

:30 PSA VIDEO SCRIPT

TITLE: Help is just a phone call away

PREPARED FOR: Information & Referral Services

WRITER: Steve Pender

DRAFT: Final

FADE IN:

1 INT. KITCHEN OR CHILD'S BEDROOM

We SEE a colorized still of a Single Mom holding a phone to her ear. Her sick child is nearby. We HEAR music, upbeat and contemporary, and the sound of a ringing phone as heard by the Single Mom. Superimposed over the shot is moving text.

Text on screen: When you need help

The ringing ends with a click, as the line is connected.

TRANSITION TO:

2 INT. KITCHEN OR CHILD'S BEDROOM – NIGHT

The colorized effect is gone. The scene begins.

SINGLE MOM

My baby is sick and I don't have health insurance!

TRANSITION TO:

3 INT. CLOTHING STORE OR OFFICE – DAY

We SEE a colorized still of a Storeowner with a phone to his ear. We HEAR the sound of a ringing phone as heard by the Storeowner. Superimposed over the shot is moving text.

Text on screen: When you want to help

The ringing ends with a click, as the line is connected.

TRANSITION TO:

4 INT. CLOTHING STORE OR OFFICE – DAY

The colorized effect is gone. The scene begins.

STOREOWNER

I just closed down my clothing store. Who can I donate leftover coats to?

TRANSITION TO:

5 INT. I&R PHONE CENTER - DAY

We SEE a colorized still of an I&R Specialist about to answer a call. We HEAR the sound of a ringing phone as heard by the I&R Specialist. Superimposed over the shot is moving text.

Text on screen: Information Referral Services can help you

The ringing ends with a click, as the line is connected.

TRANSITION TO:

6 INT. I&R PHONE CENTER - DAY

The colorized effect is gone. The scene begins.

I&R SPECIALIST #1

Here's who you can call for financial assistance.

TRANSITION TO:

7 INT. I&R PHONE CENTER – DAY

We SEE close ups of other I&R Specialists taking calls, lines lighting up, fingers on a keyboard, contact information scrolling down a computer screen.

Text on screen:

Information & Referral Services

Information: 520.881.1794

Crisis Line: 520.323.9373

www.azinfo.org

NARRATOR

When you need help with life's problems, call
Information and Referral Services. Don't wait –
help is only a phone call away.

TRANSITION TO:

Help is only a phone call away (:30 PSA)...Final Draft • 3.

8 INT. KITCHEN OR CHILD'S BEDROOM - NIGHT

The I&R contact information remains on screen. We SEE the grateful Single Mom in close up.

SINGLE MOM
Thank you so much!

FADE OUT.

THE END