

Screw-in CFL - 60 sec spot



AUDIO	TIME
<p><i>(vocal sack extended)</i></p> <p>Sound fx: RR-Ribbit!!</p>	<p>00:00 01:00</p>
<p>“Hello, I’m Bog Frog with an Energy Trivia question to brighten up your day!”</p>	<p>01:00 06:00</p>
<p>Sound fx: Ribbit. <i>(zooms to close-up)</i></p> <p>“OK.”</p> <p><i>(Fade in people standing around with lightbulbs in their hands in a darkened room.)</i></p>	<p>06:00 07:00</p>
<p>How many people does it take to replace an old lightbulb with a new compact fluorescent light bulb?”</p>	<p>07:00 13:00</p>



AUDIO	TIME
<p><i>(Sound fx: Ribbit")</i></p> <p>The answer is simple. It just takes one person to replace the bulb. These bulbs fit any regular light socket.</p>	<p>13:00</p> <p>20:00</p>
<p><i>(now pointing up-still close up)</i></p> <p>And there's more good news....</p> <p>Compact fluorescent light bulbs only use one fourth the energy</p>	<p>20:00</p> <p>26:00</p>
<p>and last up to ten times longer than old incandescent bulbs. Overtime, that can save you up to \$40 per light bulb!!</p> <p><i>(10 light bulbs flickering out)</i></p>	<p>26:00</p> <p>34:00</p>
<p>When you conserve energy, you not only save money,</p> <p><i>(fade to lake scene)</i></p>	<p>34:00</p> <p>38:00</p>



AUDIO	TIME
<p>you help the air and water stay clean,</p>	<p>38:00 41:00</p>
<p>Remember! Conservation Pays!</p>	<p>41:00 44:00</p>
<p><i>Sound fx:</i> Ribbit!</p>	<p>44:00 45:00</p>
<p>This energy tip is brought to you by... Sponsor credits and logo Sponsor slogan.</p>	<p>45:00 01:00:00</p>