

The American Society for the Prevention of Cruelty to Animals (ASPCA)  
424 E. 92nd St  
New York, NY 10128

October 11, 2018  
VIDEO PUBLIC SERVICE ANNOUNCEMENT

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Start date: 10/15/18  
Stop date: 10/29/18

PETS ARE PEOPLE TOO

Run time: 00:60

00:01 - 00:03 Open with LS of car driving through neighborhood	<b>SFX:</b> [sounds of car in motion]
00:04 - 00:08 Cut to MS of mother and young daughter inside car	<b>SFX:</b> [ <i>soft music from the radio</i> ]
00:09 - 00:12 Cut to CU of daughter noticing something and pointing out the window	<b>Daughter:</b> Mommy look!
00:13 - 00:16 Pan right to CU of mother beside her	<b>Mother:</b> What is it honey?

-MORE-

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00:17 - 00:20

Pan left to CU of daughter  
looking out window

**Daughter:** That puppy is  
chained to a tree!

00:21 - 00:25

Cut to CU of puppy chained  
to tree

**SFX:** [puppy whimpers]

00:26 - 00:29

Cut to MS of mother and  
daughter in car

**Mother:** Oh don't worry  
about it, he's fine!

**Daughter:** But a  
thunderstorm is coming!

00:30 - 00:34

Cut to ELS of car driving  
through neighborhood, with  
thunderclouds approaching

**SFX:** [thunder in distance]

00:35 - 00:37

Cut to MS of mother and  
daughter in car

**Mother:** I'm sure his  
owners will come to get  
him, it's really none of  
our business.

00:38 - 00:41

Cut to CU of daughter

**Daughter:** Mommy look!

-MORE-

looking upset, then  
noticing something  
something else out the  
window, pointing

00:42 – 00:46

Cut to MS of mother and  
daughter in car, mom  
looking exasperated

**Mother:** What is it now?!

00:47 – 00:50

Cut to MS of a little boy  
chained to a tree, crying

**Daughter V/O:** There's a  
little boy chained to that  
tree! **SFX:** [boy crying]

00:51 – 00:53

Cut to CU of mother looking  
horrified, begins to pull  
over the car

**Mother:** Oh my goodness  
that's awful! Hold on,  
we're going to pull over  
and help him before the  
storm picks up!

00:55 – 01:00

Split screen of CU of boy  
and puppy chained to tree;  
text fades in with ASPCA  
logo

**Narrator V/O:** If you  
wouldn't let a person  
suffer abuse, don't let an  
innocent animal suffer.  
Pets are people too.

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