

**SIUE Broadcast Writing
Dunham Hall, Room 2039
Edwardsville, Illinois
Broadcast Department**

**CLIENT: MC 330
PRODUCT: Neon Lifesaver Gummies
WRITER: Madison Lewis
LENGTH: 00:30**

VIDEO	(SHOT TIMES)	AUDIO	(TRT)
<u>FADE UP ON:</u>			
1. DOLLY IN LA WS OF HOUSE WITH HALLOWEEN DECORATIONS	(:02)	1. SPOOKY MUSIC	(:02)
<u>CUT TO:</u>			
2. CU TO MLS TRACKING SHOT OF KID HOLDING TRICK-OR-TREAT BUCKET	(:03)	2. SFX: KIDS LAUGHING IN THE BACKGROUND SFX: FOOTSTEPS	(:05)
3. LS DOLLY OUT OF KID HOLDING MOM'S HAND WHILE WALKING UP TO A HOUSE (WALKING TOWARDS CAMERA)	(:03)	3. MOM: What candy do you want the most? KID: That's easy! Neon Lifesaver Gummies!	(:08)
4. OSS OF KID AS HE STOPS WALKING WITH A PERSON DRESSED UP AS "SCREAM" IS SITTING WITH A BOWL OF CANDY	(:03)	4. MOM: What's wrong? KID: Is he real?	(:11)
5. CU SLOW DOLLY IN OF KID'S FACE BECOMING ANXIOUS AS HE DECIDES IF HE SHOULD GET CANDY	(:03)	5. MOM: Why don't you find out? SFX: SUSPENSEFUL SOUND EFFECTS	(:14)
6. XCU TRACKING OF KID'S HANDS REACHING INTO THE BOWL OF CANDY	(:02)	6. SFX: SUSPENSEFUL SOUND EFFECTS GROWING IN INTENSITY	(:16)
7. MLS OF PERSON IN COSTUME JUMP-SCARING THE KID	(:02)	7. PERSON IN COSTUME: (Screams) KID: (Screams)	(:18)
8. LS TRACKING OF KID ACCIDENTALLY DROPPING HIS CANDY AND RUNNING AWAY	(:03)	8. KID: (Still screaming)	(:21)
<u>CUT TO:</u>			
9. MS LA OF KID LOOKING AT VARIETY OF CANDY AT GROCERY STORE	(:02)	9. KID: Hmm... what should I get?	(:23)
10. XCU OF KID'S HANDS GRABBING 2 NEON LIFESAVER GUMMIES	(:02)	10. KID: Oh I know! SFX: BAG CRINKLING	(:25)
<u>CUT TO:</u>			
11. DOLLY IN WS OF KID AND MOM SITTING ON THE COUCH EATING NEON LIFESAVER GUMMY WHILE WATCHING HALLOWEEN MOVIES	(:03)	11. SFX: NON-GOREY HALLOWEEN MOVIE SOUNDS IN BACKGROUND	(:28)

12. MCU 2 SHOT OF MOM AND KID EATING
LIFESAVER GUMMIES AND TURNING TO EACH
OTHER LAUGHING (:02)

12. SFX: NON-GOREY HALLOWEEN MOVIE
SOUNDS IN BACKGROUND
MOM AND KID: (laughing) (:30)