



Verbatim script

"Take a Talking Book"

A 15-Second Public Service Announcement for Television

BOOK COVER OPENS TO PARK SETTING

SFX: BIRDS, CRICKETS, DUCKS

FADE ON TELEPHONE # AT BOTTOM OF SCREEN

OLDER WOMAN AT A PICNIC TABLE LISTENING
TO A TALKING BOOK MACHINE

VOICE: "READING IS SOMETHING YOU CAN
ENJOY WHEREVER YOU ARE....
EVEN IF YOU CAN'T HOLD A BOOK OR SEE
REGULAR PRINT.

CUT TO CLOSE UP OF A TALKING BOOK
MACHINE

BECAUSE JUST FOR YOU THERE ARE TALKING
BOOKS."

FADE OFF TELEPHONE # AT BOTTOM

PAGE TURN TO ART BACKGROUND

ANNOUNCER: "IN YOUR AREA CALL _____"

SUPER FULL SCREEN TELEPHONE #



Verbatim script

"Take a Talking Book"

A 30-Second Public Service Announcement for Television

BOOK COVER OPENS TO PARK SETTING

FADE ON TELEPHONE # AT BOTTOM OF SCREEN

BOY READING NEXT TO HIS BIKE

PAGE TURN TO REVEAL MOTHER READING
TO HER CHILD

PAGE TURN TO REVEAL OLDER WOMAN AT A
PICNIC TABLE LISTENING TO A TALKING
BOOK MACHINE. OLDER MAN HANDS HER A
BUNCH OF FLOWERS

CUT TO CLOSE UP OF TALKING BOOK MACHINE

CUT TO MEDIUM SHOT OF OLDER WOMAN

FADE OFF TELEPHONE # AT BOTTOM

PAGE TURN TO ART BACKGROUND

SUPER FULL SCREEN TELEPHONE #

SFX: BIRDS, CRICKETS, DUCKS

VOICE: "READING IS SOMETHING YOU CAN
ENJOY WHEREVER YOU ARE."

MOTHER: "I CAN FIND GOLDBUG...."

VOICE: "EVEN IF YOU CAN'T HOLD A BOOK
OR SEE REGULAR PRINT.."

SFX: TALKING BOOK MACHINE

VOICE: "BECAUSE JUST FOR YOU THERE
ARE TALKING BOOKS.. A NATIONAL
SERVICE OF THE LIBRARY OF CONGRESS.

TALKING BOOKS BRING YOU THE BEST-
SELLERS.. CLASSICS.. EVEN MAGAZINES.

AND IF YOU QUALIFY, YOU CAN GET THEM
BY MAIL.. AT NO CHARGE.

SO, TAKE A TALKING BOOK."

ANNOUNCER: "IN YOUR AREA CALL _____"



Verbatim script

"Take a Talking Book"

A 60-Second Public Service Announcement for Television

BOOK COVER OPENS TO PARK SETTING

SFX: BIRDS, CRICKETS, DUCKS

FADE ON TELEPHONE # AT BOTTOM OF SCREEN

OLDER MAN BUYING FLOWERS FROM VENDOR

MAN: "I BELIEVE I FAVOR THE RED ONES.
I THINK I'LL TAKE THOSE. HOW MUCH ARE
THEY?"

PAGE TURN TO REVEAL MOTHER READING
TO HER CHILD

MOTHER: "ONE, TWO, THREE MUFFINS ARE IN
THE BANANA MOBILE."

PAGE TURN TO REVEAL GIRL READING NEXT
TO HER BIKE

VOICE: "READING IS SOMETHING YOU CAN
ENJOY WHEREVER YOU ARE....

PAGE TURN TO REVEAL BOY READING NEAR
A LAKE

..FOR DISCOVERY...ADVENTURE.

PAGE TURN TO REVEAL OLDER WOMAN AT A
PICNIC TABLE LISTENING TO A TALKING
BOOK MACHINE

EVEN IF YOU CAN'T HOLD A BOOK OR SEE
REGULAR PRINT...BECAUSE JUST FOR YOU
THERE ARE TALKING BOOKS..

CUT TO CLOSE UP OF WOMAN'S FACE

A NATIONAL SERVICE OF THE LIBRARY OF
CONGRESS."

CUT TO CLOSE UP OF THE TALKING BOOK
MACHINE

SFX: TALKING BOOK MACHINE

CUT TO WOMAN AS OLDER MAN APPROACHES
WITH FLOWERS

VOICE: "TALKING BOOKS BRING YOU THE BEST-
SELLERS...

FADE OFF TELEPHONE # AT BOTTOM

CLASSICS..EVEN MAGAZINES. FACT AND FICTION.
THEY'RE EASY TO USE, AND IF YOU QUALIFY,
YOU CAN GET THE BOOKS AND PLAYBACK
EQUIPMENT BY MAIL, AT NO CHARGE. SO ENJOY
READING..CALL THIS NUMBER IN YOUR AREA,
AND TAKE A TALKING BOOK."

PAGE TURN TO ART BACKGROUND

SUPER FULL SCREEN TELEPHONE #

ANNOUNCER: "FOR INFORMATION CALL _____
THAT'S _____"