

VIDEO	AUDIO
Stark visual of empty shoes on an empty bedroom floor.	CASEY WON'T BE HOME TODAY.
Empty shoes in a lonely sandbox.	BILLY WON'T BE COMING OUT TO PLAY THIS AFTERNOON.
Empty shoes in an office.	MIKE WON'T BE IN THIS MORNING.
Visual out of focus of wrecked automobiles, perhaps with flashing red lights. Add text EVERY YEAR 500,000 INJURIES 16,000 DEATHS YOUR COMMUNITY YOUR COMPANY YOUR FAMILY	EVERY YEAR OVER 500,000 PEOPLE ARE INJURED IN ALCHOL RELATED CRASHES. MORE THAN 16,000 ARE KILLED. PEOPLE IN YOUR COMMUNITY, POSSIBLY SOMEONE IN YOUR COMPANY, OR MAYBE EVEN A MEMBER OF YOUR FAMILY.
Dissolve to out of focus cemetery, perhaps crying mourners	IT'S NEVER EASY, AND IT ALWAYS HURTS, BUT ONE GROUP –
MADD logo slow zoom forward Add text STOP DRUNK DRIVING SUPPORT VICTIMS PREVENT UNDERAGE DRINKING	MOTHERS AGAINST DRUNK DRIVING HAS TAKEN ON THE MISSION TO STOP DRUNK DRIVING, SUPPORT THE VICTIMS OF THIS VIOLENT CRIME, AND PREVENT UNDERAGE DRINKING...
Statements from participants about the MADD mission.	Statements from participants about the MADD mission.
	AND THEY NEED YOUR HELP.

VIDEO	AUDIO
Statements from volunteers/participants about how they're involved.	Statements from volunteers/participants about how they're involved.
Visuals of the walk start with NAT SOUND, the signs, people having a good time.	THE FIRST STEP IS EASY... SIGN UP FOR STRIDES FOR CHANGE.
Continue visuals of the walk with NAT SOUND, the signs, people having a good time.	STRIDES FOR CHANGE IS A NON-COMPETITIVE 5K WALK.
Statement from participants about how they are having a good time with friends, and it's not too strenuous.	Statement from participants about how they are having a good time with friends, and it's not too strenuous.
Continue visuals of the walk with NAT SOUND, the signs, people having a good time. Add text DO SOMETHING FOR SOMEONE ELSE HAVE A GOOD TIME WORK TOGETHER HELP	IT'S A CHANCE FOR YOU TO DO SOMETHING FOR SOMEONE ELSE ... AND HAVE A GOOD TIME DOING IT. A CHANCE FOR YOU TO WORK TOGETHER WITH YOUR CO-WORKERS AND FRIENDS, AND HELP YOUR COMPANY, YOUR FAMILY, YOUR COMMUNITY.
Continue visuals of the walk with NAT SOUND, the signs, people having a good time. Add text JOIN UP WWW.STRIDESFORCHANGE.ORG	JOIN UP AND BE A PART OF STRIDES FOR CHANGE. TELL YOUR COMPANY YOU WANT TO HELP, OR GO TO STRIDESFORCHANGE.ORG AND SIGN UP. IT'S YOUR CHANCE TO TAKE A STRIDE FOR THOSE THAT NO LONGER CAN.

VIDEO	AUDIO
Statement from volunteers/team captains about why they got involved.	Statement from volunteers/team captains about why they got involved.
Visual out of focus of wrecked automobiles, perhaps with flashing red lights. Overlay with clock graphic Add text INJURED / EVERY MINUTE DEATH / EVERY HALF HOUR	EVERY MINUTE IN AMERICA SOMEONE IS INJURED IN A DRUNK DRIVING CRASH. EVERY HALF HOUR SOMEONE IN THE UNITED STATES IS KILLED.
Statements from victims or family about the shock and grief.	Statements from victims or family about the shock and grief.
MADD logo and graphically show how much money is invested by MADD. Add text IT COSTS MONEY	MOTHERS AGAINST DRUNK DRIVING IS WORKING TO CHANGE THIS ... BUT IT COSTS MONEY.
Show visuals of MADD involved. Add text IT COSTS MONEY	MADD PROVIDES VICTIM SUPPORT – AT HOME, AT SCHOOL, IN COURT, AND IN THE LEGISLATURE ... BUT IT COSTS MONEY.
Show visuals of MADD involved. Add text IT COSTS MONEY	MADD PROVIDES EDUCATION FOR CHILDREN, FOR LAW ENFORCEMENT, AND FOR CIVIC GROUPS ... BUT IT COSTS MONEY.
Show visuals of MADD involved. Add text IT COSTS MONEY	MADD WORKS TO ACTIVATE CORPORATIONS, COMMUNITIES, FAMILIES, YOU AND ME ... BUT IT COSTS MONEY.

VIDEO	AUDIO
MADD President talking about how great the need is and how much money goes directly into MADD programs.	MADD President talking about how great the need is and how much money goes directly into MADD programs.
Continue visuals of the walk with NAT SOUND, the signs, people having a good time. Add text JOIN UP WE NEED YOU SAVE LIVES DETER DRUNK LIVES HELP KIDS	COME JOIN STRIDES FOR CHANGE. WE NEED YOU TO HELP US RAISE THE MONEY NEEDED TO SLOW DOWN THE CLOCK, SAVE LIVES, DETER DRUNK DRIVING, AND TO HELP KIDS MAKE BETTER CHOICES.
Empty shoes alone on a track.	MELISSA WON'T BE IN THIS YEAR'S STRIDES FOR CHANGE ... BUT YOU CAN.
Empty shoes in front of an empty skyline.	JEFF WON'T MAKE THE STRIDES FOR CHANGE WALK THIS YEAR ... BUT YOU CAN.
Empty shoes with out-of-focus walkers in background.	TOO MANY AMERICANS WON'T BE ABLE TO BE A PART OF STRIDES FOR CHANGE THIS YEAR ... BUT YOU CAN.
Show activity of walkers with NAT SOUND. Leave up sound, fade screen to graphic asking for viewer to sign-up with Team Captain or go to website.	JOIN STRIDES FOR CHANGE. HELP RAISE THE MONEY NECESSARY TO SAVE LIVES AND FILL THESE SHOES.