

Approx. 1 ½ min. PSA

CLIENT: FDOH
 JOB #: FDOH-775
 DESCRIPTION: SWAT Recruitment PSA- Groups As Produced
 DATE: 3/10/10

AUDIO	VIDEO
<p>Music: Background music carries overlapping monologue consisting of several kids finishing each other's sentences.</p>	<p>Shots of various high-school kids (male and female, of varying ethnicities) taken in and around a school in the Orlando area.</p>
<p>Guy 1: "This is high school." Girl 1: "...where you'll spend four years of your time."</p>	<p>Guy by lockers Girl in bleachers</p>
<p>Guy 2: "You'll take classes..." Guy 3: "...you'll write papers..." Girl 2: "...and you'll join groups along the way."</p>	<p>Guy in classroom Guy in theater Girl in quad with hat</p>
<p>Guy 4: "Varsity sports." Guy 3: "The drama club." Girl 3: "The student government." Guy 2: "The chess team."</p>	<p>Guy in bleachers Guy in theater Girl in classroom Guy in classroom</p>
<p>Girl 1: "But there's only one group..." Girl 4: "...one group with the potential to save over 400,000 lives..." Guy 3: "...400,000 lives a year."</p>	<p>Girl in bleachers Girl in quad with blue shirt Guy in theater</p>
<p>Guy 1: "SWAT." Guy 4: "SWAT." Guy 3: "SWAT is Students Working Against Tobacco." Girl 5: "Students, like me and you working against the tobacco industry..." Guy 4: "...the tobacco industry that's trying to poison us all."</p>	<p>Guy by lockers Guy in bleachers Guy in theater Girl in quad in tie dye Guy in bleachers</p>
<p>Guy 1: "We educate." Girl 3: "We inform." Girl 2: "And we fight back against the companies who kill over 400,000 Americans a year."</p>	<p>Guy by lockers Girl in classroom Girl in quad with hat</p>

Girl 1: "But to succeed, we need your voice..."

Guy 1: "...we need your mind..."

Girl 3: "...we need your help."

Guy in theater

Guy by lockers

Girl in classroom

Guy 2: "Each day in America, almost 4,000 teens..."

Guy 3: "...4,000 sons and daughters..."

Girl 4: "...4,000 sisters and brothers try cigarettes for the first time."

Guy in classroom

Guy in theater

Girl in quad with blue shirt

Guy 4: "And each day, another 1,000 teens become daily smokers..."

Guy 1: "...as their habit..."

Girl 3: "...as their hobby..."

Guy 2: "...as their little experiment becomes an addiction that's as hard to break as heroin."

Guy in bleachers

Guy by lockers

Girl in classroom

Guy in classroom

Guy 3: "But it doesn't have to happen."

Girl 5: "We can be stronger."

Girl 1: "We can be smarter."

Guy 1: "We can be louder."

Girl 3: "And we can all Be Free."

Guy in theater

Girl in quad in tie dye

Girl in bleachers

Guy by lockers

Girl in classroom

Guy 3: "To join SWAT, talk to your teachers..."

Guy 2: "...talk to your counselors..."

Guy 1: "...talk to your principal..."

Girl 2: "...or a kid wearing this logo..."

Girl 3: "...wearing this logo..."

Guy 3: "...this SWAT logo..."

Guy in theater

Guy in classroom

Guy by lockers

Girl in quad with hat

Girl in classroom

Guy in theater

Guy 4: "Defending a generation is hard work, but with your help, there's nothing we can't accomplish."

Guy who was in bleachers, now standing in quad in front of all the other kids, who are now all wearing their black SWAT shirts.