

# SCRIPT



Animation, PSA, 90 sec.

Alice in Veggieland

Healthy Kids Yes! spec

U.S. Department of Agriculture

Creative Director & Scriptwriter: Anne Schwab

VIDEO	AUDIO
<p><b>Open:</b> <b>FADE UP FROM BLACK</b></p> <p><i>Scene 1</i> <b>EXT. Forest of Alice in Veggieland – Late Afternoon</b> <b>Visuals:</b> FISHEYE, WS of tiny Alice who is dazzled by the tall, celery and rhubarb trees, beautiful “flowers” (fruits and vegetables), and foliage <b>Visuals:</b> sign hanging on ages-old tree with little Bluebirds “Alice in Veggieland”</p> <p><b>Prop:</b> a large basket</p>	<p>[CUE MUSIC]</p> <p><b>Narrator:</b> Tiny Alice wants to grow taller. She learned that if children eat healthier foods—more fruits and vegetable—they will grow taller and stronger.</p> <p><b>Sounds:</b> faint sounds of birds <b>Sounds:</b> ambient</p>
<p><i>Scene 2</i> <b>EXT. Forest of Alice in Veggieland– Late Afternoon</b> <b>Visuals:</b> WS tall flowers <b>Visuals:</b> TWO-SHOT of tiny Alice and bed of tall flowers towering over Alice</p>	<p><b>Alice:</b> (to the flowers) I want to grow taller and stronger.</p>
<p><i>Scene 3</i> <b>EXT. Flower Bed – Large Flowers</b> <b>Visuals:</b> tiny Alice looking up at the flowers</p>	<p><b>Three Flowers:</b> First you must eat healthier food, little one. Add delicious fruits and veggies to your diet, and you <i>will</i> grow.</p> <p><b>Sounds:</b> other flowers in soft agreement, the cabbage say softly, “we’re delicious and nutritious.”</p>

<p><i>Scene 4</i>  <b>EXT. Forest – On the Path</b>  <b>Visuals:</b> MS and CU of the White Rabbit looking at his watch  <b>Visuals:</b> White Rabbit tosses his celery and carrot into Alice’s basket then runs  <b>Visuals:</b> Alice grows</p>	<p><b>White Rabbit:</b> I’m late, I’m late. Here, take my tasty celery and my favorite carrot. I’m late, I’m late.  <b>Alice:</b> Thank you, White Rabbit.</p>
<p><i>Scene 5</i>  <b>EXT. Flower Bed – Large Flowers</b>  <b>Visuals:</b> CU of cauliflower  <b>Visuals:</b> Alice picks the cauliflower and puts it in her basket, rack focus</p>	<p><b>Cauliflower:</b> I’m a cauli-FLOWER, try me, I’m delicious.  <b>Alice:</b> Thank you.  <b>Sounds:</b> soft giggling of flowers</p>
<p><i>Scene 6</i>  <b>EXT. Flower Bed – Large Flowers</b>  <b>Visuals:</b> CU of cucumber  <b>Visuals:</b> Alice catches the cucumber tosses one of her cucumbers into Alice’s basket  <b>Visuals:</b> Alice grows</p>	<p><b>Cucumber:</b> Add my crispy cucumber to your salad, Alice.  <b>Alice:</b> I will.  <b>Sounds:</b> flowers in agreement</p>
<p><i>Scene 7</i>  <b>EXT. Forest – Large Tree</b>  <b>Visuals:</b> CUT TO CU of Cheshire Cat  <b>Visuals:</b> Cheshire Cat’s large smile turns into a slice of watermelon, cat disappears leaving on his smile  <b>Visuals:</b> Alice grows</p>	<p><b>Cheshire Cat:</b> Alice, here’s some watermelon.  <b>Alice:</b> Sweet.</p>
<p><i>Scene 8</i>  <b>EXT. Flower Bed – Large Flowers</b>  <b>Visuals:</b> CUT TO CU a banana partially peeled to look like a flower  <b>Visuals:</b> TWO-SHOT MS of Alice and a bunch of bananas with one peeled  <b>Visuals:</b> Alice picks the banana  <b>Visuals:</b> Alice grows</p>	<p><b>Banana:</b> Wanna peel a banana, deary?  <b>Alice:</b> Oh, yes.  <b>Sounds:</b> flowers reacting</p>
<p><i>Scene 9</i>  <b>EXT. Flower Bed – Large Flowers</b>  <b>Visuals:</b> CUT TO CU of ear of corn turning sideways, his kernels look like a smile, zoom in  <b>Visuals:</b> Alice picks the ear of corn and places it into her basket  <b>Visuals:</b> Alice grows</p>	<p><b>Ear of Corn:</b> Pull my ear.  <b>Alice:</b> (a bit annoyed) Don’t be so “corny.”  <b>Sounds:</b> flowers giggling</p>

<p><i>Scene 10</i>  <b>EXT. Forest – Large Mushroom</b>  <b>Visuals:</b> MS of Caterpillar sitting on a mushroom  <b>Visuals:</b> TWO-SHOT of caterpillar handing Alice mushrooms, rack focus  <b>Visuals:</b> Alice grows</p>	<p><b>Caterpillar:</b> Here are a few healthy mushrooms. (pause) Alice, you're growing.  <b>Alice:</b> (with a smile) I am?</p>
<p><i>Scene 11</i>  <b>EXT. Flower Bed – Small Flowers</b>  <b>Visuals:</b> CU of a string bean plant  <b>Visuals:</b> TWO-SHOT of bean plant pulls off several bean pods and puts them in Alice's basket  <b>Visuals:</b> Alice grows</p>	<p><b>Bean:</b> I've BEAN waiting for you, Alice!  <b>Sounds:</b> ambient  <b>Sounds:</b> Alice giggles</p>
<p><i>Scene 12</i>  <b>EXT. Flower Bed – Small Flowers</b>  <b>Visuals:</b> CU of a lettuce plant  <b>Visuals:</b> TWO-SHOT of lettuce plant as Alice picks up the plant, rack focus  <b>Visuals:</b> Alice puts the lettuce on her head like a hat  <b>Visuals:</b> Alice grows</p>	<p><b>Lettuce:</b> LETTUCE help you grow, Alice.  <b>Alice:</b> Thank you.  <b>Sounds:</b> small flowers giggle</p>
<p><i>Scene 13</i>  <b>EXT. Forest – On the Path</b>  <b>Visuals:</b> MS and CU of Tweedle Dee and Tweedle Dum  <b>Visuals:</b> The first twin puts a peach on his head, the second twin put the pear on his head  <b>Visuals:</b> Alice picks the fruit off the heads of the twins  <b>Visuals:</b> signs around the neck of the twins "Tweedle Dee" "Tweedle Dum"  <b>Visuals:</b> Alice grows</p>	<p><b>Tweedle Dee and Tweedle Dum:</b> We're a PEACH of a PEAR.  <b>Sounds:</b> the twins giggle</p>
<p><i>Scene 14</i>  <b>EXT. Forest – Noon</b>  <b>Visuals:</b> Alice reaches up and picks the sun which turns into an orange  <b>Visuals:</b> Alice takes a taste of the dripping orange  <b>Visuals:</b> Alice grows to her full size</p>	<p><b>Alice:</b> ORANGE you delicious.</p>

<p><b>Wrap Up</b></p> <p><b>EXT. Forest – Noon</b></p> <p><b>Visuals:</b> FISHEYE of all the forest and the basket of fruits and vegetables are dancing happily with a tall Alice who now towers over even the tall flowers</p> <p><b>Visuals:</b> MS WS of Alice as she puts the basket of fruits and vegetables on her head and skips</p> <p><b>Visuals:</b> Alice grabs a bunch of grapes</p>	<p><b>Narrator:</b> If you want to be taller and stronger, check out all the delicious food choices. Welcome to Veggieland with fruits and vegetables to help <i>you</i> grow.</p> <p>Have a GRAPE day!</p> <p><b>Sounds:</b> laughter</p>
<p><b>FADE TO BLACK</b></p>	