

MT SPEC COMMERCIAL 3

**EXT. A RIVER - DUSK**

A scene that might as well be from the movie A River Runs Through It. It looks like the Blackfoot River near Missoula. Picture-perfect, the river's bubbling and babbling is interrupted by waders entering the frame.

A woman in her thirties, well-gearred for fly-fishing, is approaching a better spot from which to cast into a trout hole. Behind her, another woman is fishing from a respectable distance.

The first woman brings back her rod, about to cast, but is interrupted by a loud voice storming upriver.

LOUD VOICE (O.S.)  
"FISH ON! FISH ON!"

**INT. RIVER - UNDERWATER**

Rainbow trout with their pink/red band on their sides swim away.

NARRATOR (V.O.)  
You'll want to yell out here.

**EXT. RIVER - DUSK**

The woman's cast, interrupted by the loud voice, goes wide and becomes snagged in a tree. The woman looks back at her friend, wanting to make sure someone else saw what just happened to her perfect cast. The loud voice continues.

LOUD VOICE (O.S.)  
I figure twenty pounds!

The woman's friend shrugs her shoulders then returns to fishing.

NARRATOR (V.O.)  
But that doesn't mean you should.  
Find your Montana voice.