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J. Walter Thompson

ELECTION 1998

RADIO SCRIPTS

SIMPLE • FOCUSED • CUT-THROUGH

"Dreams" RC 30s
Vote motivator
CODE: RC-01

GIRL1: **Anong gusto n'yo paglaki nyo? Ako artista.** JESSICA

BOY1: **Paglaki ko gusto kong maging doktor.** — JOHN - JOHN

BOY2: **Ako engineer.** —

BOY3: **Ako pulis.** —

GIRL2: **Ako Senator.**

BOY4: **Ako... Presidente.** —

Peers tease him.

ANNCR: **Bigyan natin sila ng pagkakataong magkaroon ng magandang bukas. Bumoto ng wasto at matalino ngayong eleksyon.**

GIRL1: **(Teasing and sexy) Mr. Presidente. Ano pong gagawin natin?** JESSICA

Kids then laugh.

ANNCR: **Tandaan, boto mo. Kinabukasan n'ya.**
Isang serbisyo publico ng Commision on Elections.

"President" RC 30s
Vote motivator
CODE: RC-01
Alternative

BOY1: **Kung Presidente ka ng Pilipinas, anong gagawin mo?**

BOY2: **Bibigyan ko lahat ng tig-one million. Lahat yayaman.**

ALL: **Wow, yaman.**

BOY3: **Ako...papa-aircon ko ang Pilipinas.**

BOY4: **Talo ka, ako bawal na ang homework sa school!**

ALL: **Susumbong ka namin kay Mam!**

All laugh.

ANNCR: **Bigyan natin sila ng pagkakataong matupad ang pangarap ng magandang bukas. Bumoto ng wasto at matalino ngayong eleksyon.**

ALL: **Ikaw Tim?**

BOY1: **Hirap na nga ng grade 4, president pa.**

Kids then tease him.

ANNCR: **Tandaan, boto mo. Kinabukasan n'ya.**
Isang serbisyo publico ng Commision on Elections.

"Q&A" RC 30s
Integrity of process
CODE: RC-02

NOTE: *Kids' lines will be repeated in a loop. Lines start with clear gaps in-between then overlaps the secondtime.Until they finally become incomprehensible on the third.*

CHILD1:	**Inay, bakit walang ilaw?**
CHILD2:	**Miss ko na si Daddy. Uuwi na ba siya galing abroad?**
CHILD3:	**Wala na namang tubig?**
JANINE CHILD4:	**Ma, bakit siya namamalimos?**
CHILD5:	**'Nay, ano 'yung massacre?**
SFX:	Questions overlap each other and then stops abruptly.
✓ ANNCR:	**Bumoto ngayong eleksyon at bigyang sagot ang mga katanungang ito.**
CHILD:	**Sinong iboboto mo?**
ANNCR:	**Tandaan, boto mo. Kinabukasan n'ya.** **Isang serbisyo publico ng Commission on Elections.**

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"Reporter" RC 30s
Violence and Intimidation
CODE: RC-03

MOTHER:	Softly humming a lullaby "Meme na bunso" to her child. The hum will slowly diminish as the sound of poll violence enters and becomes more prominent.
SFX:	Poll violence as covered by a field reporter. Starts at a very low level and then becomes clearer.
REPORTER:	**(Radio cracking) Nandito po tayo sa poll precinct number 5 sa may De los Santos avenue kung saan may kaguluhang nagaganap. Napagalamang nanggugulo ang mga bata ng dating mayor...**
	Then we'll hear a loud spray of gunshots. People scream. Police sirens enter. More gunshots.
BABY:	Baby cries out loud. Mother hums and hushes baby. Humming lingers until end.
ANNCR:	**Ipakita natin sa kanila ang isang ligtas at matahimik na bukas. Huwag matakot. Huwag magpatakot. Bumoto ng buong tapang ngayong eleksyon!**
	Tandaan, boto mo. Kinabukasan n'ya. Isang serbisyo publico ng Commission on Elections.
SFX:	Humming up and then fades as announcer finishes his line.

ACTUAL SFX

"Handtag" RC 30s
Vote buying
CODE: RC-04

Ambiant sound of polling place

NOTE:	*Idea is that there will be an interspersing audio between vote buying negotiation in a poll place and baby sleeping in her room.*
BUYER:	**Brad. Five hundred. Boto mo lang ang kandidato ko.**
DAD:	**Pasensiya ka na may iboboto na ako.**
SFX:	After the first two lines we will hear a child whimpering. It becomes louder until child finally cries. Crying lingers throughtout vote buying monologue.
BUYER:	**Ayaw? Seven hundred? 'Sanlinggong ulam na 'yan. Para sa pamilya mo 'to.**
	Hindi pa rin? (Sounds a little bit angry) Hirap mo namang kostumer. Magkano ba? Isanlibo? O one-five, last offer ko na 'yan.
Cut 3 and 4 ANNCR:	**Magkano nga ba ang halaga ng kanyang kinabukasan? Huwag ipagbili ang boto. Bumoto ng tapat at malinis ngayong eleksyon.**
DAD:	Hushes baby **"Shoo...shoo.. 'wag ka nang umiyak."** Baby slowly stops crying. Daddy tickles kid. Kid giggles.
Cut 3 of Dreams ANNCR:	**Tandaan, boto mo. Kinabukasan n'ya.** **Isang serbisyo publico ng Commission on Elections.**

BROSCO –

"CHECK ONE"
RC 30s/RC-05

ANNCR: MGA MAMAYANG PILIPINO, SIGURADUHING MAKAKABOTO...
(very barker type)

SFX: (Under)Grabbing of microphone. Microphone feedbacks.
TEEN1: (Cuts in) Ah, Mr. Announcer ... kami na lang ho? (exhales loudly) Siguraduhing makakaboto sa eleksyon...

TEEN2: Pumunta sa Comelec office sa inyong munisipyo...

TEEN3: I-check kung tama ang pangalan sa voters' list...

TEEN4: At impormasyon sa inyo.

ANNCR: (Butts in) IT'S YOUR RESPONSIBILITY, SO CHECK THE ...

TEEN1: Mr. Announcer...
SFX: (Under) Announcer reacts by clearing throat "UUHUM"

ALL TEENS: (Chorus) CHECK THE VOTER'S LIST--NOW!

ANNCR: TANDAAN: BOTO MO. KINABUKASAN N'YA.
SFX: (Under) Teen 1 on background giving up andsaying "AAAAARGH"!

TEEN2: Isang serbisyo publico ng Commission on Elections.

ATTN: Vicky Ortiz

COMELEC RADIO PLUG
(PARTY LIST GROUP)
VERSION 1

ANNOUNCER : PAALALA PO NG COMELEC PARA SA DARATING NA MAY 11 ELECTIONS, PUMILI NA PO TAYO NG PARTY-LIST GROUP NA IBOBOTO NATIN.

PARTIES,

ANG PARTY LIST AY PARA MAGKAROON NG KINATAWAN SA HOUSE OF REPRESENTATIVES ANG MALILIIT NA POLITICAL ~~[illegible]~~ AT SECTORAL ORGANIZATIONS O COALITIONS TULAD NG MGA MANGGAGAWA, KABATAAN, KABABAIHAN, MGA MANGINGISDA, ATBP. . .

SA MAYO-ONSE, DALAWA ANG DAPAT NATING IBOTO PARA SA HOUSE OF REPRESENTATIVES! ISANG CONGRESSMAN AT ISANG PARTY-LIST GROUP!

TANDAAN! BOTO MO KINABUKASAN NATIN. (OR PAYAN)

ISANG SERBISYO PUBLIKO NG COMMISSION ON ELECTIONS, OPS-PIA, KBP AT NG HIMPILANG ITO.

REFERRED ALREADY TO
MR. BONG AGUDO

NOTE: ALL TEXT READ OVER THE PHONE TO BONG BEFORE I RECORDED YESTERDAY AT VIDEO PROD.