

Assignment #3: Spot 4--PSA

SPONSOR: Local Health & Human Services & Ad Length: :30
AGENCY: V2 Productions RUN: Ongoing

1 SFX (Ominous music plays underneath.)
2 VOICE 1 (Low and gravely, with electronic distortion)
3 It showed up unexpectedly...
4 (pause)
5 You never saw it coming...
6 (pause)
7 Now, it's on you—
8
9
10
11 SFX (Loud burst)
12 VOICE 1 Ripping, tearing at your body...
13 (pause)
14 You watch, helplessly, as your life force drains slowly away...
15 (pause)
16 Remember...you were warned...
17 SFX (Ominous music fades)
18 VOICE 1 (Without electronic distortion)
19 Influenza. Prevent the attack. Get shot today!
20 VOICE 2 This message brought to you by your local health and human services
21 agency and the Ad council.