Florida Department of Health

Sexual Violence Prevention Program

TELEVISION SCRIPTS

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YUM! Design & Advertising

3 June 2004

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101 Spring Valley Loop
Altamonte Springs, FL 32714
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</tbody>
</table>

L = Language (E - English or S - Spanish)
P# = Page Number
REF = Reference Number
Date: 5.25.04  
SVP: TV  
Length: :30  
Spot: Report Your Attacker  
VIDEO EDIT 4: Numbers Don’t Lie  
REF: 24DOH21

Visual

BLACK SCREEN WITH RAPE STATISTICS  
& SURVIVORS MOVING ACROSS THE SCREEN. STATS REPEATED IN BACKGROUND

Audio

Girl: These numbers don’t lie…

Survivor 1: 1 in 6 American women have been the victim of rape.

Survivor 2: 1 of 6 boys will be sexually assaulted before the age of 16.

Survivor 3: Somewhere in the U.S. a woman is raped or sexually assaulted every 2 minutes.

Survivor 4: 1/3 of all rapes occur in daylight.

Survivor 5: 6 out of 10 rape survivors knew their attacker.

Girl: These numbers don’t lie…

AA Female: …And neither do the millions who have been raped.

ANNCR:  
Rape. Talk about it. Prevent it.

For information or to find a crisis center call 1-888-956-RAPE

SUPER CALL TO ACTION GRAPHIC.  
Rape. Talk about it.  
Prevent it.

1-888-956-RAPE (7273)  
www.fcasv.org

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
CAUCASIAN – FEMALE 17-19 YEARS

Visual

WE DISSOLVE TO A SILHOUETTE IMAGE OF A WOMAN. WE HEAR HER SPEAK...

GRAPHIC: 62% OF RAPE VICTIMS KNOW THEIR ASSAILANT


SUPER CALL TO ACTION GRAPHIC.
Rape. Talk about it.
Prevent it.

1-888-956-RAPE (7273)
www.fcasv.org

Audio

(SFX: QUIET EXCEPT FOR ROOM NOISE OF PRODUCTION AUDIO)

BETH: After a big game, my friends and I went to meet up with some guys from school. We were drinking and celebrating, then one of the guys offered to drive me home.

BETH: That’s when he raped me.

BETH: I’m more than a statistic. I’m a daughter, a sister and I’m the survivor of a brutal rape by someone I thought I could trust.

BETH: It happened to me. If it’s happened to you, tell someone and get your life back.

ANNCR: For help, call 1 - 888 - 956 – RAPE.

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
<table>
<thead>
<tr>
<th>Character</th>
<th>Actor</th>
<th>Race</th>
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<tbody>
<tr>
<td>Jeremy</td>
<td>Josh</td>
<td>Wt/Hisp</td>
</tr>
<tr>
<td>Jen</td>
<td>Michelle</td>
<td>Wt/Hisp</td>
</tr>
<tr>
<td>Mike</td>
<td>Eric</td>
<td>Wt/Hisp</td>
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</tbody>
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**Date:** 5.21.04  
**Location:** TV  
**Spots:** Bystander  
**Video Edit:** Lights On  
**Ref:** 24DOH23

**Visual**  
**Black screen**  
**SFX:** MOVEMENT, ALL YOU HEAR ARE VOICES  
**In the dark**

**Audio**  
**Jeremy:** Come on Jen.  
**Jen:** NO.  
**Jeremy:** COME ON…  
**Jen:** No. Ow, Jeremy. Let me go (screaming) I said, Noooooooooo!

**Door opens. Light floods in**  
**Another boy is standing in the doorway, other kids looking on with surprise and shock.**  
(MUSIC OR TV NOISE/SMALL PARTY IN THE BACKGROUND)  
**Jeremy looks up from the couch. He's surprised, angry.**  
**Jeremy:** Mike!?  
**Mike:** Whaddaya doing Jeremy? Get off of her.  
**Jeremy:** Whaddya doing here man?? Get Out!

**She looks disheveled, afraid.**  
**Mike walks in and helps her up & out of the room.**  
**Other friends rush toward her. Jeremy looks on in disbelief.**  
**Super call to action graphic.**  
**Rape. Talk about it.**  
**Prevent it.**  
1-888-956-RAPE (7273)  
www.fcasv.org

**A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.**  
6.3.04  
2004 TALK ABOUT IT CAMPAIGN  
FINAL TV & VIDEO SCRIPTS
Date:  5.25.04     Amanda  Wt  
SVP:    TV  
Length:  :30  
Spot:  Survivors Speak Out  
VIDEO EDIT 4: Susan  
REF:  24DOH25  

CAUCASIAN – FEMALE 30 + YRS

Visual

WE DISSOLVE TO A SILHOUETTE IMAGE OF A WOMAN. WE HEAR HER SPEAK...

GRAPHIC:  1/3 OF ALL RAPES OCCUR IN DAYLIGHT.


CUT TO END GRAPHIC.

Audio

(SFX: QUIET EXCEPT FOR ROOM NOISE OF PRODUCTION AUDIO)

SUSAN: One morning on my way to work, I stopped to help a neighbor.

That's when it happened.

SUSAN: I’m more than a statistic. I’m a wife, a mother and I was raped.

SUSAN: It happened to me. If it’s happened to you, tell someone and get your life back.

ANNCR: For help, call 1- 888 - 956 - RAPE or go to fcasv.org to find a crisis center in your area.

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
WE SEE A WEIRD DISJOINTED IMAGE THAT IS PLAYING BACKWARDS OF A PRISONER STRUGGLING WITH LEG IRONS THROUGH A COURT ROOM DOOR.

SUDDENLY WE SEE A FLASH OF IMAGES ALL PLAYING BACKWARDS. WE SEE THE JUDGES MALLET HITTING COMING UP FROM IMPACT BACKWARDS. HE THEN DELIVERS THE SENTENCE.

WE CUT TO THE EMOTIONAL REACTIONS IN THE COURT ROOM. A TEAR FROM THE VICTIM FLOWING BACKWARDS.

AGAIN WE SEE A FLASH OF IMAGES BACKWARDS.

WE CATCH A GLIMPSE OF TWO FIGURES STRUGGLING. The shot that shows her hands pushing Joey back is good. The shot that shows her lying down and struggling was deleted.

AGAIN WE FLASH BACKWARDS THROUGH TIME.

WE SEE TWO GUYS HOLDING UP A WOMAN WHO IS ON THE VERGE OF UNCONSCIOUSNESS.

AGAIN FLASH BACK THROUGH TIME.

PARTY SCENE

SEE GIRLS STANDING AT DOOR AND TALKING TO GUYS

BACKWARDS THROUGH TIME AGAIN. – SEE GIRLS WALKING BACKWARDS OUT THE DOOR AND UP THE SIDE WALK.

SFX: HARSH AMBIENT SOUNDS OF PRISON.

GUARD

SFX: JANGLE OF LEG IRONS.

SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.

FAMILIES

JUDGE: I find you guilty as charged for the crime of sexual battery.

SFX: SOBS DESPAIR AND CHEERS FROM BOTH FAMILIES IN COURT ROOM.

GIRL

SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.

SFX: LAMP BREAKING, GLASS SPILLING.

SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.

GUY1: Hey, let’s go upstairs and uh, hang out in my room.

GUY 2: Come on man…she’s out of it.

SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.

GUY1: Ladies, hey -- welcome to the party! You’re gonna have a good time tonight…I guarantee it.

SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.
BACKWARDS THROUGH TIME EFFECT.

WE SEE THE GUYS MIXING UP THE VOLATILE PUNCH…GRINNING ALL THE WHILE.

ZIPPING BACKWARD THROUGH TIME.

WE SEE ONE OF THE GUYS RUSH UP TO A YOUNG LOOKING GIRL WALKING THROUGH A CAMPUS COURTYARD.

FAST FORWARD THROUGH THE EVENTS.
WE END ON A CLOSE UP OF HIM IN PRISON JUMPER -- THE SCENE FREEZES.
Currently see girls face as first “you” is spoken. Insert Joey’s face instead.

FF TRANSITIONS TO CALL TO ACTION GRAPHIC.

SUPER CALL TO ACTION GRAPHIC.
Rape. Talk about it. Prevent it.

SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.

ANNC: If you could see into the future…how would you change your reality?

ANNCR:
RAPE. Talk about it. Prevent it.
For help, call 1-888-956-RAPE or go to fcasv.org.
Date: 6.3.04  Guy 1 Joey  Wt
SVP: TV  Guy 2 Donovan  AA
Length: :30  Girl  Maja  Hisp
Spot: Date Rape Drugs
VIDEO EDIT 1: Take It Back
REF: TBD

**Visual**

WE SEE A WEIRD DISJOINTED IMAGE THAT IS PLAYING BACKWARDS OF A PRISONER STRUGGLING WITH LEG IRONS THROUGH A COURT ROOM DOOR.

SUDDENLY WE SEE A FLASH OF IMAGES ALL PLAYING BACKWARDS. WE SEE THE JUDGES MALLET HITTING COMING UP FROM IMPACT BACKWARDS. HE THEN DELIVERS THE SENTENCE.

WE CUT TO THE EMOTIONAL REACTIONS IN THE COURT ROOM. A TEAR FROM THE VICTIM FLOWING BACKWARDS.

AGAIN WE SEE A FLASH OF IMAGES BACKWARDS. WE CATCH A GLIMPSE OF TWO FIGURES STRUGGLING. The shot that shows her hands pushing Joey back is good. The shot that shows her lying down and struggling was deleted.

AGAIN WE FLASH BACKWARDS THROUGH TIME. PARTY SCENE - BACKWARDS THROUGH TIME EFFECT. WE SEE THE GUYS MIXING UP THE VOLATILE PUNCH…GRINNING ALL THE WHILE. ZIPPING BACKWARD THROUGH TIME.

WE SEE ONE OF THE GUYS RUSH UP TO A YOUNG LOOKING GIRL WALKING THROUGH A CAMPUS COURTYARD.FAST FORWARD THROUGH THE EVENTS. WE END ON A CLOSE UP OF HIM THE SCENE FREEZES.

SUPER CALL TO ACTION GRAPHIC.
Rape. Talk about it.
Prevent it.

**Audio**

SFX: HARSH AMBIENT SOUNDS OF PRISON.
GUARD SFX: JANGLE OF LEG IRONS.
SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.
FAMILIES
JUDGE: I find you guilty as charged for the crime of sexual battery.

SFX: SOBS DESPAIR AND CHEERS FROM BOTH FAMILIES IN COURT ROOM.
SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.
LAMP BREAKING, GLASS SPILLING.

SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.
GUY1: Hey, let’s go upstairs and uh, hang out in my room.

SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.
SFX: BACKWARDS SOUND
GUY2: That’s a lot of booze, man…
GUY1: Man, they never taste it..
SFX: BACKWARDS SOUND EFFECT…RECORD GOING BACKWARDS.
GUY1: You're new on campus right?
GUY 2: You guys want to come to this party tonight?
ANNCR: If you could see into the future…how would you change your reality?
ANNCR: For help, call 1-888-956-RAPE

1-888-956-RAPE (7273)  www.fcasv.org
A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
WE SEE ROUGH LOOKING HANDS RIPPING APART FAMILY PHOTOS ON A BLACK BACKGROUND.

ONE AFTER ANOTHER.

GRAPHIC: Somewhere in the US, a woman is raped or sexually assaulted every 2 minutes.

THE RIPPING OF FAMILY PHOTOS CONTINUES.
GRAPHIC: 1 out of 6 boys will be sexually assaulted by age 16

THE LAST PHOTO IS TORN...THE CAMERA PULLS BACK AND BACK TO REVEAL THE PHOTOS ARE ALL CONTAINED WITHIN AN OUTLINE OF THE UNITED STATES ZOOMING INTO FLORIDA...

AS THE HEAL LINE IS DELIVERED WE SEE THAT A LARGE IMAGE FILLED WITH TORN HOLES IS PLACED OVER THE MAP...THE TORN OUT PHOTOS LINE UP PERFECTLY TO MAKE THE COMPLETE PICTURE A COLLAGE OF FAMILY PHOTOS.

SUPER CALL TO ACTION GRAPHIC.

Rape. Talk about it.
Prevent it.

1-888-956 RAPE (7273)
www.fcasv.org

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
WE DISSOLVE TO A SILHOUETTE IMAGE OF A WOMAN. WE HEAR HER SPEAK...

ALCOHOL IS THE MOST COMMON SUBSTANCE USED IN DRUG-ASSISTED RAPES.


SUPER CALL TO ACTION GRAPHIC. 
Rape. Talk about it. 
Prevent it.

1-888-956-RAPE (7273) 
www.fcasv.org

(AUDIO)

(SFX: QUIET EXCEPT FOR ROOM NOISE OF PRODUCTION AUDIO)

SHAUNA: One night, I went out with some friends from work. As soon as we got to the bar, a guy came over and handed me a drink.

That’s the last thing I remember.

SHAUNA: I’m more than a statistic. I’m a musician; an athlete and I was drugged and raped.

SHAUNA: It happened to me. If it’s happened to you, tell someone and get your life back.

ANNCR: For help, call 1 - 888 - 956 - RAPE or go to fcasv.org to find a crisis center in your area.

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
Date: 5.25.04  Boy Jake WT
SVP: TV  V/O Tanner
Length: 60
Spot: Survivors Speak Out
VIDEO EDIT 4: No Secrets: One Boy’s Story
REF: 24DOH29

Visual
OPEN ON HIGH ANGLE SHOT OF A Boy (PRE-TEEN) SITTING IN HIS ROOM
SHOT OF BOY WALKING SCHOOL HALLS
SHOT OF SCHOOL YARD
REACTION SHOT OF BOY LOOKING TO DOOR, WEARY, RESIGNED.
WITH A SIDEWAYS GLANCE TO LOOK FOR WITNESSES,
SITS ON STEPS. LOOKS UP AT ROOM.
CUT BACK TO HIGH ANGLE SHOT OF BOY SITTING IN HIS ROOM, SLOW ZOOM OUT
MAN (42yrs) ON CAMERA

GRAPHIC: 1out of 6 boys will be sexually assaulted by age of 16.

Audio
BOY VO (Hesitant): Can you keep a secret? (WITH NO PRIDE IN THE ACCOMPLISHMENT) I can.
I didn’t want the secret. But I didn’t have any choice.

It was forced on me.
It wouldn’t go away.
I was afraid no one would understand. or somehow they’d blame me.

Can you keep a secret? (CROSSFADE FROM VOICE OF boy TO VOICE OF MAN) I kept mine for to many years.

MAN: (FIRM, CONFIDENT) But not anymore.
I’m not embarrassed now. I wasn’t to blame.
And maybe I can help a child or a teen understand – that some secrets, you just don’t keep.

ANNCR: 1out of 6 boys will be sexually assaulted by age of 16.

SUPER CALL TO ACTION GRAPHIC.
Rape. Talk about it. Prevent it.
1-888-956-RAPE (7273)
www.fcasv.org

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.

6.3.04
2004 TALK ABOUT IT CAMPAIGN
FINAL TV & VIDEO SCRIPTS
CASUCASIAN/HISPANIC MALE – 40+

**Visual**

WE DISSOLVE TO A SILHOUETTE IMAGE OF A MAN. WE HEAR HIM SPEAK...

**Audio**

(SFX: QUIET EXCEPT FOR ROOM NOISE OF PRODUCTION AUDIO)

MICHAEL: I am a survivor of sexual assault.

GRAPHIC: 1 OUT OF 6 BOYS WILL BE SEXUALLY ASSAULTED BY AGE 16.

ON SCREEN, THE FACE OF THE MAN LEANS FORWARD FROM THE SILHOUETTE AND WE SEE A CAUCASIAN MAN (40 YEARS).

MICHAEL: It wasn’t something that happened once but over the course of many years.

MICHAEL: I’m more than a statistic. I’m a successful business owner, husband, father of three, and I was sexually assaulted when I was a kid.

MICHAEL: It happened to me. If it’s happened to you, tell someone and get your life back.

ANNCR: For help, call 1 - 888 - 956 – RAPE.

1-888-956-RAPE (7273)

www.fcasv.org

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
When she said, stop, I stopped.

When she said she wasn’t ready, I waited.

When I realized I had the power to control myself, I became a better man.

ANNCR:
Rape. Talk about it. Prevent it.
For information or to find a crisis center in your area call 1-888-956-RAPE or go to fcasv.org. A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
OPTION: 15 – TV1

Date: 6.3.04  Actor: Cregg AA
SVP: TV
Length: 15 – Version TV1
Spot: Men as Part of the Solution
VIDEO EDIT 1: Better Man
REF:

Visual
Audio

LINES DELIVERED BY AN (AFRICAN AMERICAN) MAN

When she said she wasn’t ready, I waited.

When I realized I had the power to control myself, I became a better man.

CUT TO PHONE NUMBER & TAG

ANNCR:
Rape. Talk about it. Prevent it.
Call 1-888-956-RAPE.

SUPER CALL TO ACTION GRAPHIC.
Rape. Talk about it.
Prevent it.

1-888-956-RAPE (7273)
www.fcasv.org

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
Option :15 – TV2

Date: 6.3.04   Actor: Cregg AA
SVP: TV
Length: :15 – Version – TV2
Spot: Men as Part of the Solution
VIDEO EDIT 1: Better Man
REF:

Visual

LINES DELIVERED BY AN (AFRICAN AMERICAN) MAN

Audio

When she said, stop, I stopped.

When I realized I had the power to control myself, I became a better man.

CUT TO PHONE NUMBER & TAG

ANNCR:
Rape. Talk about it. Prevent it.
Call 1 - 888 - 956 - RAPE.

SUPER CALL TO ACTION GRAPHIC.

Rape. Talk about it.
Prevent it.

1-888-956-RAPE (7273)
www.fcasv.org

Florida Department of Health

A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.
Date: 6.3.04
SVP: TV
Length: :30
Spot: Bystander
SCRIPT 3: Lights On – Spanish
REF: MP3

**Visual**

BLACK SCREEN

SFX: MOVEMENT ALL YOU HEAR ARE VOICES IN THE DARK

**Audio**

JULIO: Vamos, Carmen.
CARMEN: no…
JULIO: VAMOS…
CARMEN: ¡Nooo. Ay, Julio, déjame! ¡Te dije que NOOO!

DOOR OPENS. LIGHT FLOODS IN ANOTHER BOY IS STANDING IN THE DOORWAY, OTHER KIDS LOOKING ON WITH SURPRISE AND SHOCK. (MUSIC OR TV NOISE/SMALL PARTY IN THE BACKGROUND

JULIO LOOKS UP FROM THE COUCH. HE’S SURPRISED, ANGRY.

SHE LOOKS DISHEVELED, AFRAID.

JOSE WALKS IN AND HELPS HER UP & OUT OF THE ROOM OTHER FRIENDS RUSH TOWARD HER. JULIO LOOKS ON IN DISBELIF.

JOSE: ¡Déjala quieta, Julio!

JULIO: ¡Pero que tú haces, chico, vete de aquí!

JOSE: Ven, Carmen.

ANNCR:

No sea un testigo mudo de la violación. Hable sobre ello, prevéngala. Para más información o para encontrar un centro de crisis cercano a usted, marque el 1-888 - 956-7273

1-888-956-7273
www.fcasv.org

Un mensaje del departamento de Salud de la Florida en colaboración con el Concilio de la Florida. Contra la Violencia Sexual.

6.3.04
2004 TALK ABOUT IT CAMPAIGN
FINAL TV & VIDEO SCRIPTS
Date:  6.3.04  
SVP:    TV  
Length:  :30  
**SPOT:**  Impact of Rape  
SCRIPT 3:  Family Photo – Spanish  
REF:  MP3  

**Visual**  

WE SEE ROUGH LOOKING HANDS RIPPING APART FAMILY PHOTOS ON A BLACK BACKGROUND.  

ONE AFTER ANOTHER.  
GRAPHIC: En los Estados Unidos, cada dos minutos una mujer es violada.  

THE RIPPING OF FAMILY PHOTOS CONTINUES.  
GRAPHIC: 1 de cada 6 muchachos son asaltados sexualmente antes de cumplir los 16 años.  

THE LAST PHOTO IS TORN…THE CAMERA PULLS BACK AND BACK TO REVEAL THE PHOTOS ARE ALL CONTAINED WITHIN AN OUTLINE OF THE UNITED STATES ZOOMING INTO FLORIDA …AS THE HEAL LINE IS DELIVERED WE SEE THAT A LARGE IMAGE FILLED WITH TORN HOLES IS PLACED OVER THE MAP…THE TORN OUT PHOTOS LINE UP PERFECTLY TO MAKE THE COMPLETE PICTURE A COLLAGE OF FAMILY PHOTOS.  
SUPER CALL TO ACTION GRAPHIC.  
La violación. Hable sobre ello. Prevéngala.  

1-888-956-7273  
www.fcasv.org  

**Audio**  

VO: Ellas son nuestras madres, esposas, hermanas, e hijas.  

VO: En los Estados Unidos, cada dos minutos una mujer es violada.  

VO: Nuestros padres, esposos, hijos, y hermanos.  

VO: 1 de cada 6 muchachos son asaltados sexualmente antes de cumplir los 16 años.  

VO: Hoy-la violación es el crimen menos reportado en América.  

ANNCR:  
La violación. Hable sobre ello. Prevéngala.  

ANNCR:  
Para obtener ayuda, marque el 1-888-956-7273.

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Un mensaje del departamento de Salud de la Florida en colaboración con el Concilio de la Florida. Contra la Violencia Sexual.