

Time Warner Cable Advertising Production Script

Client: TWC Ann Shrewsbury
Title: Family Zoo Night 2000
Date:

AE:
Producer: McClure
Est. Air Date:

VIDEO	AUDIO
Travis Fox ANIMATED closeup	Hey Party Animals!
Trav with digi dox and goat.	Help us celebrate our new digital cable line-up;
Zoom out to show more goats.	At Time Warner Cable's kids and family night at the Folsom zoo.
Naked mole rat with graphics.	Monday July 17th from five to eight PM.
More graphics and a goat bleats.	It's FUN and it's FREE!
Travis with customer coming in gate, motions for them to go through.	Just show us your cable bill at the gate and admission is on us!
Digital Cable logo pops up under Trav, walking with a goat.	Come see what digital cable is all about and register to win six months of free cable!
Travis walks and hugs Keri. Graphic through end: Time Warner Cable Family Zoo Night Monday July 17th 5-8 P.M. Free Admission with cable bill or statement.	Bring your family and friends for a night of family fun at the Folsom Children's
Closeup of Travis, SFX: angry goat noises	July 17th Five to Eight PM!
Travis runs from a goat chasing him.	Hey, is that thing s'posed to be loose?!?
