

SIUE Global Village  
Dunham Hall (SIU-Edwardsville)  
Edwardsville, Illinois  
BROADCAST DEPT.

CLIENT: StopTextsStopWrecks.org  
TITLE: "Don't Text and Drive"  
WRITER: Jackson Wilson  
LENGTH: 30 seconds

| <b>VIDEO</b>  | <b>(SHOT TIMES)</b> | <b>AUDIO</b>  | <b>(TRT)</b> |
|---|---------------------|---|--------------|
| <u>FADEUP ON:</u>   |                     | 1. <u>MUSIC</u> : (PEACEFUL GUITAR SCORE UNDER)                                       |              |
| 1. DOLLY SHOT OF<br>PEDESTRIAN<br>WALKING<br>AND TEXTING<br>ON CELL PHONE                             | (:03)               | <u>N SD</u> : (NATURAL OUTDOOR SOUND)   | (:03)        |
| <u>CUT TO:</u>  |                     |   |              |
| 2. CU OF<br>PEDESTRIAN<br>WALKING<br>AND TEXTING<br>ON CELL PHONE<br>(Shoulder view)                  | (:02)               |   | (:05)        |
| 3. E-CU OF<br>PEDESTRIAN<br>WALKING<br>AND TEXTING<br>ON CELL PHONE<br>(Zoomed in on<br>phone screen) | (:03)               |   | (:08)        |
| 4. CU OF DRIVER<br>NOT PAYING<br>ATTENTION TO<br>THE ROAD   | (:03)               | 2. <u>N SD</u> : (CUT NATURAL OUTDOOR SOUND)<br><u>N SD</u> : (RUNNING VEHICLE SOUND) | (:11)        |

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|--|----------------|----------------|
| <p>5. E-CU OF<br/>DRIVER TEXTING ON<br/>CELL PHONE<br/>WHILE DRIVING<br/>(Zoomed in on phone<br/>screen)</p> | <p>(:03)</p>   | <p>(:14)</p>   |
| <p>6. CU OF<br/>PEDESTRIAN<br/>TEXTING AND<br/>WALKING TOWARDS<br/>CROSSWALK<br/>(toward the camera)</p>     | <p>(:03)</p>   | <p>(:17)</p>   |
| <p>7. WS OF<br/>PEDESTRIAN<br/>TEXTING AND<br/>WALKING TOWARDS<br/>CROSSWALK<br/>(toward the camera)</p>     | <p>(:02)</p>   | <p>(:19)</p>   |
| <p>8. WS OF VEHICLE<br/>HEADING<br/>TOWARDS<br/>PEDESTRIAN</p>   | <p>(:02)</p>   | <p>(:21)</p>   |
| <p>9. LS OF<br/>PEDESTRIAN<br/>LOOKING TOWARDS<br/>INCOMING VEHICLE</p>                                      | <p>(:00.5)</p> | <p>(:21.5)</p> |
| <p>10. C-U SHOT OF<br/>PEDESTRIAN<br/>GASPING AS THE<br/>VEHICLE<br/>APPROACHES</p>                          | <p>(:00.5)</p> | <p>(:22)</p>   |

3. N SD: (CUT RUNNING VEHICLE SOUND)

N SD: (NATURAL OUTDOOR SOUND)

4. N SD: (CUT OUTDOORS)

SFX: (TIRES SCREECHING)

11. C-U SHOT OF  
DRIVER  
TRYING TO  
STEER OUT OF  
PEDESTRIAN'S WAY

(:01)

5. MUSIC: (PEACEFUL GUITAR SCORE  
FADEOUT)

(:23)

CUT TO BLACK

FADE UP TO TEXT:

12. Don't let your next  
text be your last.

(:02)

6. SFX: (CUT TIRES SCREECHING)

SFX: (CAR CRASHING)

(:25)

13. These are the leading  
types of car accidents  
in the US.

(:02)

7. SFX: (FADEOUT CAR CRASHING)

(:27)

FADEUP ON:

14. E-CU OF PEDESTRIAN'S  
STRANDED PHONE  
LYING IN THE GRASS

8. SFX: (FADE TO AMBULANCE SIRENS)

(:28.5)

14b. StopTextsStopWrecks.org

(fade up text at :28.5 mark)

(:02.75)

9. SFX: (FADEOUT AMBULANCE SIRENS)

(:29.75)

15. FADE OUT

(:00.25)

(:30)