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PSA Script
Prof. Dodge
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Concept: Register to Vote PSA for College-Age Students

Multimedia: Film/Video

Sponsor: The U.S. Government/USA.gov

Attention-getting opener: A bold opinion, stated with the help of a Vine star - suggested in this to be “King Bach” (real name, Andrew Bachelor) - as the spokesman.

Storyline

Everyone has an opinion, and they like to share it

Twist

People like to share their opinion, yet only 54 percent of Americans share their opinion where it matters the most

Call to Action

Register to vote today and make sure to express your opinion next November in the Presidential election

Slogan

“Don’t pretend you have no opinion about this.”

(script on next page)

Don't Pretend You Don't Have An Opinion. Register To Vote
30-second spot

VIDEO <i>seconds italicized</i>	AUDIO
<p><i>00.00-00.03 MS</i> Andrew Bachelor sitting on a couch with a friend. Bachelor is wearing a Breaking Bad-style yellow jumpsuit and holding a remote.</p> <p><i>00.04 MS</i> Bachelor looks over, wide-eyed in horror, as other friend takes remote and changes the channel and smiles.</p> <p>CUT TO</p> <p><i>00.07 2-shot</i> Bachelor walking through a department store with girlfriend.</p> <p><i>00.09 2-shot</i> Girl holds up a brightly colored satchel with a \$50 pricetag on it.</p> <p>CUT TO</p> <p><i>00.12 HS</i> Bachelor's face, first looking anxious and then shaking his head and laughing condescendingly.</p> <p>CUT TO</p>	<p>(Theme for <i>Breaking Bad</i> begins playing)</p> <p>Friend: Oh man, change it. This show is terrible!</p> <p>(Theme for <i>The Love Boat</i> begins playing)</p> <p>Bachelor as Narrator (VO): Everyone has an opinion about the things they prefer...</p> <p>(Generic department store background music playing)</p> <p>Bachelor: Okay, I can only spend about \$50 here on supplies.</p> <p>Girlfriend(OC): OOH! You should get this!</p> <p>Bachelor: Um... yeah. (laughs) I don't think so.</p> <p>Bachelor as Narrator (VO): ...or where their money should be spent...</p>

00.16 Dolly right

Bachelor, back in original room and still in yellow jumpsuit, walking out of living room and directly addressing the camera.

CUT TO

00.20 OSS

Bachelor sits down at computer.

DISSOLVE TO

00.24 Screen graphic

Graphic showing the usa.gov url and pictures of President Barack Obama, the White House, and 3-4 of the frontrunner candidates for the 2016 Presidential election.

CUT TO

00.28 CS

Bachelor directly addressing camera.

FADE OUT

Bachelor: ...they hardly ever seem to shy away from expressing their opinions....whether they're right or wrong.

Bachelor: But then why is it that only 54 percent of you voted for the President of the United States in 2012? Well, now's the time to increase that number in 2016...

Bachelor (VO): ...Visit U-S-A-dot-gov and register today so you can have your say in our country's future next year...

Bachelor: Register. Vote. Don't pretend you have no opinion about this.