

TV/Copy

Hill, Holliday, Connors, Cosmopolis, Inc., Advertising

Client HHCC Date 9/1/95 PM Job Number HHCC-MAMM/LUM 18
Description Clinton/PSA for Mammograms Title You oughta be Time :30

VIDEO

Audio

VARIETY OF SHOTS SHOWING
DOCTOR, X-RAY, LIGHT
BOARD, VIEWING ROOM.

Music: You Oughta Be In
Pictures.

SUPER: JUDITH HARRINGTON.
BREAST CANCER DETECTED
AT AGE 66.

CUT TO JUDITH (CAUCASIAN) IN
LIFESTYLE SHOT WITH
FRIENDS AT LUNCH.

SFX: Laughing, room noise.

SUPER: JUDITH NOW, AGE 68.

Music: Under.

CUT TO FIRST LADY IN PRIVATE
SITTING ROOM.

Mrs. Clinton: Breast cancer
can be successfully
treated when detected
early. And finding it
is as easy as having
your picture taken.

CUT TO X-RAY SHOT.
SUPER: NANCY VIENT. BREAST
CANCER DETECTED AT AGE
67.

Music: up.

CUT TO NANCY (AFRICAN
AMERICAN) IN LIFESTYLE
SHOT WITH HUSBAND.

SFX: Exterior sounds, talking.

SUPER: NANCY NOW, AGE 70.

Music: Under.

CUT TO MRS. CLINTON.

Mrs. Clinton: If you're over
65, you're entitled to
a mammogram - Medicare
covers most of the
expense. Your cost is
about the same as
getting a roll of film
developed.

CUT TO X-RAY.
SUPER: MARGARITA VIVES. BREAST
CANCER DETECTED AT AGE
70.

Music: Up.

CUT TO MARGARITA W/ GRANDAIDS.
SUPER: MARGARITA NOW, AGE 71.
NEXT MAMMOGRAM IN 1
YEAR.

SFX: Kid noises, laughing.

CUT TO MRS. CLINTON.

Mrs. Clinton: So get a
mammogram. And when you
do, remember to smile,
because it's a picture
that can save your
life.

LOGO CARD: "It's a picture
that can save your
life. Get a mammogram
- Medicare covers it."

Music: fades.

Ask Melanne if need to schedule for video days

Schedule Proposal

August 14, 1995

 ACCEPT REGRET PENDING

TO: Patti Solis
Special Assistant to the President and
Director of Scheduling for the First Lady

FROM: Alexis Herman
Assistant to the President and
Director of Public Liaison

REQUEST: For the First Lady to participate in a PSA for the
medicare mammography campaign.

PURPOSE: To educate senior women 65 years and older that
Medicare pays for mammograms every other year.

BACKGROUND: On "Mother's Day" the First Lady launched in
conjunction with the Department of Health and Human
Services the "Medicare Mammography Campaign." The
purpose of the campaign is to educate women 65 years
and older that Medicare pays for mammograms every
other year. This PSA is the second in a series of PSA's
written for the First Lady, funded by the private sector
and produced by a Boston advertising firm. The PSA is
scheduled to be released by the Department of Health and
Human Services in September or October 1995.

PREVIOUS PARTICIPATION: Taped first PSA in April for release at the May 1, 1995,
Medicare and Mammography Event at the White House.

DATE AND TIME: September 8 - 10, 1995.

BRIEFING TIME: 5 minutes.

DURATION: 10 minutes.

LOCATION: White House Studio.

PARTICIPANTS: The First Lady.

OUTLINE OF EVENTS: TBD.

REMARKS REQUIRED: Prepared by script writers.

Compare me.

CONTACT: Barbara Woolley, Office of Public Liaison, 456-2155.

ORIGIN OF THIS
PROPOSAL: White House.

RESPONSIBLE FOR PAYMENT: Private.