

DTV "Convert Now" contest script

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Int. Doctor's Office – Examination Room – Day

The doors opens following over the shoulder of the doctor. He flips the chart page on their clipboard. He looks up the chart, revealing a man in his mid-20s sitting in a chair along the wall.

DOCTOR

What seem to be the problem, Mister-
The man steps up on his feet, and grabs the doctor by the shoulders. He looks panicked and shaken.

SICK PERSON

You got to help me Doc! Everything I
see is all mixed up.

DOCTOR

Can you describe your symptoms please?
The SICK PERSON sits down slowly, bracing the doctor's hand for support as they ease into the seat.

SICK PERSON

I woke up this morning and everything
I see looks fuzzy.

The DOCTOR pulls out his direct ophthalmoscope, and begins to examine the man's eyes.

SICK PERSON

And I couldn't go to sleep last night,
on account of all the white noise.

DOCTOR

I see. But your vision looks fine.

SICK PERSON

It's not me Doc; it's the TV.

Across the room to reveal the SICK PERSON'S television. It has lost all reception. The doctor begins to examine the television with this direct ophthalmoscope.

NARRATOR (VO)

On February 17th, 2009 television stations will switch from analog to digital signals.

DOCTOR

Are you using any supplements for this condition?

NARRATOR

If you have cable or satellite TV, or a new DTV nothing will change. But if you still use an antenna to receive television, you will need a new digital converter box to watch TV.

The DOCTOR pulls out their binaural stethoscope, and places it on the television box.

DOCTOR

Does anyone else in your family have the same symptoms?

The SICK PERSON nods. The DOCTOR examines the TV's antennas on top.

NARRATOR

Even if you're ready for the switch, your friends and family may not be set up yet. But you can help them switch to DTV today.

The DOCTOR tests the antenna with their Reflex Hammer. The SICK PERSON cringes, and their legs begin to kick.

DOCTOR

I'm going to write up a rebate offer for you today, but make sure your whole family gets fixed up as well.

The DOCTOR begins writing out a script for a rebate check.

NARRATOR

Apply today, and you can get a government issued coupon for \$40 towards your digital converter box. Visit dtv2009.gov for the free offer.

DOCTOR

This should fix you right up.

The SICK PERSON steps to their feet and shakes the DOCTOR's hand. They smile as they take the prescription and walk out the office door. The DOCTOR shakes their head and smiles wryly watching them exit, leaning against their desk.

NARRATOR

You don't need to ask a doctor if DTV is right for you. Don't wait until this offer expires in February 2009
– Convert to Digital TV today.

CLOSE SCENE