SEEN WITH NEEDLES AND OTHER FORMS OF DRUG PARAPHERNALIA | (:10) | 2. NARRATOR: "What they don't advertise is how addicting it can be and how it can lead to dependency and other hard drug use." | (:20) |
| 3. NARRATOR TURNS AND ANOTHER WINDOW IS SEEN, THIS TIME IT'S A HOSPITAL ROOM WITH ONE OF THE MALES FROM THE GROUP IN THE BED WITH HIS PARENTS STANDING OVER | (:05) | 3. NARRATOR: "Save yourself, don't even try it." | (:25) |
| 4. TITLE SCREEN: "Don't Even Try It." "A Message From The AWA" | (:05) | 4. | (:30) |