

A Postcard from Katrina

October 2005

Umatilla Media Campaign TV ad script

Graphic: CSEPP's red bars framing three sides of screen with Oregon phone number (top), Benton County phone numbers (bottom) and website (right).

<i>Actor</i>	<i>Script</i>	<i>Visual / Graphics</i>
		<p><i>Black:</i></p> <p><i>Fade in Super:</i></p> <p style="text-align: center;">Katrina:</p> <p style="text-align: center;">Waveland, Mississippi</p> <p><i>Dissolve to:</i></p> <p><i>Steve (left) and Cheryl (right) side-by-side, with Supered names (Steve Sautter, Benton County, Cheryl Seigal, Umatilla County)</i></p> <p><i>Two beats of silence, then...</i></p>
Steve	You know Cheryl, being here has really driven something home.	
Cheryl	What's that?	
Steve	People must have a 72-hour kit before disaster hits.	<p><i>Scroll (R to L) on bottom of screen though rest of commercial:</i></p> <p>72-Hour Kit: flashlight, battery-operated radio, extra batteries, first-aid kit, food, water, medicines, sturdy shoes, clothing, cash, credit cards, important papers.</p>
Cheryl	Because disasters can happen to anyone of us, anytime, anywhere.	
Steve	Earthquake, tsunami, wildfire—	
Cheryl	Even an accident at the Umatilla Chemical Depot.	
Steve	Folks can be prepared!	
Cheryl	If they take time now to plan and be prepared.	
Steve	I still can't believe what we're seeing here.	
Cheryl	I know Steve. I know.	