

‘Hey man. You going downtown? Going to try to get into a bar? See if you can score some beers? Here’s some advice. Don’t. ‘Cause if you’re under 21, the DC police are going to nail you. Police are setting up stings in bars and at sobriety checkpoints now. And when they get you, it’s going to hurt. You’re going to get dragged out, arrested, cuffed, booked, and thrown in jail. Think just because you’re in school it means something? Wrong. You’re going to jail.

COLLEGE :60 RADIO

SFX: (((MUSIC)))

V/O Me, owe taxes this April ?
Come on, I'm a college student! I'm getting a refund.

And the sooner the better, so I prepared and filed my Federal Return online. And get this—because I made less than \$52,000 last year (way less—like I said I'm in college) it's free using Free File at IRS.gov.

Oh, you don't have to be a college student to use it. Anybody can use Free File as long your income was \$52,000 or less last year—just go to IRS.gov and click on Free File.

It's secure. It's simple. And best of all, it's free.

If I use direct deposit, I can have my refund deposited directly into my account in as little as 10 days. I'll bet I have my refund in time for spring break!!!! Road trip!!!! Whoooooh!!!!

(catches himself, realizing he's on the air)

Umm, I'll be using that refund for next semester's books, of course, in case you're listening mom. And dad. Grandma.

ANNCR:

Free File from IRS.gov
Take the free way

VOA ACTION TEAMS VOICE OVER
07.05.07

ALL ACROSS THE COUNTRY, ACTION TEAMS OF HIGH SCHOOL STUDENTS - JUST LIKE US - ARE TEAMING UP WITH MAJOR LEAGUE BASEBALL PLAYERS TO INSPIRE AND TRAIN A NEW GENERATION OF VOLUNTEERS... OUR GENERATION.

IT'S EXCITING AND IT'S NOW HAPPENING IN YOUR CITY... AND YOU'RE INVITED TO JOIN THE ACTION.

IT'S EASY TO GET STARTED... AND THERE'S SO MANY FUN AND REWARDING THINGS YOU CAN DO.

VOLUNTEERING GIVES YOU A GREAT FEELING, KNOWING THAT YOU'RE HELPING SOMEONE-- AND GIVING BACK TO YOUR COMMUNITY.

JOINING AN ACTION TEAM LETS YOU EXPERIENCE THINGS THAT WILL PREPARE YOU FOR THE WORLD AHEAD.... AND MAKE YOU A BETTER PERSON.

YOU CAN ALSO GET CREDIT TO HELP YOU COMPLETE YOUR GRADUATION REQUIREMENT TO DO COMMUNITY SERVICE. AND YOU'LL HAVE A COMPETITIVE EDGE WHEN APPLYING TO COLLEGE.

THERE'S LOTS OF WAYS TO GET INVOLVED...
YOU CAN WORK WITH KIDS DOING SPORTS...
ARTS AND CRAFTS...
TUTORING... OR SHARING YOUR MUSICAL TALENTS.

YOU CAN ALSO HELP THE HOMELESS AND THE ELDERLY...
SERVE A MEAL...
PASS ON YOUR COMPUTER SKILLS...
HELP WITH SHOPPING...
HOME REPAIRS...
OR JUST BE THERE TO LEND AN EAR... OR A SMILE.

SO GET UP AND JOIN THE ACTION. YOU'LL BE GLAD YOU DID. AND HEY... YOU MIGHT EVEN MEET SOME BALLPLAYERS ALONG THE WAY.

AUDIO

(Music under, driving rainstorm)

(Annecr) Let's say you're playing a little ball – just a little pickup game – and you blow out your knee.

Here's a question. Got health insurance?

Well, if you think you can't afford it, think again.

With Kaiser Permanente's Individual and Family Plan, you can get covered now. Today. For just a few dollars a day.

You get hospitalization. Preventive care. Maternity benefits – you know. If you're thinking about starting a family, all you have to do is call 1 800 KP IS YOU.

In fact, you get the same quality and the same benefits that we offer Fortune 500 companies – at one of the lowest rates in town.

Plus, with Kaiser Permanente's Individual and Family Plan, you make the choices. You choose your doctor from our full-service medical centers or from our network of doctors all over the area.

So if you think getting health insurance might just be worth a few dollars a day, call us at 1-800-KP-IS-YOU. ~~That's 1-800-KP-IS-YOU~~

Kaiser Permanente. Health care for the way you live today.

Destination Poland: Voice Over Narration

Narrator:

The Republic of Poland is located in central Europe. It borders Belarus and Ukraine to the east; Russia and Lithuania to the northeast; the Baltic Sea to the north and Germany to the west. Its southern border follows two mountain ranges – The “Sudeten” which separates Poland from the Czech Republic, and the “Carpathian” mountains, which separate it from Slovakia. But these borders were only recently drawn in the mid-twentieth century – after the Second World War – for Poland has undergone many changes throughout its thousand-year history. The more recent of these changes began to take shape in 1989, with the fall of Communism.

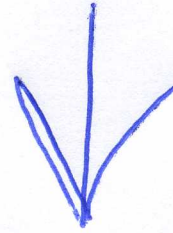
Narrator:

Since its parting with Communism, Poland has made so much progress, that today, the spirit of rebirth is everywhere. But this is not the first time Poland has turned itself around. The Polish people have had a long history of surviving difficulties, yet somehow, they’ve always managed to “bounce back.” Today, as they extend a hand toward the future, the other hand holds fast to their age-old heritage, which has always been their greatest pride...and their greatest motivation.

"Equation"

:30 TV

Version 2 – 5/23/2007



Client: Hood College

Project: Everybody Campaign

VISUAL	AUDIO
<p>Open on a sheet of lettered paper. A pencil is busily working on a complicated math equation. We pan from left to right as the equation is continuing to be written.</p> <p>in parentheses, "Hood College" is written.</p> <p>Continue writing the equation. The outline of a student is used as an icon in the equation and is then filled in by a cutout image of an actual student. Same is done for teachers. The cutout images and outlines are used as symbols in the equation, and are utilized by the math processes in the script (ratio, divide, etc).</p> <p>For the cities and internships, we use maps and iconic building such as the White House and monuments, again, all as symbols in the equation.</p> <p>We end by solving the equation with "=" Hood College. An outline of the main school building is drawn. The notebook background becomes a beauty shot of the campus with the logo.</p>	<p>STUDENTS OR VO:</p> <p>Introducing the Hood College equation.</p> <p>A spirited student body plus dedicated professors at a ratio of twelve to one yields personal attention to the tenth power.</p> <p>Add to that an awesome central location that multiplies spectacular internships and employment opportunities after graduation times two great cities divided by a cost so affordable it's hard to believe.</p> <p>Which makes Hood College more than great. It's a great place to be smart.</p>

HOW MANY TIMES HAVE YOU PICKED UP THE PAPER AND SEEN ADDS FROM CAR DEALERS PROMISSING *THEY* CAN SELL YOU A CAR REGARDLESS OF CREDIT.....YOU SEE THE SAME ADDS ON TV RIGHT.....
“WE CAN PUT YOU IN THE CAR YOU WANT TODAY...WHETHER YOU HAVE GOOD CREDIT OR NO CREDIT.”

AND HOW MANY TIMES HAVE YOU CALLED A DEALERSHIP...OR STOPPED IN PERSON..ONLY TO BE TOLD “WELL...THAT’S TRUE BUT YOU REALLY HAVE TO HAVE A CREDIT SCORE OF SUCH AND SUCH” OR “IN MOST CASES WE CAN MAKE EXCEPTIONS BUT IN YOUR CASE UNFORTUNATELY THERE’S JUST NO BASIS FOR MAKING THE LOAN.”

FRUSTRATING ISN'T IT ? WELL WHAT IF I TOLD YOU THERE *REALLY IS* A PLACE THAT CAN WORK WITH YOU...*REGARDLESS* OF PAST CREDIT OR CURRENT CIRCUMSTANCES.... A PLACE WHERE YOU WON'T BE LET DOWN ONCE YOU GET THERE AND THEY DISCOVER YOU REALLY DO HAVE CREDIT ISSUES. SUCH A PLACE *DOES EXIST*....IN FACT THEY'VE HELPED THOUSANDS OF PEOPLE JUST LIKE YOU...WHO THOUGHT....
“THERE'S NO WAY I CAN GET A CAR...NO WAY!”