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ADV 325 – PSA Script (60sec)

FADE FROM BLACK TO MS OF EMMA WAKING UP	1	FADE MUSIC IN EMMA IS LAYING DOWN. EMMA REACHES FOR HER PHONE AND TURNS IT ON.
CLOSE UP OF PHONE SCREEN	2	EMMA SCROLLS THROUGH HER SOCIAL MEDIA ACCOUNT.
MS EMMA	3	EMMA IS LOOKING IN THE MIRROR FIDGETING WITH HER CLOTHES. VO: Anyone could be struggling with their body image.
DISSOLVE TO MS OF MATT WAKING UP	4	MATT IS LAYING DOWN. MATT REACHES FOR HIS PHONE AND TURNS IT ON.
CLOSE UP OF PHONE SCREEN	5	MATT SCROLLS THROUGH HIS SOCIAL MEDIA ACCOUNT.
MS MATT	6	MATT IS LOOKING IN THE MIRROR, FLEXING VO: Anyone could be comparing themselves to social media.
WS EMMA AND MOLLY	7	EMMA IS EATING FOOD WITH MOLLY AND TALKING. SHE PUSHES FOOD AWAY AND LEAVES. VO: Anyone could go to extreme measures to reach these goals.
WS MATT	8	MATT IS WORKING OUT AT THE GYM VO: Anyone could do whatever it takes to reach these goals.
CLOSE UP EMMA PHONE CLOSE UP MATT PHONE ***EDIT SIDE BY SIDE (Be fit, be muscular, be skinny, be pretty)	9	RESPECTIVE SOCIAL MEDIA CHANNELS AND INFLUENCERS

		VO: Social media can provide a false picture of the ideal body.
CLOSE UP EMMA CLOSE UP MATT ***EDIT SO SIDE BY SIDE (Be handsome, be beautiful, be perfect)	10	EMMA AND MATT ARE IN THEIR RESPECTIVE BEDS SCROLLING THROUGH THEIR PHONE VO: This can lead people to toxic behaviors, like eating disorders or over exercising.
FADE TO BLACK (NEDA logo and website)	11	VO: Learn more about body image positivity at the national eating disorders association website.

#### ADV 325 – PSA Script (30sec)

FADE FROM BLACK TO MS OF EMMA WAKING UP	1	FADE MUSIC IN EMMA IS LAYING DOWN ON HER PHONE.
CLOSE UP OF PHONE SCREEN	2	EMMA SCROLLS THROUGH HER SOCIAL MEDIA ACCOUNT. VO: Anyone could be struggling with their body...
DISSOLVE TO MS OF MATT WAKING UP	3	MATT IS LAYING DOWN ON HIS PHONE. VO: image...
CLOSE UP OF PHONE SCREEN	4	MATT SCROLLS THROUGH HIS SOCIAL MEDIA ACCOUNT. VO: because of social media.
WS EMMA AND MOLLY	5	EMMA IS EATING FOOD WITH MOLLY AND TALKING. SHE PUSHES FOOD AWAY AND LEAVES. VO: This can lead people to toxic behaviors like eating disorders...
WS MATT	6	MATT IS WORKING OUT AT THE GYM VO: ... or over exercising. Anyone is susceptible.

MS EMMA MS MATT ***EDIT SO SIDE BY SIDE (NEDA logo and website)	7	EMMA AND MATT IN MIRROR VO: Learn more about body image positivity at the national eating disorders association website.
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ADV 325 – PSA Script (10sec)

CLOSE UP EMMA PHONE CLOSE UP MATT PHONE ***EDIT SIDE BY SIDE (Be fit, be muscular, be skinny, be pretty)	1	RESPECTIVE SOCIAL MEDIA CHANNELS AND INFLUENCERS VO: Anyone could be struggling with their body image...
MS EMMA MS MATT ***EDIT SO SIDE BY SIDE (NEDA logo and website)	2	EMMA AND MATT IN MIRROR VO: because of social media. Learn more about body image positivity at the national eating disorders association website.

ADV 325 – PSA Script (6sec)

CLOSE UP EMMA PHONE CLOSE UP MATT PHONE ***EDIT SIDE BY SIDE (NEDA logo and website)	1	RESPECTIVE SOCIAL MEDIA CHANNELS AND INFLUENCERS VO: Anyone could be struggling with their body image because of social media.
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