VIDEO

FADE UP ON:
WS OF MAN IN FRONT OF TV CAMERA

ZOOM IN TO CU OF TV CAMERA

CUT TO CU OF MAN

CUT TO MS OF WOMAN OPERATING ANOTHER CAMERA

SUPER LETTERS "MS"

CUT TO CU OF MAN IN FRONT OF CAMERA

FADE TO BLACK

AUDIO

MAN:
The advantage of television is that you can show the advertiser's product, service, or store...
you can show the product up close...

MUSIC: "BOOGIE NIGHTS" UP AND UNDER

MAN:
(VO) ...And use music to set the mood for your visuals.

MAN:
Sound effects can also be used...

SFX: "CHEERING CROWD" UP FULL AND OUT

(SMILES, WAITING) ... just don't go overboard.

WOMAN:
In television scripts we use a form of shorthand to designate the type of shot we want on the air.
For example, the shot we're using now is a medium shot and we use the letters "M-S" as an abbreviation.

MAN:
Type video instructions in capital letters in a column to the left of spoken text. Music and special effects should be in full caps as well as underlined to the right of video.

(SMILING) Spoken copy is in sentence case with acting instructions in parentheses. That's it. (WAVES) Bye!

MUSIC UP AND OUT