

Bobby Krug
MC 330
Advanced Broadcast Writing
Southern Illinois University Edwardsville

CLIENT: ADAA
PRODUCT: "Be Friendly"
Writer: Bobby Krug
Length: 00:30

| VIDEO (SHOT TIMES) | AUDIO (TRT) |
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| FADEUP ON: 1. PAN, MS CLASSROOM > OVER THE SHOULDER STUDENT A STUDYING THROUGH NOTEBOOK (:02.15) | FADEUP ON: 1. MX: "ARCHIPELAGO" - A.A. AALTO (:02.15) |
| CUT TO: 2. MS CLOCK (:02.00) | 2. (:04.15) |
| CUT TO: 3. MS STUDENT A STUDYING THEN LOOKS OVER AT OPENING DOOR OFF-FRAME (:02.05) | 3. SFX: PERSON WALKING IN SFX: BACKPACK ON GROUND (:06.20) |
| CUT TO: 4. WS CLASSROOM, STUDENT B WALKS IN AND SITS DOWN IN CHAIR AND LOOKS AT PHONE. STUDENT A STUDYING. (:02.20) | 4. (:09.10) |
| CUT TO: 5. MS STUDENT B LOOKING AT PHONE (:02.10) | 5. (:11.20) |
| CUT TO: 6. WS CLASSROOM, STUDENT A STUDYING, LOOKS AT STUDENT B ON PHONE (:02.20) | 6. (:14.10) |
| CUT TO: 7. MS STUDENT B, LOOKING AT PHONE THEN LOOKS OVER AT STUDENT A, SMILES AND WAVES (:02.20) | 7. (:17.00) |
| CUT TO: 8. MS STUDENT A, LOOKS OVER AT STUDENT B AND WAVES BACK (:02.20) | 8. (:19.20) |
| CUT TO: 9. MS STUDENT B STILL SMILING, GETS OUT OF SEAT AND WALKS TOWARDS TO STUDENT A, OUT OF FRAME (:02.00) | 9. (:21.20) |
| CUT TO: 10. SLOW ZOOM OUT FROM MS STUDENT A TO WS OF CLASSROOM. STUDENT A AND STUDENT B BEGIN TO HAVE CONVERSATION TEXT FADESUP: "You never know what someone might be going through..." | 10. SFX: CONVERSATION AUDIO FADES |

TEXT FADESUP: "...don't be afraid to make friends."

(:08.10)

(:30.00)