

COM 521: Digital Media Theory and Practice

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#ThinkOfYourFuture Campaign Video PSA Script

FULL DURATION: 1:00

| TIME STAMP | DURATION | AUDIO | VISUAL |
|-------------------|-----------------|--|--|
| 0:00 | 0:01 | Vehicle sounds play. | Video fades in from black, a silver SUV drives at a normal pace down a roadway. |
| 0:02 | 0:08 | Vehicle sounds continue. | A young man is shown driving the car, incorporating multiple shots of the inside of the vehicle. |
| 0:10 | 0:01 | Vehicle sounds continue, a loud iPhone notification sound plays. | A close up shot of an iPhone in the car's front cup holder shows the screen light up. |
| 0:11 | 0:03 | Vehicle sounds continue. | The driver looks down at the iPhone. |
| 0:14 | 0:03 | Vehicle sounds continue, the sound of a heartbeat fades in and slowly intensifies as it continues to play. | A close up shot of the iPhone shows a text from "Mom" that reads, "Hi, what do you plan to wear for graduation?" |
| 0:17 | 0:03 | Vehicle sounds and heartbeat sound continue. | A perspective from inside the car looking out the windshield plays, showing rainy weather and the road ahead. |
| 0:20 | 0:03 | Vehicle sounds and heartbeat sound continue. | The shot shows the driver reaching down to grab the iPhone from the cupholder. |
| 0:23 | 0:02 | Vehicle sounds and heartbeat sound continue. | A close up shot of the driver's face shows him glancing down at the iPhone as he continues to drive. |
| 0:25 | 0:02 | Vehicle sounds and | Another close up shot of the |

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| | | heartbeat sound continue. | iPhone screen, now in his hand, shows the driver beginning to type on a message in response to the text from “Mom”, visibly struggling to drive and type at the same time. |
| 0:27 | 0:01 | Vehicle sounds and heartbeat sound continue. | The driver’s side window shows, displaying worsening weather conditions and rain on the glass. |
| 0:28 | 0:01 | Vehicle sounds and heartbeat sound continue. | The speedometer shows, appearing at a normal speed confirming what was inferred before. |
| 0:29 | 0:01 | Vehicle sounds and heartbeat sound continue. | A brief shot of the road ahead appears again, displaying the same rainy conditions. |
| 0:30 | 0:01 | Vehicle sounds and heartbeat sound continue. | A close up shot of the driver, similar to the previous one, shows him looking down again. |
| 0:31 | 0:01 | Vehicle sounds and heartbeat sound continue. | A new perspective, moving at the same speed of the car, from outside of the vehicle, shows the dark clouds above in the sky. |
| 0:32 | 0:01 | Vehicle sounds and heartbeat sound continue. | A close up shot of the iPhone shows the driver continuing to struggle and type, this time with “I plan to wear” typed out already as he types the word “the” after. |
| 0:33 | 0:01 | Vehicle sounds and heartbeat sound continue. | The same moving perspective from outside of the car plays again, continuing to show the dark sky above. |
| 0:34 | 0:005 | Vehicle sounds and heartbeat sound continue. | A close up shot of the iPhone shows the text “I plan to wear the” typed out. |

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| 0:34 | 0:02 | A loud and alarming crash sound plays incorporating the sounds of glass breaking and debris rolling around. | The screen abruptly starts flashing and black and white images of what the future “could have been” flash on the screen. The images shown include graduation, marriage, a family, traveling, growing old, etc. |
| 0:36 | 0:11 | Car alarm fades in and continues through the video, the sounds of rain and thunder intensify. | A black screen appears with white text that fades in and reads, “One text or call can end it all”. The text fades out black into the next screen. |
| 0:47 | 0:07 | Sirens fade in and car alarm sounds continue to play, along with the rain sounds. | A new black screen appears with white text that fades in and reads, “#ThinkOfYourFuture”. The text fades out black into the next screen. |
| 0:54 | 0:06 | Sirens, car alarms, and rain sounds continue to play. | A new black screen appears with white text that reads, “www.thinkofyourfuture.com INSTAGRAM LOGO- TWITTER/X LOGO @thinkofyourfuture” . The text fades out into a black screen. |

END OF VIDEO.