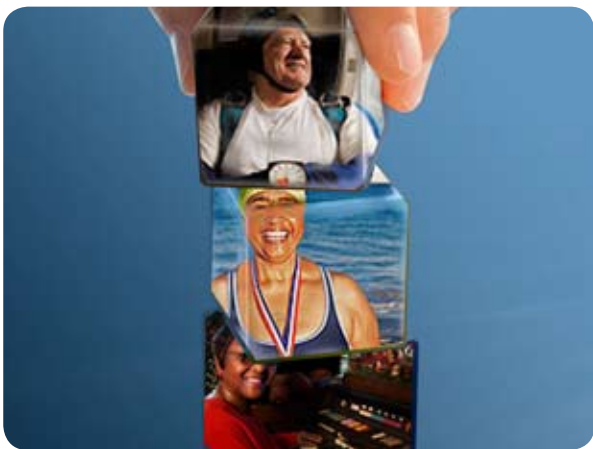
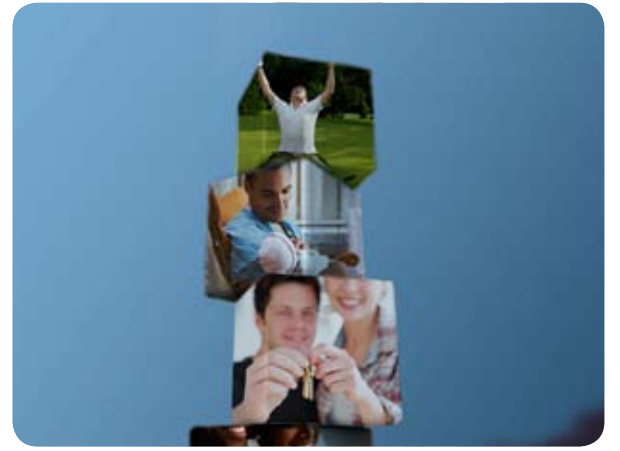


TV PSA: “Building Your Life” (:60)



A pair of hands stacks blocks on top of each other, one by one, creating a tower. Each block has a picture on it.

An off-screen announcer says:
We build our lives one day at a time. Now you're 10...now you're 30...and boom—suddenly you're 50! That's where colorectal cancer screening comes in. Screening for this cancer is

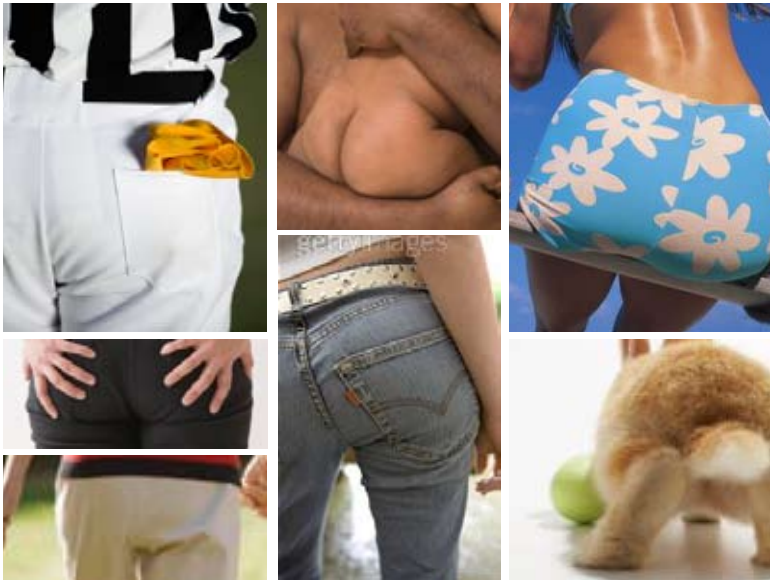
recommended for men and women beginning at 50.

The announcer says:
Screening can find precancerous polyps so they can be removed before they turn into cancer. Screening can also find colorectal cancer early, when treatment is most effective. There's so much more to look forward to...so take hold of

your health. Now we see the Screen for Life graphic with phone and web information.

The announcer says:
If you're 50 or older, get screened. Screening saves lives.

TV PSA: “Butt vs. But” (:60)




But why should I get tested for colon cancer?



I have no symptoms.

Colorectal cancer doesn't always cause symptoms.

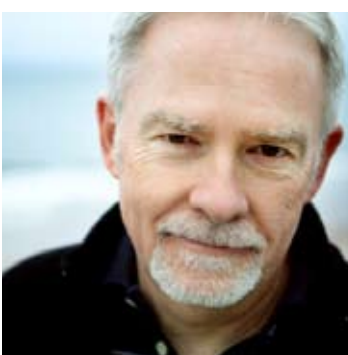
But I'm only 53.



I'm too young.

Screening is recommended for men and women beginning at 50.

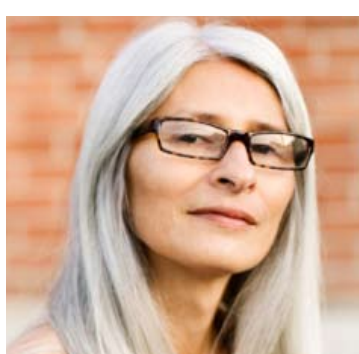
But...



it doesn't run in my family.

Most colorectal cancers occur in people with no family history.

But...



that test

There are several kinds of screening tests for colorectal cancer...

I've been screened...I had polyps and they were removed before they had a chance to turn into cancer!




www.cdc.gov/screenforlife

1-800-CDC-INFO (1-800-232-4636)

A TV screen is divided into several sections...each with a picture—some photos pop on or pop off... it's not static. In fact some of the pictures are not photographs but are moving video. We see behinds of babies, men, women, and a rabbit... many different shapes and sizes.

An announcer who is off-screen says: These butts are all acceptable.

The photo montage disappears and a new montage appears.

The announcer says: These butts...not so much.

Here we focus on one person, who is being interviewed.

She says: But why should I get tested for colon cancer? I have no symptoms.

Some words appear on the screen as the announcer says: Colorectal cancer doesn't always cause symptoms, especially early on.

Now a man is being interviewed.

He says: But I'm only 53. I'm too young.

Again words appear on the screen as announcer says: Screening is recommended for men and women beginning at 50.

Another man is now being interviewed.

He says: But it doesn't run in my family.

Words appear on the screen and the announcer says: Most colorectal cancers occur in people with no family history.

Back to the street scene and a woman says: But that test... (she wrinkles her nose and shakes her head).

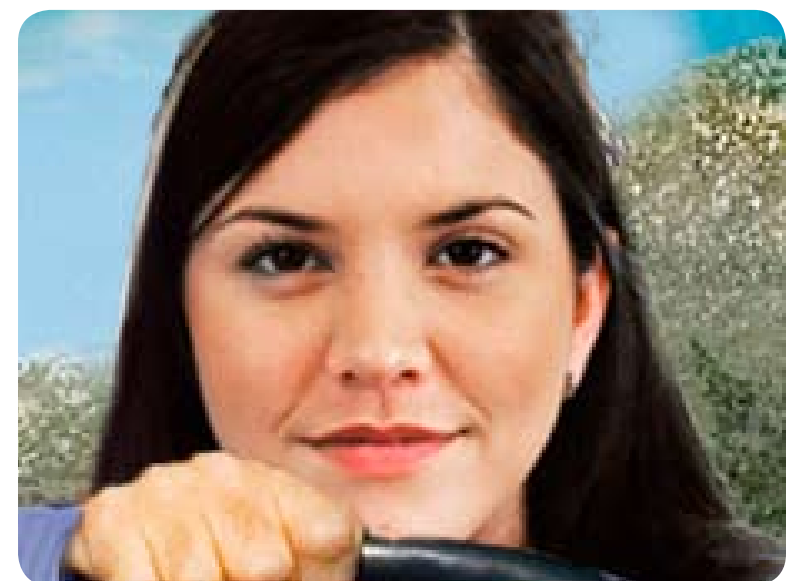
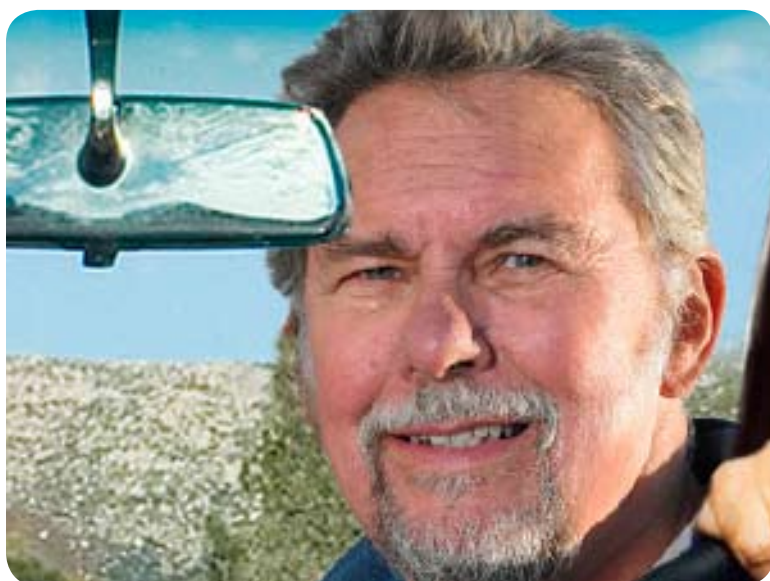
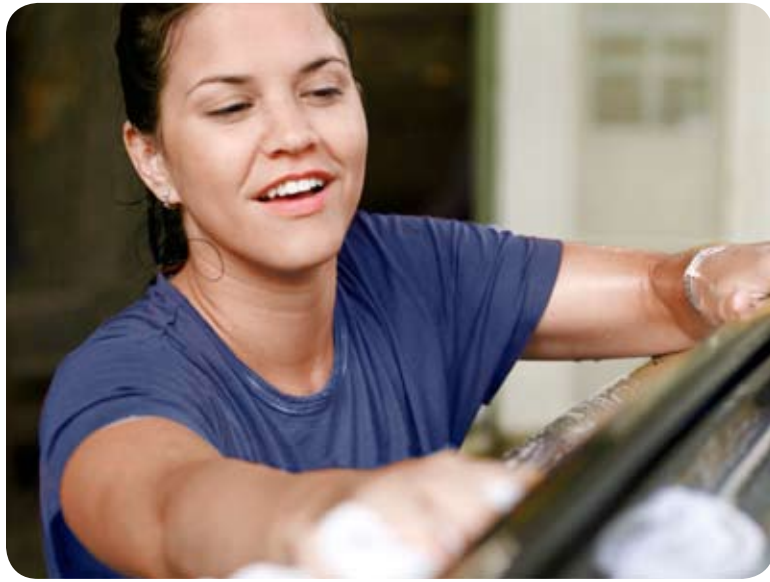
Words appear on the screen...the announcer says: There are several kinds of screening tests for colorectal cancer...talk to your doctor about which one is right for you.

Finally, a man tells the interviewer: I've been screened...I had polyps and they were removed before they had a chance to turn into cancer!

As he finishes, we see the Screen for Life graphic with web site and phone number information.

The announcer says: No butts about it...this is one cancer you can prevent—talk to your doctor and get screened. Screening saves lives!

TV PSA: “Generations” (:60)



[A young woman washes a vintage car. Her father and grandmother approach.]

DAD says: We're so happy to have you home from college. Let's take your new ride out for a spin. This car's been in the family such a long time.

DAUGHTER replies: I know...thanks so much for passing it down to me. Let's go!

GRANDMOTHER asks: Have you taken the car in for a check-up?

GRANDDAUGHTER answers: Yup, we're all set! You and dad took good care of it.

[The dad turns to his mother]

DAD says: Speaking of check-ups, I'm going to the doctor next week to ask about getting screened for colorectal cancer. Mom, have you done it?

GRANDMOTHER responds: Yes, I got screened! It's important. You know my friend Joan?—when she got tested, they found polyps and removed them. That's how they prevent colon cancer.

The GRANDDAUGHTER pipes up: I read it's the second leading cancer killer.

The FATHER, still a little bit skeptical, asks: So it can be prevented?

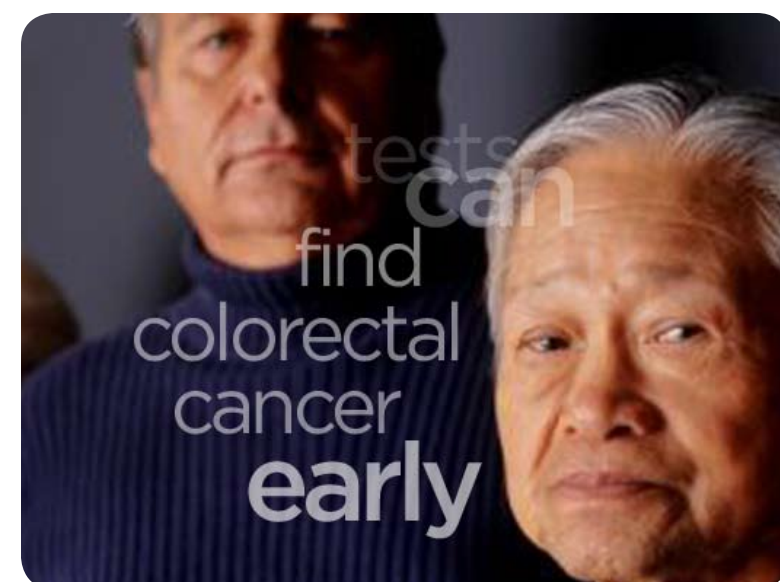
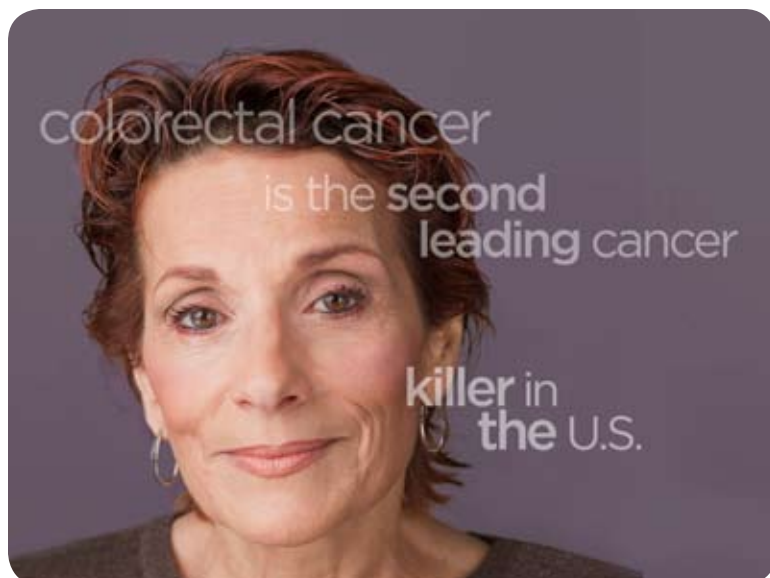
The GRANDMOTHER responds: Yes. Look, I've been tested. Even your father did it and you know how he hates going to the doctor.

FATHER says: Thanks, Mom.

He turns to his DAUGHTER: You know kiddo, you're never too old to ask your parents for advice! Now we see the Screen for Life graphic with web site and phone number information.

The Announcer says: If you're 50 or older, get screened for colorectal cancer. Screening saves lives.

TV PSA: “Moving Towards Screening” (:60)



As we see a woman in her 50s, an off camera announcer says: Here are the facts: Colorectal cancer is the second leading cancer killer in the U.S..

Now the words appear on screen. The camera moves to the second person.

The announcer continues: It affects both men and women. And it doesn't always cause symptoms, especially early on.

Again, the words appear as they are spoken by the announcer. The camera moves on.

The announcer continues: And here's the important part—this is one cancer you can prevent.

Now we see another woman.

The announcer says: Screening tests can find precancerous polyps, so they can be removed before they turn into cancer.

The words “precancerous polyps” and “can be removed” appear on screen. The camera slowly moves to the fourth person, a man in his 60s.

The announcer goes on: Screening tests can also find colorectal cancer early, when treatment is most effective.

The words “tests can find colorectal cancer early” appear on screen. Slowly, the camera moves back and shows the entire group of people.

The announcer concludes: Don't let the facts pass by you. If you're 50 or older, get screened for colorectal cancer. Screening saves lives.

Meanwhile, we see the Screen for Life graphic with web and phone information.

TV PSA: "Professional Advice" (Version A) (:60)



[A man sits behind his desk. A woman sits across from him.]

The MAN puts papers in a file folder and says:
So, it's all in order now.

The WOMAN says: Thanks. As usual.

[She gets up to leave.]

The MAN says: I have a question for you now, Doctor.

SHE says: Shoot—

The MAN asks: I'm not having any symptoms, but when I should get tested for colon cancer?

The WOMAN responds: Beginning at 50. You're 50?

The MAN says: Yes, just turned 50.

SHE says: Don't wait ...you know that colorectal cancer doesn't always cause symptoms, right?

[The man nods in response as the doctor continues.]

And screening finds precancerous polyps so they can be removed before they turn into cancer?

The MAN nods again and says: Okay, I'll do it.

[The doctor says, as she reaches the door]
Good idea. I always knew you were smart!

Now we see the Screen for Life graphic with web site and phone number information.

The announcer says:
If you're 50 or older, get screened for colorectal cancer. Screening saves lives.

TV PSA: “Professional Advice” (Version B) (:60)



[A man finishes work on a woman's car. They are at his auto repair garage]

The MAN says: You're all set, Doc. Ready to go.

The WOMAN asks: How many years have I been coming to you? 10? 15?

The MAN says: I guess so.

The WOMAN says: Do you mind if I ask you—Are you 50 yet?

The MAN replies: 51.

[The woman nods.]

SHE says: Now I'm going to give you some professional advice.

You should get screened for colorectal cancer. You know that it doesn't always cause symptoms, right?

[Now the man nods his head 'yes' and tries to interrupt, but the woman goes on to say]

And screening finds precancerous polyps so they can be removed before they turn into cancer.

The MAN says: Doctor...I've already been screened for colon cancer!

SHE says: You're one smart man!!!

The man smiles—he seems glad the doctor cared enough to say something. The woman opens the door to get in to her car.

Now we see the Screen for Life graphic with web site and phone number information.

The announcer says:
If you're 50 or older, get screened for colorectal cancer. Screening saves lives.

TV PSA: "Siblings" (:60)



[A man and a woman are sitting on swings in a back yard. There's been a party.]

The man - Richard, says:
Thanks for coming today.

The woman -Janet, responds:
Well, my baby brother is 51!

Richard says:
That makes you?...

Janet:
Older and wiser! So listen: You need to get screened for colorectal cancer.

Richard begins:
well...

Janet interrupts:
I got screened when I turned 50. I had polyps.

Richard says:
I didn't know that.

Janet continues:
They removed them ...It was no big deal. I didn't have any symptoms...

Richard tries to interrupt, he says:
Janet...

Janet says:
If I didn't get tested, it could have turned into cancer.

Richard keeps trying to get a word in...but Janet goes on:

Everybody needs to get screened starting at 50.

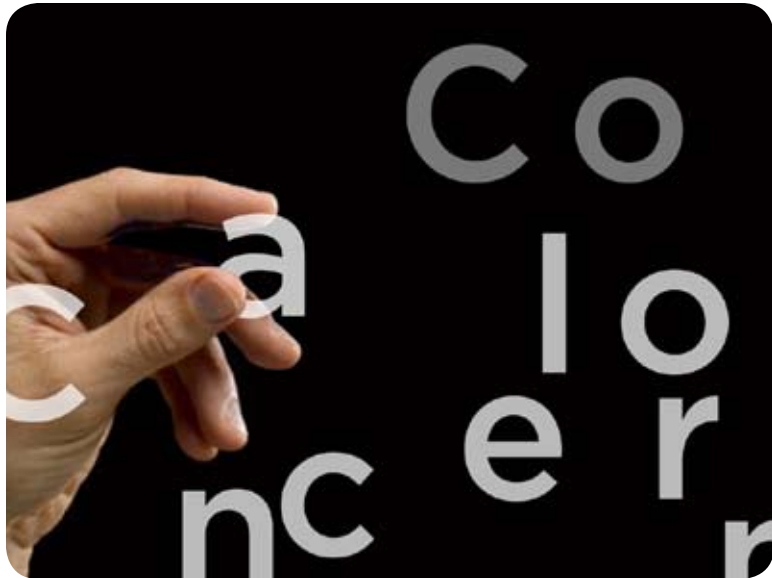
Richard says:
Janet... I already got screened! I'm fine.

Janet pokes him in the arm playfully and says:
Why didn't you say so?!

Now we see the Screen for Life graphic with web site and phone number information.

The announcer says:
Screening saves lives. If you're 50 or older, see a doctor and get screened for colorectal cancer.

TV PSA: "Putting It Together" (:60)



On the screen we see a jumble of letters. Different hands...some female, some male, slowly come in to arrange the letters into words.

An off-screen announcer says:
It doesn't always cause symptoms.
It's the 2nd leading cancer killer of men and women.
Colorectal cancer.

The letters spell out the words: COLORECTAL CANCER

The announcer continues:
But this is one cancer you can prevent.

Next there is a new group of letters, with hands arranging them.

The announcer continues, saying:
Screening tests can find precancerous polyps so they can be removed before they turn into cancer. And screening can also find colorectal cancer early, when treatment is most effective.

A new phrase begins to take shape.

As the camera pulls back to reveal the full phrase, the announcer says:
Screening saves lives.

Now we see the Screen for Life graphic with web site and phone number information.

The announcer says:
If you're 50 or older, get screened for colorectal cancer.
Screen for Life.