

The scene begins with the sound of loud bass music playing, thumping...

B-roll behind the loud music is either Justin's kids with their headsets on in any of the scenes we'll shoot - school, playground, railyard, etc....or use stock b-roll showing the everyday kid activity with very clear headphones and loud music in the scene.

Music fades to show b-roll and graphic statistics

Creative graphic playing over b-roll of children walking up to the front door of their school wearing earbuds or large earphones and backpacks

BETWEEN 12% - 15% OF SCHOOL-AGED CHILDREN HAVE HEARING DEFICITS CAUSED BY NOISE EXPOSURE

Voice Over: "between twelve and fifteen percent of school-aged children have hearing deficits caused by noise exposure."

As the music ramps up again, we transition to multiple scenes designed to reinforce the "noise exposure" statistic

Transition to a scene of children on the playground

loud music still thumping...heavy bass

To continue reinforcing the previous scene, transition to a scene of multiple children ("group dynamic") together at a restaurant, ice cream shop, etc. with headphones on.

loud music still thumping...heavy bass

Music fades as we continue the "group dynamic" b-roll from the previous scene.

Creative graphic playing over b-roll

NEARLY 3 MILLION CHILDREN IN THE U.S. SUFFER FROM SOME TYPE OF HEARING LOSS

Voice Over: "nearly 3 million children in the U.S. suffer from some type of hearing loss."

Transition to B-roll of a young child [probably elementary or early middle-school] at the doctor getting a hearing test.

Voice Over: "early detection of hearing loss is not only possible..."

Continue the B-roll of a young child [probably elementary or early middle-school] at the doctor getting a hearing test.

Voice Over: "...it's critical"

While the voice over is being read, transition to a scene of a struggling child in the classroom. This scene should coordinate with the words "negative affects on academic performance".

Voice Over: "Studies have shown that even minimal hearing loss, without early detection, can have negative affects on academic performance"

Creative graphic playing over the continued b-roll of

TESTING IS THE KEY TO EARLY DETECTION

Voice Over: "testing is the key to early detection"

Voice Over: "Most states don't require hearing screenings for students in their school system"

PAUSE FOR AFFECT
Creative graphic playing over the continued b-roll of
INCLUDING OKLAHOMA
Voice Over: "Oklahoma is one of those states"

Creative graphic playing over the continued b-roll of
IDENTIFY
TREAT
Voice Over: "By having your child's hearing tested, you can begin to identify, and treat, the long lasting affects of hearing loss, like...(move to next slide)"

Creative graphic playing over the continued b-roll of
DELAYED SPEECH & LANGUAGE SKILLS
Voice Over: "By having your child's hearing tested, you can begin to identify, and treat, the long lasting affects of hearing loss, like...(move to next slide)"

Creative graphic playing over the continued b-roll of
ACADEMIC CHALLENGES

Creative graphic playing over the continued b-roll of
NEGATIVE FEELINGS ABOUT THEMSELVES

Creative graphic playing over the continued b-roll of
TROUBLE MAKING FRIENDS

Creative graphic playing over the continued b-roll of
HAVE YOUR CHILDREN TESTED TODAY...

Continued b-roll
Voice Over: "and until then..."

Continued b-roll

[SHOW VOLUME BEING TURNED DOWN]

Voice Over: "turn the volume down..."

Continued b-roll

[SHOW STATE OF THE ART HEADPHONES]

Voice Over: "use noise-cancelling headphones..."

Continued b-roll

[SHOW CHILDREN IN THE PARK OR AT HOME WITHOUT HEADPHONES ON...ENJOYING LOW NOISE ACTIVITIES]

Voice Over: "limit exposure to loud noises..."

Continued b-roll

[SHOW CHILDREN IN THE PARK OR AT HOME WITHOUT HEADPHONES ON...ENJOYING LOW NOISE ACTIVITIES]

Voice Over: "limit exposure to loud noises..."

[still working on final CTA...]

