

SCRIPT — PSA 90-second spec



Animation
 Alice in Veggieland
 Healthy Kids Yes!
 U.S. Department of Agriculture
 Creative Director & Scriptwriter: Anne Schwab

VIDEO	AUDIO
<p>Open: FADE UP FROM BLACK</p> <p><i>Scene 1</i> EXT. Forest of Alice in Veggieland – Late Afternoon Visuals: FISHEYE, WS of tiny Alice who is dazzled by the tall, celery and rhubarb trees, beautiful “flowers” (fruits and vegetables), and foliage Visuals: sign hanging on ages-old tree with little Bluebirds “Alice in Veggieland”</p> <p>Prop: a large basket</p>	<p>[CUE MUSIC]</p> <p>Narrator: Tiny Alice wants to grow taller. She learned that if children eat healthier foods—more fruits and vegetable—they will grow taller and stronger.</p> <p>Sounds: faint sounds of birds Sounds: ambient</p>
<p><i>Scene 2</i> EXT. Forest of Alice in Veggieland– Late Afternoon Visuals: WS tall flowers Visuals: TWO-SHOT of tiny Alice and bed of tall flowers towering over Alice</p>	<p>Alice: (to the flowers) I want to grow taller and stronger.</p>
<p><i>Scene 3</i> EXT. Flower Bed – Large Flowers Visuals: tiny Alice looking up at the flowers</p>	<p>Three Flowers: First you must eat healthier food, little one. Add delicious fruits and veggies to your diet, and you <i>will</i> grow.</p> <p>Sounds: other flowers in soft agreement, the cabbage say softly, “we’re delicious and nutritious.”</p>

<p><i>Scene 4</i> EXT. Forest – On the Path Visuals: MS and CU of the White Rabbit looking at his watch Visuals: White Rabbit tosses his celery and carrot into Alice’s basket then runs Visuals: Alice grows</p>	<p>White Rabbit: I’m late, I’m late. Here, take my tasty celery and my favorite carrot. I’m late, I’m late. Alice: Thank you, White Rabbit.</p>
<p><i>Scene 5</i> EXT. Flower Bed – Large Flowers Visuals: CU of cauliflower Visuals: Alice picks the cauliflower and puts it in her basket, rack focus</p>	<p>Cauliflower: I’m a cauli-FLOWER, try me, I’m delicious. Alice: Thank you. Sounds: soft giggling of flowers</p>
<p><i>Scene 6</i> EXT. Flower Bed – Large Flowers Visuals: CU of cucumber Visuals: Alice catches the cucumber tosses one of her cucumbers into Alice’s basket Visuals: Alice grows</p>	<p>Cucumber: Add my crispy cucumber to your salad, Alice. Alice: I will. Sounds: flowers in agreement</p>
<p><i>Scene 7</i> EXT. Forest – Large Tree Visuals: CUT TO CU of Cheshire Cat Visuals: Cheshire Cat’s large smile turns into a slice of watermelon, cat disappears leaving on his smile Visuals: Alice grows</p>	<p>Cheshire Cat: Alice, here’s some watermelon. Alice: Sweet.</p>
<p><i>Scene 8</i> EXT. Flower Bed – Large Flowers Visuals: CUT TO CU a banana partially peeled to look like a flower Visuals: TWO-SHOT MS of Alice and a bunch of bananas with one peeled Visuals: Alice picks the banana Visuals: Alice grows</p>	<p>Banana: Wanna peel a banana, deary? Alice: Oh, yes. Sounds: flowers reacting</p>
<p><i>Scene 9</i> EXT. Flower Bed – Large Flowers Visuals: CUT TO CU of ear of corn turning sideways, his kernels look like a smile, zoom in Visuals: Alice picks the ear of corn and places it into her basket Visuals: Alice grows</p>	<p>Ear of Corn: Pull my ear. Alice: (a bit annoyed) Don’t be so “corny.” Sounds: flowers giggling</p>

<p><i>Scene 10</i> EXT. Forest – Large Mushroom Visuals: MS of Caterpillar sitting on a mushroom Visuals: TWO-SHOT of caterpillar handing Alice mushrooms, rack focus Visuals: Alice grows</p>	<p>Caterpillar: Here are a few healthy mushrooms. (pause) Alice, you're growing. Alice: (with a smile) I am?</p>
<p><i>Scene 11</i> EXT. Flower Bed – Small Flowers Visuals: CU of a string bean plant Visuals: TWO-SHOT of bean plant pulls off several bean pods and puts them in Alice's basket Visuals: Alice grows</p>	<p>Bean: I've BEAN waiting for you, Alice! Sounds: ambient Sounds: Alice giggles</p>
<p><i>Scene 12</i> EXT. Flower Bed – Small Flowers Visuals: CU of a lettuce plant Visuals: TWO-SHOT of lettuce plant as Alice picks up the plant, rack focus Visuals: Alice puts the lettuce on her head like a hat Visuals: Alice grows</p>	<p>Lettuce: LETTUCE help you grow, Alice. Alice: Thank you. Sounds: small flowers giggle</p>
<p><i>Scene 13</i> EXT. Forest – On the Path Visuals: MS and CU of Tweedle Dee and Tweedle Dum Visuals: The first twin puts a peach on his head, the second twin put the pear on his head Visuals: Alice picks the fruit off the heads of the twins Visuals: signs around the neck of the twins "Tweedle Dee" "Tweedle Dum" Visuals: Alice grows</p>	<p>Tweedle Dee and Tweedle Dum: We're a PEACH of a PEAR. Sounds: the twins giggle</p>
<p><i>Scene 14</i> EXT. Forest – Noon Visuals: Alice reaches up and picks the sun which turns into an orange Visuals: Alice takes a taste of the dripping orange Visuals: Alice grows to her full size</p>	<p>Alice: ORANGE you delicious.</p>

<p>Wrap Up EXT. Forest – Noon Visuals: FISHEYE of all the forest and the basket of fruits and vegetables are dancing happily with a tall Alice who now towers over even the tall flowers Visuals: MS WS of Alice as she puts the basket of fruits and vegetables on her head and skips Visuals: Alice grabs a bunch of grapes</p>	<p>Narrator: If you want to be taller and stronger, check out all the delicious food choices. Welcome to Veggieland with fruits and vegetables to help <i>you</i> grow.</p> <p>Have a GRAPE day!</p> <p>Sounds: laughter</p>
<p>FADE TO BLACK</p>	