

EXAMPLE TV COMMERCIAL SCRIPT

Shooting Location: Football Field Tunnel
 Director(s): Ron Winderman
 Actor(s); Joe Greene, Kid, Background fans
 Editor(s): Sally Theis
 Login: ETA616_____

Video	Audio
<p>Camera up on grim Greene, limping slowly down tunnel from field toward locker room; words "Mean Joe Greene" superimposed on picture. Because he is alone, game must still be going on with Greene out of it, due to injury.</p>	
<p>Cut to kid (white, about age nine) standing in tunnel, bottle of Coke in hand.</p>	<p>Kid [sound on film (SOF)]: Mr. Greene! Mr.Greene!</p>
<p>Cut to Greene, scowling.</p>	<p>Greene [SOF]: Yeah?</p>
<p>Cut to kid.</p>	<p>Kid [SOF]: You need some help?</p>
<p>Cut to Greene.</p>	<p>Greene [SOF]: Uh-uh.</p>
<p>Cut to kid.</p>	<p>Kid [SOF]: I just want you to know: I think--you're the greatest.</p>
<p>Cut to Greene, grimacing.</p>	<p>Greene [SOF]: Yeah, sure.</p>
<p>Cut to kid, offering bottle.</p>	<p>Kid [SOF]: Want my Coke? It's Okay. You can have it.</p>
<p>Cut to Greene, sighing, He takes it, drinks, greedily.</p>	<p>Greene [SOF]: Okay. Thanks.</p>
<p>Cut to kid, who hesitates, waiting for autograph or sign of recognition from his hero.</p>	<p>As much swells under dialogue, lyric is heard: A Coke and a smile/makes me feel good/makes me feel nice</p>
<p>Finally kid turns to leave, reluctantly.</p>	<p>Kid [SOF]: See ya, Joe.</p>
<p>Cut to Greene, suddenly animated and smiling.</p>	<p>Greene [SOF]: Hey kid!</p>
<p>Greene grabs his game jersey and tosses it.</p>	<p>Greene [SOF]: Catch</p>
<p>Cut to kid, beaming, catching shirt.</p>	<p>Kid [SOF]: Wow! Thanks, Mean Joe!</p>
<p>Supers fill screen: "Have a Coke and a Smile" (centered) "Coke Adds Life" (in right corner)</p>	<p>Music Swells.</p>