

Client: The New England Home For Little Wanderers  
Agency: Boston ITVA PSA Committee  
Title: Family Portrait  
Medium: 30 second television spot

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## VIDEO

The visual look is cold, monochromatic blue.

FADE UP ON . . .

EXT. ALLEY. DAY.

(4 seconds)

An urban alley in a poor part of town. Garbage and debris litter the ground.

From a low angle, we look up at a tough, angry thirteen year old BOY. A CIGARETTE is jammed into the corner of his mouth. He walks through the alley with anger and attitude, kicking at the trash and smashing his book bag against the wall.

The image in the alley is interrupted by a FLASH CUT (1 second) (Full color.)

A happy family PORTRAIT. A single mother and the thirteen year old boy. He's dressed neatly in a tie.

A jagged CRACK slices across the glass.

## AUDIO

(MUSIC – increasing tension.)

(SFX – The pulse of a racing heart.)

(Over this sound, we hear a series of DESPERATE VOICES.)

WOMAN'S VOICE (VO)

(angry, frustrated, desperate, rising in pitch, losing control) (slight echo)

"The school called again. What am I going to do with you?!"

(SFX – Glass cracking. )

(1 second)

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## VIDEO

CUT TO . . .

INT. ROOM. NIGHT.

(4 seconds)

A young BOY, six or seven, huddles against a wall, terror and pain in his eyes. Behind him, we see the SILHOUETTES of a man hitting a woman.

FLASH CUT (1 second)

The family PORTRAIT. Father, mother, sister, and the young boy. A jagged CRACK slices across the glass.

CUT TO . . .

EXT. ALLEY. NIGHT.

(4 seconds)

A young GIRL, eight or nine. Tight on her face. She cringes at her disturbing memories. We move in closer and closer until all we see are her haunted, tear-stained eyes.

## AUDIO

(SFX – Woman crying. Struggling. Bottle breaking.)

FATHER'S VOICE (VO)  
(angry, drunk, slurred speech)  
(SFX – SLAP.)  
"Don't you ever turn away (SLAP) from me when I'm talking! (SLAP)

(SFX – Glass cracking.)  
(1 second)

YOUNG GIRL'S VOICE (VO)  
(pleading) (slight echo)  
"Please don't. Please don't touch me there. Daddy, I'm scared."

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## VIDEO

### FAMILY PORTRAIT

The young girl in happier times with her mother and father. As if struck from behind, the family portrait SHATTERS into a million pieces.

Jagged pieces of the portrait explode toward the camera in slow motion.

(FULL COLOR)

As the shattered pieces of the family portrait float toward us, we DISSOLVE to the LOGO –

**The New England Home For  
Little Wanderers**

DISSOLVE to the phone number –

**1-888-The Home**

over a soft focus background of rich, spring time, green grass and deep blue sky.

## AUDIO

*(MUSIC stops and is replaced by the sound of shattering glass.)*

NARRATOR (VO)

For some children – and some families – life is a shattering experience.

*(MUSIC – brighter, hopeful)*

NARRATOR (VO)

We help put the pieces together again.

NARRATOR (VO)

To find out how you can help, call 1-888-The Home.

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## VIDEO

In the background behind the phone number, we see a tiny CHILD'S HAND reach up into the frame. A large MAN'S HAND reaches down and holds it tenderly.

Fade up the tag line –

**Children Families Futures**

FADE TO BLACK

## AUDIO

For people who really need a helping hand.

*FADE OUT MUSIC*