



Client: Child Death Review Board
Agency: OKDHS

Title: "Water" v.1
Spot #: tba
Version: 1st draft 11/7/07

Producers Playhouse job #1084

VIDEO

Fade up on shot looking up toward treetops, perhaps the corner of a house roof.

The scene distorts, ripples. It becomes apparent that the camera is under water, looking up.

The head of a toddler appears overhead, his/her image distorted by the disturbed water. The toddler walks in and out of the shot, his/her head passing by the camera.

The toddler walks closer to the camera, filling the frame of the shot. He/she is looking directly into the camera lens, filling the frame. Slow fade to black.

Fade up on still photos of bathtub, swimming pool, inflatable pool, mop bucket, koi pond, ice chest.

Animated sequence brings in 3-part graphic.

"Think"

"Prevent"

"Live"

Graphic holds on screen.

SUPER: "Keep Our Children Safe"

SUPER: OKDHS logo, CDRB logo

AUDIO

[music under]

WOMAN #1 V/O: "I TOOK MY EYES OFF HIM FOR JUST A FEW MINUTES.

SOMEHOW HE GOT TO THE INFLATABLE POOL. I JUST DIDN'T THINK..."

MAN #1 V/O: "IT WAS AN ICE CHEST WITH A FEW INCHES OF WATER IN THE BOTTOM. I DIDN'T THINK..."

WOMAN #2 V/O: "... A NEIGHBOR'S BACKYARD POND. YOU WOULDN'T THINK..."

ANNOUNCER V/O: "EVERY YEAR HUNDREDS OF OKLAHOMA CHILDREN DROWN ACCIDENTALLY..."

IN BATHTUBS, SWIMMING POOLS, PONDS, EVEN MOP BUCKETS, ICE CHESTS, TOILETS...

THINK...

PREVENT...

LIVE...

[SOUNDEFFECTS OF LAUGHING CHILD]

KEEP OUR CHILDREN SAFE."