

HCU Script Samples

Title: Speak Out

TRT: 30

<i>Visual</i>	<i>Script</i>
Healthcare worker, speaking directly to the camera.	When you sign up to be an [emergency room nurse], you know it's not going to be the easiest line of work. You expect to handle a lot of difficult circumstances. That's the job.
Headlines about lack of PPE equipment in hospitals // B-roll of doctors working during COVID	You don't expect to work a global pandemic without any protection.
Cont. headlines about lack of PPE equipment in hospitals	I am so angry that I lost friends because our government couldn't do the bare minimum to protect nurses, doctors, and healthcare workers.
Healthcare worker, DTC	If you work in healthcare, you probably have your own stories. People need to hear them.
CTA, Logo, Disclaimer	Speak out. Join me in sharing our stories, so we can change our failing system this November.

Title: Advocacy

TRT: 30

<i>Visual</i>	<i>Script</i>
Healthcare worker, speaking directly to the camera.	As a healthcare worker during COVID-19, I've seen the Coronavirus pandemic more up-close and personal than most. Even with all we still don't know about this virus, there are things we know for sure..
	We know America treats healthcare like it's a privilege rather than a right. We know we don't do enough to care for the vulnerable among us.
	And we know that this President doesn't want to change any of that. We need a leader who believes in science, who cares for health care professionals, and who is ready to make the tough decisions. Join me in voting for change this November.