



Approx. 1 ½ min. PSA

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

AUDIO

Music: Background music carries overlapping monologue consisting of several kids finishing each other's sentences.

Guy 1: "This is high school."
 Girl 1: "...where you'll spend four years of your time."

Guy 2: "You'll take classes..."
 Guy 3: "...you'll write papers..."
 Girl 2: "...and you'll join groups along the way."

Guy 4: "Varsity sports."
 Guy 3: "The drama club."
 Girl 3: "The student government."
 Guy 2: "The chess team."

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."

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."

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."

VIDEO

Shots of various high-school kids (male and female, of varying ethnicities) taken in and around a school in the Orlando area.

Guy by lockers
 Girl in bleachers

Guy in classroom
 Guy in theater
 Girl in quad with hat

Guy in bleachers
 Guy in theater
 Girl in classroom
 Guy in classroom

Girl in bleachers
 Girl in quad with blue shirt

Guy in theater

Guy by lockers
 Guy in bleachers
 Guy in theater

Girl in quad in tie dye

Guy in bleachers

Guy by lockers
 Girl in classroom
 Girl in quad with hat

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

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

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

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

Guy in theater

Guy by lockers

Girl in classroom

Guy in classroom

Guy in theater

Girl in quad with blue shirt

Guy in bleachers

Guy by lockers

Girl in classroom

Guy in classroom

Guy in theater

Girl in quad in tie dye

Girl in bleachers

Guy by lockers

Girl in classroom

Guy in theater

Guy in classroom

Guy by lockers

Girl in quad with hat

Girl in classroom

Guy in theater

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.