

## ATTACHMENT G – TV SCRIPTS

During the English-language focus groups, participants will view one television PSA. The script for the PSA is provided.

**TV Script: “Door”**  
**General Market Audience**

Client: **500404-100**  
Project: **USDA FNS**  
Format: **TV: 30 (English PSA)**  
Title: **“Door”**  
Date/Ver: **September 19, 2007**

Visual	Audio
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Open on a view from within the refrigerator. Camera is all the way in the back of the fridge, facing the door. Camera remains in this locked-down position in subsequent scenes.

**FEMALE**  
**ANNCR:** In the United States, millions of people with low income...

Fridge door opens, revealing an omni-ethnic woman (40-45, working single) in a modest kitchen reaching in to grab a half-gallon of milk. She shuts the door. Light dims. Camera remains in this location.

**FEMALE**  
**ANNCR:** ... are eligible for food stamps, but many people don't know it.

Fridge door opens in a different home. This time we see an Asian boy (10-12) and his

**FEMALE**  
**ANNCR:** So if you're young or old...

grandfather (60-65). Boy reaches in, grabs an orange, and closes the fridge door. Light dims.

Transition to an open fridge door in a different home. An African American man (30-35) reaches in and grabs a yogurt, while his wife (AA 30-35) grabs a bag of cut-up carrots. He is dressed as a construction worker; she is dressed as if she were going on a job interview. The woman closes the fridge door. Light dims.

Transition to an open fridge door in a different home. A Latin mother (20-25), with her son (0-2) in a high chair behind her, reaches in, grabs a jar of applesauce, and then closes the door. Light dims.

Transition to an open fridge door in a different home. An elderly Caucasian woman (70-75) holding a brown paper grocery bag opens the fridge. She takes items (string beans, jam, English muffins) out of bag and puts them inside fridge.

**FEMALE ANNCR:** Even if you have a job, or if you're looking for one...

**FEMALE ANNCR:** Even if you own a car or a stroller...

**FEMALE ANNCR:** Then you could qualify for food stamps.

Cut to same woman as she closes fridge door. She picks up her wallet & EBT card. She looks at the card and smiles as she puts it back in her wallet.

**FEMALE ANNCR:** The Food Stamp Program helps you eat right when money's tight.

As she walks off-camera, camera pans past her shoulder until it is directly in front of fridge. Fridge has magnets & the usual fridge "stuff."

**FEMALE ANNCR:** Call us today for a free information packet.

Super appears with: website, phone, and *A message from the USDA.*