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Join Big Brothers and Big Sisters Today

90-Second TV Spot

VIDEO

AUDIO

<p>Open on elementary school, just students are being dismissed for the day.</p>	<p>(School bell rings)</p>
<p>PAN as students exit the building. The children are excited, many running to their older siblings and parents to take them home.</p>	<p>(Children laughing and yelling)</p>
<p>DOLLY IN on ten-year old African American boy standing alone. He looks around, as cars and buses begin to disappear. He grabs his book bag and begins to walk home.</p>	<p>(Voices, car doors slamming, the rumble of buses)</p>
<p>CUT TO same boy walking down street in rundown neighborhood.</p>	<p>(Feet shuffling on pavement, ambient street sounds: cars driving by, a dog barking)</p>
<p>CUT TO boy opening door to apartment.</p>	<p>(Key in Lock)</p>
<p>CUT TO CS of boy sitting on living floor playing video games. Room is dimly lit and no one is home.</p>	<p>(Sound of video game being played; loud bangs and explosions)</p>
<p>MS on boy getting up and picking up phone.</p>	<p>(Phone Rings) <u>BOY</u>: HELLO? ...HEY MOM.</p>

VIDEO

AUDIO

CU on boy's face, he is visibly upset.

MS of boy (Trevor) as he slams the phone down. He moves back to sit on the floor, picking up the video game controller again.

CUT TO television screen, showing a violent video game. CUT TO CU of Trevor.

Trevor looks up. He pauses the game, and rises to his feet.

MS PAN of boy walking to front door, unlocking and opening it.

CUT TO CU of young man, approximately 20-years-old, who is smiling and holding a baseball glove and ball.

CUT TO Trevor, who is now grinning.

BOY'S MOM (on phone): HI HONEY, LISTEN, I'M GOING TO BE A LITTLE LATE TONIGHT...

BOY: AGAIN? IT'S THE THIRD TIME THIS WEEK.

MOM: I'M SORRY, TREVOR. I'LL BE HOME AS SOON AS I CAN.

BOY: WHATEVER. BYE.

(Phone is slammed down)

(Video game sounds: gun shots and blasts)

ANNOUNCER: THERE ARE THOUSANDS OF CHILDREN ACROSS AMERICA, JUST LIKE TREVOR, WHO ARE IN NEED OF POSITIVE ROLE MODELS. IN AS LITTLE AS ONE-HOUR PER WEEK, **YOU** CAN MAKE THAT POSITIVE IMPACT.

(Doorbell rings)

(Sound of door being unlocked and opened)

MENTOR: HEY TREVOR, READY TO GO?

TREVOR: YEAH, LET ME GET MY STUFF!

- more -

VIDEO

AUDIO

CUT TO LS of a bright and sunny park. The park is full of people, a couple walking their dogs, children playing on a set of swings. Trevor and his mentor are centered in the shot.

ZOOM IN on Trevor and his mentor playing catch. They are smiling and laughing.

CUT TO MS of Trevor and mentor sitting in a library – it is a new day. A textbook and notebook open on table. The mentor is pointing to pages in the book, explaining a math problem, while Trevor listens, writing in the notebook, smiling big as if he finally understands.

CUT TO MS of Trevor (wearing a backpack) and Mentor walking home. Trevor is talking animatedly, while his mentor smiles and laughs.

(Background noise of people talking and laughing.)

ANNOUNCER: BIG BROTHERS AND BIG SISTERS OF AMERICA HELPS KIDS LIKE TREVOR REACH THEIR FULL POTENTIAL BY DEVELOPING ONE-ON-ONE RELATIONSHIPS THAT MATCH THE CHILD’S INDIVIDUAL NEEDS.

ANNOUNCER (CONT): A BIG BROTHER OR BIG SISTER CAN HELP BUILD CONFIDENCE, IMPROVE SOCIAL SKILLS AND HELP CHILDREN ACHIEVE ACADEMIC SUCCESS. CHILDREN ENROLLED IN THE PROGRAM ARE FORTY-SIX PERCENT LESS LIKELY TO BEGIN USING ILLEGAL DRUGS, AND FIFTY-TWO PERCENT LESS LIKELY TO SKIP SCHOOL.

ANNOUNCER (CONT): BY BECOMING A BIG BROTHERS BIG SISTERS MENTOR, YOU CAN MAKE A POSITIVE IMPACT IN A CHILD’S LIFE. FOR MORE INFORMATION ON HOW YOU CAN BECOME A BIG BROTHER OR BIG SISTER IN YOUR COMMUNITY, VISIT W-W-W(DOT) B-B-B-S(DOT) ORG TODAY.

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