

ADULT VACCINATION VIDEO – PRE-SCRIPT (LONG #1 VERSION)

	VIDEO	AUDIO
1.	Whole family playing badminton in front yard (starts @1:22:00 – good of Mary Beth near 1:30:18).	For Mary Beth and Barckley Toole, life is non-stop with 4 kids.
2.	INTERVIEW: MARY BETH @1:04:55	WE’VE GOT GYMNASTICS, WE’VE GOT DIVING AND BASKETBALL AND HOMEWORK (SMILE) – SOMEWHERE IN THERE, THERE’S HOMEWORK!
3.	More parents playing with kids, Mary Beth running. If have time Barkley playing Frisbee.	To help stay healthy they exercise, eat right, and get enough sleep, because, let’s face it,
4.	INTERVIEW: MARY BETH @1:04:15 (or so)	NOBODY HAS TIME TO BE SICK IF YOU’RE A MOM (BIG SMILE)
5.	Perhaps shot of Mary Beth at doctor, OR PHIL photo #14538 – cool shot of syringes OR pix of generic vaccine (see if Todd has anything from shoot with Bill)	Or dad. But they also need to get vaccinated.
6.	INTERVIEW: MARY BETH Sitting in exam room with doctor. 2 shot @2:11:40 – CU of MB saying about same @2:18:00	SO I KNOW I’M SUPPOSED TO GET THE FLU VACCINE, BUT YOU’RE SAYING I NEED OTHER VACCINATIONS AS WELL?
7.	INTERVIEW: DOCTOR: In exam room 2:11:48 or her CU @2:15:09– Doc says bite a little differently in CU: Vaccines aren’t just for children, adults need them as well. OK to use either.	YES, ADULTS NEED VACCINES TOO, THEY AREN’T JUST FOR CHILDREN
8.	INTERVIEW: DOCTOR: @2:23:52 BOB SAYS WILL FIND IMAGES FOR BOXES BELOW Cover some of this with other video or stills. Could put words on screen, or use video boxes (4 on screen) with stills showing: age, jobs, travel, health conditions.	SOME VACCINES DON’T GIVE YOU LIFE-LONG PROTECTION. AND AS ADULTS GET OLDER, THEY MAY BE AT HIGHER RISK OF DISEASES BECAUSE OF THEIR AGE, THEIR JOBS, TRAVEL OR THEIR HEALTH CONDITIONS.

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9.	Pix of vaccines, perhaps montage of adults or crowd shot. BOB SAYS WILL FIND CROWD SHOT.	So what vaccines do <u>healthy</u> adults need besides the annual flu shot?
10.	Shot of whooping cough vaccine	First off, if you didn't get the whooping cough vaccine called Tdap as a preteen or teen, you're due for it now.
11.	DR. BERGQUIST INTERVIEW @2:25:41 – 48 Use still photos of baby with whooping cough for part of bite	WHOOPING COUGH IS A BACTERIAL INFECTION AND IN BABIES IT CAN MAKE IT HARD FOR THEM TO BREATHE AND CAN BE LIFE THREATENING.
12.	INTERVIEW: MARY BETH @1:03:46 Cover first part with Family playing charades type of game near 1:41:30 Newspaper headlines? (did not order graphic)	I WORK IN A PRESCHOOL AND I'M AROUND YOUNG CHILDREN ALL THE TIME. AND IF THEY WERE TO COME DOWN WITH WHOOPING COUGH OR SOMETHING THAT I COULD HAVE BEEN VACCINATED AGAINST AND PREVENTED, I WOULD HAVE FELT HORRIBLE
13.	Mary Beth getting shot. Begins 2:20:06 Choose what works (can only show band aid that is rectangular not round. Correct one @ @2:23:10	So, Mary Beth is here for that whooping cough vaccine, which also contains the needed 10 year booster for tetanus and diphtheria.
14.	INTERVIEW: CDC EXPERT @2:03:16 For first line use old photo from PHIL library #14256 then go to hospital B-roll from our shoot. Not sure what to put behind green screen for rest of bite, perhaps our vaccine vial.	THESE MAY SEEM LIKE ILLNESSES FROM THE PAST, BUT THEY ARE SERIOUS DISEASES THAT STILL AFFECT US TODAY. IMMUNIZATIONS ARE YOUR BEST PROTECTION AGAINST VACCINE-PREVENTABLE DISEASES. AND, SEVERE SIDE EFFECTS FROM VACCINES ARE VERY RARE.
15.	INTERVIEW: DR. BERGQUIST WS @2:12:33 w/Mary Beth in shot	ONCE YOU'RE IN YOUR 60S, YOU'LL NEED VACCINES TO HELP PREVENT DISEASES SUCH AS SHINGLES AND PNEUMONIA.
16	INTERVIEW: MARY BETH @2:19:40 very quick out (in exam room w/doctor)	I HAD A FRIEND AT WORK AND SHE GOT SHINGLES AND SAID IT WAS EXTREMELY PAINFUL.
17.	Generic shots of sick people from what Todd shot Then picture of Barckley's mom	Vaccines are also critical to people with chronic illnesses, like Barkley's mom.

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	BARCKLEY TOOLE @ 1:12:38	MY MOM HAS TYPE 1 DIABETES.
18.	CDC EXPERT @2:03:30 (for green screen background we shot generic patients, not faces) Or cover part of bite w/video we shot in hospital (might be better cuz going directly to another sound bite) - no faces and NO SHOWING THE EMORY HOSPITAL SIGN – can only say hospital, not Emory.	HAVING A CHRONIC HEALTH CONDITION LIKE DIABETES, ASTHMA OR HEART DISEASE MEANS YOU’RE AT HIGHER RISK OF GETTING REALLY SICK FROM CERTAIN ILLNESSES. THAT’S WHY PEOPLE WITH THESE AND OTHER CONDITIONS NEED TO STAY CURRENT WITH THEIR VACCINES.
19	INTERVIEW: BARKLEY TOOLE @1:14:12	I NEED TO CHECK WITH MY MOM, DOUBLE CHECK TO MAKE SURE SHE’S HAD HER VACCINATIONS AND IF NOT GET HER TO THE DOCTOR.
20	Kids piling out of car at field near 1:39:03 and on sidelines Frisbee game cheering on Barkley	Next stop for the Tooles? Barkley’s Frisbee match.
21	Mary Beth and kids on sidelines at Frisbee match cheering on team.	KIDS CHEERING ON THEIR DAD.
22	INTERVIEW: BARCKLEY @1:19:55 Barkley playing Frisbee @2:10:50 he had good catch and pumps hands in air in triumph – use here or in one of closing shots	AS I GOT OLDER, I LEARNED THAT I’M NOT THE INVINCIBLE 23 YEAR OLD THAT I THOUGHT I WOULD BE FOREVER. SO IT’S IMPORTANT TO LOOK AFTER MY HEALTH.
23	_More of family cheering or whatever you like	Setting a good example for the family.
24	REBECCA AND MARY BETH ON COUCH @1:45:47//1:46:07 (or so) Will probably have to do flash or some effect between child and mom cuz there are no cut aways.	CHILD: MOM, WHY DO YOU HAVE THAT BAND AID ON? MOM: REMEMBER GOING TO THE DOCTOR TO GET SOME SHOTS? MOMMIES AND DADDIES HAVE TO GO GET THEIR VACCINATIONS TOO. THEN I CAN STAY HEALTHY TO TAKE CARE OF YOU. DOES THAT SOUND GOOD (BIG HUG).

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25	Barkley playing Frisbee, Mary Beth Running. Superimpose URL over shots. Could also end on cute shots of kids.	Find out what vaccines you need by taking the Adult Vaccine quiz at cdc.gov/vaccines/AdultQuiz and discuss the results with your healthcare provider.