

Resident Reacts to Ladapo's Push to End Vaccine Mandates

TRT: 2 minutes

Segment	Time	Visuals/ Audio/ Narration	Purpose
Opening:	0:00-0:20	B-roll: Coverage of Ladapo's September 3 rd press conference, VO: On September 3 rd , the Florida Surgeon General announced that the state would seek to eliminate all vaccine mandates. This news has received national attention, but I was more interested in the response a little closer to home.	To introduce the topic and show why the perspective of a community member matters.
Context:	0:20-0:45	B-roll: Press conference transitions to footage of children completing puzzle Audio: NAT SND of children playing. Starts as visual of children is introduced then fades to background VO: I had the opportunity to sit down with Jen Nalli, an Alachua County resident and former teacher, to discuss this announcement.	To give the subject credibility. To set the tone with images and ambient sound.

		Visual: shifts from children to interview footage (horizontal)	
Interview:	0:45-1:40	Visual: Interview subject, in frame CG: Jen Nalli, local resident Host/SOT: “Have you seen the conversation in Alachua County around vaccines change in recent years?” JEN/ SOT: “I do think I heard obviously more about it and people making it their choice. So, yes, I feel like it’s concerning and it’s only going to be a greater conversation as we move forward into this change.” VISUAL: Jen speaking, no audio VO/SOT: HOST/VO: At the end of our conversation, I asked Jen what she wanted our audience to take away from our conversation. JEN/SOT: “Be on guard and stay safe as much	To explain the scope of the issue and the potential impacts in Alachua County.

		as you can. Keep the peace as much as you can.”	
Impact:	1:40-2:00	SOT/Host: “Thank you for talking to me today.” SOT/Jen: “Of course.” Standup (Visual): “Time will tell if our community is able to stay safe and keep the peace as this decision unfolds.”	To leave the audience with something to think about.