

Statewide Public Education Task Force on Tobacco (ETFT)
:30 TV — "Order Up"

Spot opens with camera focused on one of those spinning wheels where waitresses and waiters put their order tickets. We're seeing a restaurant from the point of view of the cook. We see the heads of waitresses and waiters as they hurry back and forth past the slot in the wall.

SFX: Café sounds — food being fried, glasses clinking, people talking, children laughing, someone coughing, etc.

We see one of the waitress's hands stick an order into the spinner and give it a fierce turn, then disappear as quickly as it appeared. We hear:

SFX: Male voice — Order up!

As the wheel turns, the camera slows the motion of a ticket so we can see what's written on it. The first ticket, in clearly legible handwriting, says...

I breathe secondhand smoke

The motion speeds up again, then slows on a different ticket. The second ticket, in clearly legible handwriting, says...

All day, every day

The motion speeds up again, then slows on a different ticket. The third ticket says...

It's giving me

Asthma

Heart Disease

Lung Cancer

The motion speeds up again, then slows on a different ticket. The fourth ticket says...

It's doing the same to you.

The motion speeds up again, then slows on a different ticket. As the motion slows, we hear:

SFX: Bell rings, like when a cook hits a bell with his spatula to let a waitress know that an order is ready to go.

The fifth ticket says...

Speak up. Everyone has the right to breathe clean air.

Cut to blank screen with the words, "It's Your Life. It's Your Voice. Make It Heard," in large type. At the bottom, in small type, are the words, "Brought to you by your local public health unit and the North Dakota Department of Health."