

60 Second Radio Commercial California Fluid Milk Advisory Board

SFX: CAMPFIRE, CRICKETS CHIRPING, WOODS AT NIGHT

YOUNG GIRL: Mom, dad, I think the best part of camping is making s'mores.

MOM: You said it, pumpkin.

DAD: Hey, who wants another one?

SFX: SOMETHING BIG WALKING THROUGH THE BRUSH TOWARD THE CAMPSITE

YOGI BEAR: I'll take one, Mr. Camper sir.

DAD: Omigod! It's a bear!

YOGI BEAR: Do not be alarmed, outdoor enthusiasts. Although I am in search of a bedtime snack, this smarter than the average bear prefers the sweet treats of a pic-i-nic basket over people.

DAD (nervously relieved): Ah, well, then here, have a s'more.

YOGI BEAR: The s'more the better! Nyahayheeheehee! (This is Yogi's laugh.)

SFX: QUICK AND ABUNDANT EATING

MOM (lowered voice): Since when do bears talk?

DAD (lowered voice): Since when do they have a sweet tooth? Look at him go. Just watching him is making me thirsty.

DAD (in normal tone): Pumpkin, pass me the milk.

SFX: COOLER LID OPENING, SOUND OF ICE BEING MOVED AROUND

YOUNG GIRL: Sorry, dad, but we don't have any more milk.

YOGI BEAR: No more milk?

SFX: COMPLETE SILENCE

SFX: FEROCIOUS ROAR OF A GRIZZLY BEAR

VOICEOVER: Got milk?