



Luck's Beans :30 "A Taste Of Home"

BellSouth :30 "Call Return"

Alabama Tourism :30 "Southern Voices"

Helen Keller Foundation :30 "What Would You Give?"

Luck's Beans

TV :30
"A taste of home"

A military radar installation somewhere inside the arctic circle. Two soldiers sit looking at a blip on the radar screen. They look at each other before one speaks. The other accepts the inevitable and gets up. He takes his fur-lined arctic survival coat off the wall.

(SFX—pings of radar. Howling arctic winds outside)

SOLDIER ONE: Your turn to get the mail.

He trudges through the snow with the camp in the background.

ANNOUNCER V/O: There are some places you just can't get Luck's beans.

As he passes a clothes line, he sees a moose eating his clothes. Underwear hangs from its antlers.

SOLDIER TWO: Oh, man...

He trudges on, then sees trouble ahead.

ANNOUNCER V/O: ...places you need all the Luck's you can get.

Cut in stock footage of giant polar bear

Soldier waiting in a tree. He looks up.

SOLDIER TWO (muttering): Why couldn't they send me to Pensacola?

We see parachute with package beneath it.

Another angle as package hits the snow. Soldier grabs package and starts dragging it back.

SOLDIER TWO: Got it!

(Continued)

(Continued)

Back at the base, he dishes up a bowl of Luck's beans and hands it to friend, and he brings his own bowl over.	ANNOUNCER: Luck's beans have that slow-simmered homemade flavor southerners love.
An open case of Luck's beans is on the table, with several cans in view.	SOLDIER ONE: Twelve varieties. Your mama always comes through.
They enjoy their warm, steaming bowl of Luck's beans.	SOLDIER TWO: Ought to send her a thank-you note.
Soldier smiles. Then stops when he hears bear outside. They look at each other and speak in unison.	(SFX—growl of polar bear or howl of arctic wolf.)
Exterior view of camp in snow.	SOLDIERS TOGETHER: Maybe e-mail.
Super cans and slogan.	ANNOUNCER: Luck's beans. A taste of home.

(Next script follows)

Romantic dinner at home. Meaningful glances in the style of the eating scene from Tom Jones.

(Romantic music under: "Sorrento.")
(SFX: ring of phone)

Woman looks across table and makes eye contact.

Woman: Dumplings?

Man: Delicious

They exchange coy looks, then she meets his gaze more boldly.

(SFX: ring of phone)

Woman: Chicken?

Man: Divine....

(SFX-- phone rings)

She looks up, tilts her chin and raises her eyebrow. He answers passionately.

Woman: Phone?

Man: Later.

They continue meaningful looks as they dine.

ANNOUNCER V/O For those times you'd rather not stop what you're doing to answer the phone, there's BellSouth's Call Return.

Closeup on fingers dialing keypad in receiver of phone.

With the touch of a few buttons, you can call back the last number that called you...

Super: Call Return
1 800 000-0000

Woman: Apple pie?

Back to couple at dinner. She leans forward and murmurs breathlessly.

Man: Ohh, my!

He takes her hand and gazes into her eyes.

ANNOUNCER:...when you get around to it.

Super: (logo)
BellSouth
Making Your Life A Touch Easier

Alabama Tourism

TV :30
"Southern Voices"

Beautiful, gently rolling sea at golden hour. (Black acapella choir singing in traditional spiritual style. Harmonic blending of voices with occasional lyrics counterpointing words of narrator. Lead voice should be deep rich bass with occasional soprano accent.)

NARRATOR V/O: (Young black woman's, reminiscent of contemporary black female poets and writers)

Dissolve to antebellum home. There is a place where the Old South

Dissolve to Civil Rights museum meets the new...

Another shot of Civil Rights museum [CHOIR LEAD: Alabama...]

Driving by trees heavy with Spanish moss. A crossroads in time

Super bottom third of screen and hold throughout: FREE Black Heritage Guide
1 800 ALABAMA

Black family approaching statue or exhibit at museum. where travelers
[CHOIR LEAD: Oh, yes...]

Black child touches statue of black hero. can touch the past,

Old photo of George Washington Carver, [CHOIR LEAD: Do you remember....]

Martin Luther King, Rosa Parks, Tuskegee airmen or other black heroes associated with Alabama. (If permission available)

Black children at space camp. and see the future

[CHOIR LEAD: Alabama...]

Selma bridge .
A place to remember,

(Continued next page)

Black grandmother points out sight to grandchild.

[CHOIR LEAD: Alabama...]

and share,.

16th Street Baptist Church

[CHOIR LEAD: In my heart...]

Black girl and white girl reading inscription at Civil Rights museum.

and dream of what can be.

Flyover of green, rolling mountains.

FULL CHOIR: Alabama.

Inset photo of Black Heritage guide.

ANNOUNCER: For your free black heritage guide, call 1 800 Alabama. ..Unforgettable.

Change top line of

Super: Unforgettable

1 800 ALABAMA

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(Next script follows)

Helen Keller Foundation

TV “What Would You Give?”

Looking past mom’s shoulder, we see toddler holding on to dad’s hand and smiling, trying to get the courage to let go and walk to mom.

(soft music under)

(SFX—toddler’s shy laugh. Mom & Dad encouraging her to “Come on. You can do it. Come to mama.”)

Baby wobbles as she starts to let go.

From behind her, we see her first tentative movements toward her mother. Color fades to black and white. A bar appears over the mother’s eyes as the baby takes her first steps.

What would you give to see your baby’s first steps?

Baby’s face as she smiles, realizing she’s making it on her own.

To see her learn, and grow and go out into the world?

Baby reaches mom and they hug.

What would you give to hear her say, “I love you,” --and to say it in return?

Black and white returns to color as mom picks up daughter and hugs her again. Dad comes over and hugs them both.

What would you give to see the day when the gifts of sight, hearing and speech are for everyone?

Camera moves past them to butterfly mobile by the window.

The Helen Keller Foundation for Research and Education. With your help, we bring hope.

Super: The Helen Keller Foundation
For Education And Research

www.HelensHope.org
1 800 323-HOPE