

Screen For Life

Storyboards

BRUNET | GARCÍA

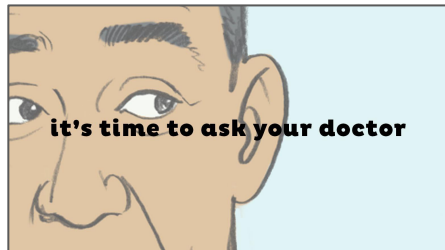
A Gutsy Conversation

Tone: Humor, Normalization, Encouragement

A Gutsy Conversation



Detail shot of a pair of hands. Fidgeting and wringing fingers.



Detail shot of someone looking to the sides. Uncertain.



Detail shot of someone taking a deep breath. Finding their nerve.



White Man: He is covering his mouth, eyes looking sideways.

White Man: Do we need to check my...you know...



Hispanic man: He is whistling and pointing with his thumb over his shoulder towards his rear.

Hispanic Man: Como se dice... my (whistles while pointing with his thumb over his shoulder towards his rear)?



Black woman: She has a questioned look on her face.

Black Woman: Caboose?



White man: nervous/awkward smile. Perhaps his hand is pulling on the back of his neck.

White Man: (Stammering)...tushy...tukus...hiney?



Hispanic man: Whispering, he is holding his hand up to his mouth as if to shield it from the side.

Hispanic Man: Mmmmm...my colon?

A Gutsy Conversation



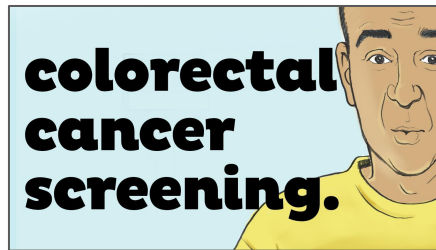
Montage of patients. Continuation of their previous scenes without audio.

VO: It takes guts...



Montage of patients. Continuation of their previous scenes without audio.

VO: ...to ask about...



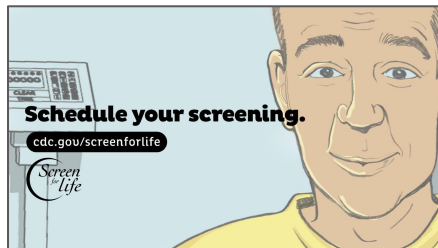
Montage of patients. Continuation of their previous scenes without audio.

VO: ...colorectal cancer screening.



Montage of patients. Continuation of their previous scenes without audio.

VO: But that's one question that could save your life.



Montage of patients. Continuation of their previous scenes without audio.

VO: Talk to your doctor about your screening options.



Black woman: Deadpan delivery. Her expression is very matter of fact, as if she's saying something obvious.

Black Woman: ... you know, the bootie?

Testimonial

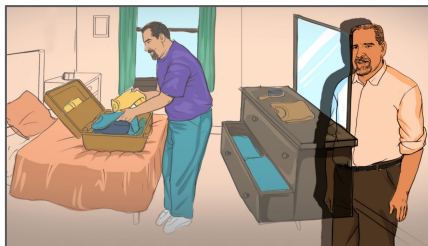
Tone: Veracity, Acknowledgment, Empowerment

Testimonial



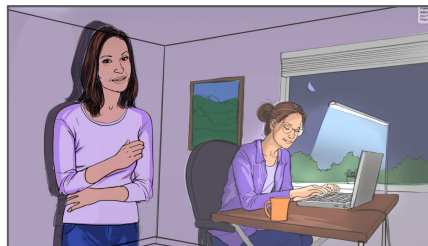
Hispanic Man walks into frame. Stands and looks at the camera

Hispanic Man (speaking to camera): Some things take guts.



Projector plays a video of a past memory over the wall and the man. He speaks to the camera.

Hispanic Man (speaking to camera): Like the sacrifice it took to get here...



Cut to a woman, talking to the camera as her memory plays in the same manner.

Woman (speaking to camera): Or the dedication and the long nights...



Cut to another, talking to the camera as his memory plays in the same manner.

African-American Man (speaking to camera): Or putting their needs above my own.



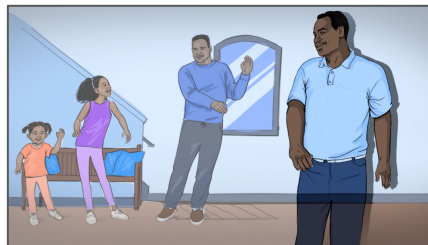
He watches with pride, interacting when appropriate. He turns confidently to-camera.

Hispanic Man (VO): It takes guts to put my health first. If you're 45 or older like me, you're at risk for colorectal cancer.



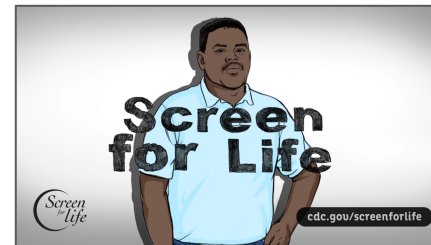
She watches, pointing and engaging at a key moment. She turns confidently to the camera.

Woman (VO): Regular screening is cancer prevention. Because I've come too far to stop now.



He dances along while watching the video.

African-American Man (VO): They're counting on me to be there. This is a screening that could save your life.



Projector flips from video to campaign name.

African-American Man (VO): You've got guts. Talk to your doctor about your screening options today.