

30 sec Video: Blind



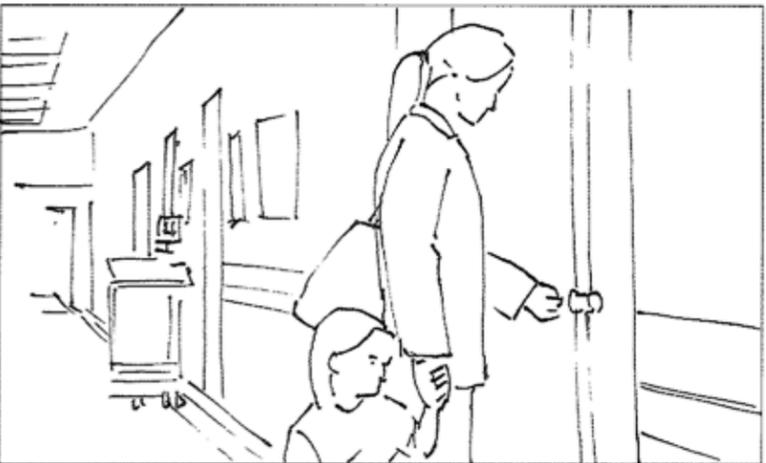
A mother and her 6-year-old daughter are working their way down a darkened hospital hallway, hand in hand. [The hallway doesn't need to scream that it's in a hospital - shiny floors and a generic look ought to be enough.]

Innocent-sounding piano music, vaguely reminiscent of a nursery rhyme, plays in the background. There's nothing creepy or ominous about this music at all. It's warm, comforting and innocuous.



At the opening of the shot, they look tentatively around, as if they're starting to realize that they've lost their way.

The mother turns the knob to one door. The door doesn't open.



The mother's hand tries another door, as her child begins to get visibly anxious and restless. Still no luck. In rapid-fire succession, we see their hands trying a series of doorknobs.

The pair is seen making their way to the next door, as the tension builds. It seems as if their search may be fruitless.



The mother finally opens the right door. The room is bright and welcoming.



A nurse, waiting expectantly, warmly greets them as if to say "you found it!"

VOICE OVER

When it comes to healthcare reform, we're all looking for the same things.

But we don't have time to try every door.

We need a plan for reform that will achieve the right results the first time around.

We can do a lot better than a government-run health care system. If you want to learn more and join the conversation, you've come to the right place.

30 sec Video: Conversation



The scene appears to be at a convention – a nicer hotel or conference center environment, full of people who are there to do business. Suits, pantsuits, nicer dress generally, lots of the same muted tones. They look like Washington people. The sound is mainly the growing din of conversation. Everything gets slowly louder and more frenzied. Maybe the establishing shot is a wide frame of the multitude, and it slowly zooms in over the course of the spot.



Snippets of conversation, almost yelled out to be heard over the noise, are audible:

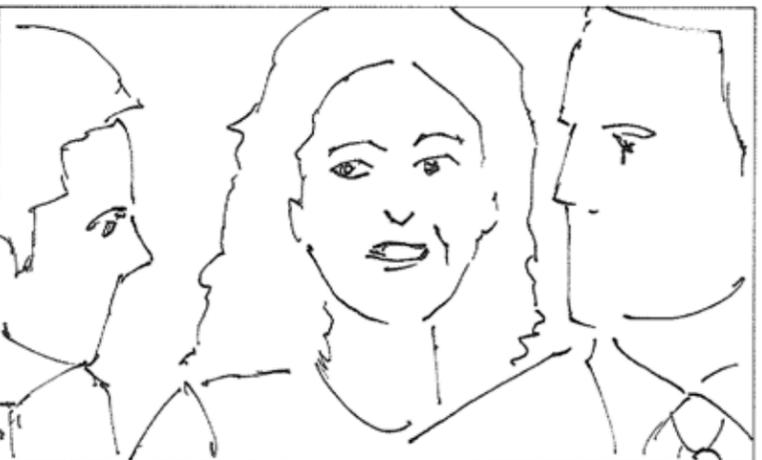
“...pre-existing conditions? Nobody knows yet...”
“...of course the system isn't ready for this. But I don't see how you can slow it down...”
“...yeah, a lot like Medicare...”

Other background phrases include:

Government-run
What about lines?
Larger system
Rising premiums
Individual mandate



As the camera searches the room, or continues to narrow the frame after beginning at a wide focus, an older Hispanic woman comes into view. She's standing quietly in the middle of the action, as if she found herself at the wrong party, and doesn't know a soul.



The background noise is dialed down significantly, enough to hear her say to no one in particular: “Will somebody just tell me whether my AI will still be able to see Dr. Ferguson if we go through with this government plan?”



Although nobody stops to notice her, or even stops talking, the question is met with silence. She maintains a concerned look, waiting.

VOICE OVER

The plans for health care reform being discussed in Washington will have very real consequences for all of us. Let's make sure we know what we're getting into. To learn more about what current plans for government-run health care mean to you and your family, you've come to the right place.

30 sec Video: Waiting



We catch the beginning of a conversation by a young receptionist at a medical office, probably behind a sliding glass window. The establishing shot is from the perspective of a waiting client on the other side of the glass. The receptionist is on the phone with someone trying to schedule an appointment, and the conversation is already in progress.



Music: innocuous Muzak-type music - but not an overbearing or humorous caricature of Muzak. Just something that sounds familiar - the type of thing you would hear in a waiting room.

"What plan are you on now?"

[Silence as she wait for the answer]

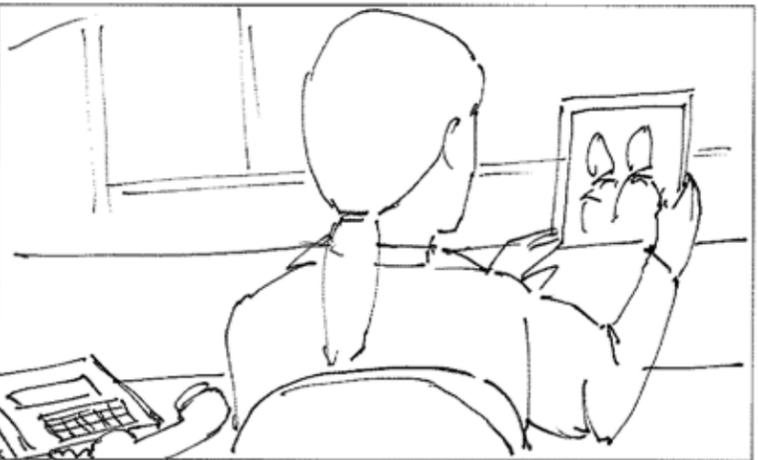
"The government plan. Okay, hold on... let me see what's available."



The view switches to show the receptionist's perspective, with the camera showing part of the back of her head. The scheduling calendar on her computer screen is open. But instead of scanning availability, she's clearly biding time so that it will appear to the caller that she's looking. Instead she rearranges the position of the framed photos and other items on her desk. Several seconds pass. She returns to the caller.

"It looks like the first time we can fit you in is in two-and-a-half months. Will that work? I'm sorry, but that's the first available."

[Silence as she waits on the response.]



"Okay, I understand. Well, good luck."

She hangs up the phone.



VOICE OVER

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