

Community Action Partnership of Strafford County
30 Second TV Spot

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INNER CITY PARK - EARLY MORNING

The camera pans across the park, we see trees with their leaves blowing in the breeze. There are birds flying, and we hear the sound of BIRDS CHIRPING. The sun is shining bright, and the scene is very picturesque. The shot slowly focuses on someone sleeping on a bench in the park.

As he comes into focus, the picture slowly transitions to black and white. The bright sunshine fades away, and is replaced with lighting that suggests a very cloudy and gloomy day. The sounds of the birds are replaced with that of the inner city: CARS DRIVING BY, CAR HORNS, the JACKHAMMER of a road work crew, etc. When the man is centered in the shot, and fully focused, he wakes up.

Slowly opening his eyes, and in a solemn tone:

HOMELESS MAN

I had a nice house once, then the
recession hit and I lost it all.
Look at me now... that's all they
do... look. Where am I supposed to
go?

The man grips the blanket close to his neck, pulling it tight and rolls over, away from the camera.

FADE

INT. MELISSA'S HOUSE - EVENING

We see the inside of a nice, suburban home. The furniture is nice, the decor is very neat, clean, and pleasing. The shot is well lit with soft lighting. Through the living room window, we see Melissa's two children playing in the yard. The sun, beginning to set, is lighting the sky with warm blues and reds, the trees mere silhouettes against the colorful backdrop. We can faintly hear the children LAUGHING as they play.

Standing in the open doorway, trying to sound upbeat:

MELISSA

Kids, it's time to come inside. Go wash your hands and get ready for dinner.

As we cut to a shot of Melissa in the kitchen, the picture slowly fades to black and white. We see a nearly empty pantry in the background. She opens the refrigerator to take out a pitcher of water and fills three glasses, putting them on the table. She returns the water to the refrigerator, as we see that it, as well, is quite empty. Melissa puts a hotdog and a spoonful of mac & cheese onto two dinner plates. Melissa takes her seat, nothing but a glass of water in front of her.

With a worried look and tone to her voice:

MELISSA

Food was never a second thought for me until I lost my job. How can I feed my family?

FADE

INT: COMMUNITY ACTION OFFICE - MID-DAY

We see a background of cubicles, the sound of OFFICE MACHINES, PHONES RINGING, and people TALKING. The room is brightly lit, both by sunlight coming through the windows, and set lighting.

Walking into frame:

SOCIAL WORKER

We all experience hard times at some point in our lives, but where do we turn for help?

The background changes to a montage. Various scenes are playing simultaneously like a video wall, but without structure. The social worker turns to look at the montage. There is an elderly lady being helped out of a van outside of a doctor's office. A lady and her children are in the grocery store, pushing a cart full of various food items. An oil truck is pumping oil into a tank, and the person on the front porch smiles and waves to him. Little children are playing in a preschool classroom. A man is standing at the door of an apartment while the landlord hands him his new key. A lady is punching in for work, with a big smile on her face.

The CAPSC logo fades in from behind this montage until it takes over, and we have only the logo on a solid white background.

Turning to again look at the camera:

SOCIAL WORKER

That's where we, the Community Action Partnership of Strafford County come in. When you get knocked down, we offer you a hand up.

FADE

INT: APARTMENT BUILDING

We see the back of a man as he puts his key into his door and unlocks it. When the door opens, light pours out of the apartment and lights the hallway, and especially the man. As he is about to step inside, we see that it is the homeless man from the first shot, only now he is clean shaven, and wearing nice clothes.

Turning his head to face the camera:

JIM

I felt like my world had ended, but
after meeting with the wonderful people
at CAPSC, I'm back on my feet, and
starting my next chapter. Thank you
Community Action!

Jim shows a genuine, and thankful smile as he walks through the door.

FADE

INT. MELISSA'S HOUSE - DINING ROOM - EVENING

Melissa is putting a ham on the table. There are dishes of potatoes, and vegetables beside it, along with a full table setting for three. Soft evening light comes in through the windows, creating warm, rich color.

MELISSA

Sam! Elizabeth! Dinner!

Her two children come running into the dining room and sit at their places around the table. Melissa smiles, and turns to the camera.

MELISSA

Thanks to Community Action, I can give my children the nutrition they need, and the full bellies they deserve.

Phone rings, Melissa answers it:

MELISSA

Hello? Yes, this is she. Absolutely, yes, thank you! I look forward to meeting you. Bye.

Melissa hangs up the phone. Facing the camera:

MELISSA

My second job interview this week...
Thank you Community Action!

FADE

CLOSING SCENE

We simply have a white screen with the Community Action Partnership of Strafford County logo featured prominently, along with their phone number and address.

SOCIAL WORKER (VOICE)

The beginning of the next chapter in your life is only a phone call away!

The Community Action Partnership of Strafford County is a non-profit, privately funded program. If you would like to donate services, and/or money, please contact us at the number above.

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