

IGNORING THE FACTS

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<b>VIDEO</b>	<b>AUDIO</b>
<p>SCENE 601: We're in the living room of a lower-income house. Family is watching tv. Girl 8-9 yrs old native American sitting in front of couch drawing. Mom walks behind her to kitchen</p>	<p>SFX: trailing end of TV show as it goes into commercial. Low, intense music under VO.            VO (from TV): It's a fact: Children exposed to secondhand smoke are at an increased risk of severe asthma.</p>
<p>SCENE 602: Cut to little girl looking up at TV as she begins to pay attention. Mother in kitchen cooking.</p>	<p>VO (from TV): Studies continue to prove there is no safe level of exposure to secondhand smoke.</p>
<p>SCENE 603: Daughter still watching TV as mother walks toward couch, cigarette in-hand. She sits down and reaches her cigarette toward an ashtray.</p>	<p>VO (from TV): It kills more than seven hundred</p>
<p>SCENE 604: CU of hand tapping an ash into the ashtray.</p>	<p>VO (from TV): non-smokers each year in Oklahoma.</p>
<p>SCENE 605: Cut to CU of daughter looking at mom incredulously.</p> <p>SCENE 606: Mother picks up remote and points it at TV as she switches it off.            Cut to black            CG: Ignoring the facts doesn't change the facts.</p> <p>Themeline across the screen:            TOBACCO STOPS WITH ME.            Super under themeline: Oklahoma Tobacco Settlement Endowment Trust.</p>	<p>VO (from TV): second-hand smoke is the major cause of...</p> <p>SFX: Click of TV being turned off.</p>