

Note:

A martial arts movie star volunteered to film public service announcements for a state agency in charge of child welfare and foster care. I wrote scripts for messages of fifteen to sixty seconds that could be used for both video and audio. This page is a sample of that work. --David Y. Todd

SCENE #2 [30 seconds]

(This script includes numbered SHOTS to simplify discussion of where to try alternative wordings (see later in this script) and to suggest possible changes of camera angle.)

INT. – ACTOR’S HOME: A room that can be darkened then lightened.

Screen is BLACK.

Shot #1

From the center, Actor strikes a MATCH.

ACTOR

When a child is born--

He brings it to the wick of a CANDLE, which appears to light him.

a flame is lit.

Light on Actor and around him is brightening while he speaks.

As the child grows, the flame burns brighter.

#2 Children are the light of the world.
They are the future.

#3 Come into the light.

#4 Become a foster parent.
To find out more, call.

END of SCENE. Add closing logo, 800-number, VO.