

RADIO :30

TALENT:

MALE 28-30 yrs old. Possibly Hispanic. Reflective tone.

SFX: ambient hospital noise, respirator.

Growing up, I was one of those kids always bragging about how tough my dad was. In my mind, he was invincible. I even remember how small cigarettes used to look in his strong hands. Now I'm watching him depend on a respirator and its just...hard. He's not even fifty yet. So when I see my little boy looking at me like I'm superman, there's no question. Tobacco stops with me.