



SCRIPT

PSA

Watch Your Life Go Up in Smoke

American Cancer Society – spec

Creative Director & Scriptwriter: Anne Schwab

VIDEO	AUDIO
<p>Open: FADE UP FROM BLACK</p> <p><i>Scene 1</i> EXT. Coffee Shop – Afternoon Visuals: WS, MS of a man and woman sitting at a table enjoying coffee together, smiling Visuals: afternoon sunlight streaming on the table and backlighting a lovely scene Visuals: CU on two cigarette in an ashtray Transition: ash tray and cigarette smoke</p>	<p><i>[CUE MUSIC]</i></p> <p>Voiceover: Cigarette smoking is the self-imposed disease. And 100% preventable. Quit and you could live, continue the habit, and watch your life go up in smoke.</p> <p>Sounds: ambient</p>
<p><i>Scene 2</i> EXT. Coffee Shop – Afternoon – Same Day Visuals: WS, MS of a man and woman sitting at a table enjoying coffee together, smiling Visuals: as the voiceover talent mentions: lung, mouth, throat, and esophagus, an animation of that part of the body is superimposed over the actors' bodies. Visuals: small point size TEXT ON SCREEN, 60% opacity, "lung cancer, cancer of the mouth, the nose, the throat, voice box"</p>	<p>Voiceover: Smokers risk developing lung cancer, cancer of the mouth, the nose, the throat and voice box.</p> <p>Sounds: ambient</p>
<p><i>Scene 3</i> EXT. Coffee Shop – Afternoon – Same Day Visuals: WS, MS of a man and woman standing by their table coffee shop as they pay the waitress and collect their belongings, smiling Visuals: as the voiceover talent mentions: bladder, kidney, pancreas, ovary, stomach and colon, an animation of that part of the body is superimposed over the actors' bodies.</p>	<p>Voiceover: Smokers risk developing fatal cancers of the bladder, the kidney, pancreas, ovary, stomach, colon and rectum.</p> <p>Sounds: ambient</p>

<p>Visuals: small point size TEXT ON SCREEN, 60% opacity, “cancer of the bladder, the kidney, pancreas, ovary, stomach, colon, rectum”</p>	
<p><i>Scene 4</i> EXT. Park – Afternoon Visuals: WS, MS of a man and woman smile at each other as they walk away hand in hand through a park, laughing Visuals: woman spinning with her arms out when script says “narrowing of the blood vessels” Visuals: CU of woman emphasizes her head as she pushes her hair back off her face at “causing a stroke” Visuals: as the voiceover talent mentions: heart attack, peripheral vascular disease and stroke, an animation of that part of the body is superimposed over the actors’ bodies. Visuals: small point size TEXT ON SCREEN, 60% opacity, “heart attack, blood clot, peripheral vascular disease, constricted blood vessels, stroke”</p>	<p>Voiceover: Smokers are twice as likely to die from a heart attack or blood clot. Smokers suffer from peripheral vascular disease, a narrowing of the blood vessels that carry blood to the arms and legs. As well as constricted vessels to the brain causing a stroke.</p> <p>Sounds: ambient</p>
<p><i>Scene 5</i> EXT. Tennis Court – Early Morning Visuals: FISHEYE, WS, MS, CU of a man and woman playing tennis Visuals: WS, MS, CU of couple as they walk off the court toward camera, a kiss, smiling Visuals: as the voiceover talent mentions: lung diseases, COPD, pneumonia, emphysema, chronic bronchitis, an animation of that part of the body is superimposed over the actors’ bodies. Visuals: SLOW MOTION of couple walking Visuals: small point size TEXT ON SCREEN, 60% opacity, “COPD, pneumonia, emphysema, chronic bronchitis”</p>	<p>Voiceover: Smokers experience debilitating lung diseases like chronic obstructive pulmonary disease or COPD, pneumonia, emphysema and chronic bronchitis.</p> <p>Sounds: ambient</p>
<p>BLEACH TO WHITE</p>	
<p>FADE IN FROM WHITE</p>	
<p><i>Scene 6</i> INT. Home Library – Afternoon Visuals: PAN and TILT of couple reading books with their children, smiling Visuals: HIGH ANGLE, WS of couple and children Visuals: as the voiceover talent mentions: macular</p>	<p>Voiceover: Smokers suffer macular degeneration and blindness and may never see their own grandchildren.</p> <p>Sounds: faint sounds of family talking</p>

<p>degeneration and blindness, an animation of that part of the body is superimposed over the actors' bodies.</p> <p>Visuals: footage of the children goes blurry</p> <p>Visuals: small point size TEXT ON SCREEN, 60% opacity, "macular degeneration, blindness"</p>	
<p><i>Scene 7</i></p> <p>INT. Gala – Evening – Dance</p> <p>Visuals: CU of elegantly dressed couple dancing, ECU on the faces</p> <p>Visuals: couple swings around and man lays women in a deep backbend</p> <p>Visuals: CU, XCU on woman's face and mouth with big smile</p> <p>Visuals: as the voiceover talent mentions: facial wrinkling, bad breath, gum disease and tooth loss, an animation of that part of the body is superimposed over the actors' bodies.</p> <p>Visuals: small type, 30% opacity, "macular degeneration, blindness"</p> <p>Visuals: small point size TEXT ON SCREEN, 60% opacity, "wrinkling, bad breath, gum disease, tooth loss"</p>	<p>Voiceover: And experience deep wrinkling, bad breath, gum disease and tooth loss.</p> <p>Sounds: faint music</p>
<p><i>Scene 8</i></p> <p>EXT. Gardening – House – Afternoon</p> <p>Visuals: FISHEYE, MS, CU of a couple gardening</p> <p>Visuals: XCU of couples hands and plants</p> <p>Visuals: CU, XCU on woman's face and mouth</p> <p>Visuals: small point size TEXT ON SCREEN, 60% opacity, "men die 13 years early, women die 14 years early"</p>	<p>Voiceover: The U.S. Centers for Disease Control and Prevention estimates an adult male smoker can cut 13 years off his life and a female smoker 14.</p> <p>Sounds: ambient</p>
<p>WRAP UP</p> <p><i>Scene 9</i></p> <p>EXT. Gardening – House – Afternoon</p> <p>Visuals: MS, CU of a couple gardening</p> <p>Visuals: XCU of couples hands and plants</p> <p>Visuals: MS of couple</p> <p>Visuals: first the man disappears in smoke and the woman looks around for him.</p> <p>Visuals: then the woman disappears in smoke</p> <p>Visuals: pull back to show all that is left of the couple are the flowers, the woman's hat, the couples work gloves and gardening tools</p> <p>Visuals: MS, CU on smoke replaces the couple</p>	<p>Voiceover: Smoking is a killer. So, quit the habit now, or watch <i>your</i> life go up in smoke.</p>

where they were sitting Props: hat, work gloves, gardening tools	
FADE TO BLACK	