



AS PRODUCED SCRIPTS - TV

CLIENT: Ad Council/USFS/Smokey Bear	DATE: 3/21/2014
TITLE: Chains	AD-ID: TBD
LENGTH: :30	CW/AD: Nowak/Rodriguez

VISUAL	AUDIO
<p>OPEN on TRUCK pulling onto the shoulder of the road. SPARKS are coming out from the trailer hitch.</p> <p>MAN gets out of his TRUCK and examines DRAGGING CHAINS.</p> <p>AERIAL SHOT of truck and trailer from the appears to be a hill.</p> <p>MAN wraps CHAINS.</p> <p>MAN stands and turns. He is face-to-face with a large creature. He realizes it is SMOKEY.</p> <p>SMOKEY pulls the MAN in for a hug.</p> <p>SMOKEY pats the MAN on the shoulder and walks away.</p> <p>MAN waves to SMOKEY.</p> <p>SUPER: ONLY YOU CAN PREVENT WILDFIRES. #SmokeyBearHug LOGOS: Ad Council, NASF, USFS</p>	<p>Sound of chains dragging on the ground.</p> <p>Eerie music comes in. Crickets chirp.</p> <p>Closing whistle tune comes in.</p> <p>VO: If you don't fix them, sparks from dragging tow chains can cause a wildfire. And THAT could be scary.</p> <p>VO: Only YOU can prevent wildfires.</p> <p>MAN: Bye Smokey!</p>