



Client: Child Death Review Board  
Agency: OKDHS

Title: "Water" v.1, rev.1 :60  
Spot #: tba  
Version: 2<sup>nd</sup> draft 11/8/07

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Producers Playhouse job #1084

## VIDEO

Animated sequence brings in 3-part graphic.  
"Think"  
"Prevent"

"Live"

Center panel depicting rippling water moves forward, filling the screen. Rippling water graphic becomes real water rippling, as seen from camera shot looking up toward treetops, perhaps the corner of a house roof.

The camera is under water, looking up.

The "Think" panel slides across the screen as Woman #1 says "I just didn't think..."

As the panel crosses it reveals the same underwater shot. 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 "Think" panel slides across the screen as Man #1 says "I didn't think..."

As the panel crosses it reveals the same underwater shot. 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.

The "Prevent" panel slides across the screen. As it crosses it reveals still photos of bathtub, swimming pool, inflatable pool, mop bucket, koi pond, ice chest.

## AUDIO

[music under]

ANNOUNCER V/O: "THINK..."

PREVENT...

LIVE...

KEEP OUR CHILDREN SAFE."

WOMAN #1V/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 JUST A FEW INCHES OF WATER IN THE BOTTOM. I DIDN'T THINK..."

WOMAN #2 V/O: "... HE WANDERED OVER TO 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



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## VIDEO

Cut to shot of the back door of a home, as seen from the outside. The toddler struggles but manages to open the door, exits the home and walks past the camera, leaving the camera frame.

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

CHESTS... TOILETS...

THREE INCHES OF WATER AND A FEW MINUTES ALONE IS ALL IT TAKES TO CLAIM A CHILD'S LIFE.

THINK...

PREVENT...

LIVE...

[SOUNDEFFECTS OF LAUGHING CHILD]

KEEP OUR CHILDREN SAFE.

A MESSAGE FROM THE OKLAHOMA DEPARTMENT OF HUMAN SERVICES AND THE CHILD DEATH REVIEW BOARD."