

Don't Vote Campaign commercial

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LOG LINE

Just before the 2008 U.S. presidential election, we overhear people talking about whom they're going to vote for and why. We hear reasons that are so ridiculous that even the most loyal and uncritical of animals, the dogs, are dismayed.

TREATMENT

We come in on a number of different scenes just in time to overhear someone commenting on the upcoming election.

SCENE 1

We see a 40-year old guy, with a big bowl of chips and a beer, his legs spread out in front of him on a big lazy-boy recliner. In front of him, a humongous flat screen TV. Other than him, it is a picture perfect Homes and Gardens home. Someone (his spouse?) puts a lot of effort into maintaining this place so everything is just right—from the gleaming hardwood flooring to the paintings on the walls. But it's obvious that it isn't this guy. He works a long day, comes home, changes into sweats so that he can sack out in front of his newest favorite toy—the enormous high-def TV screen now flickering in front of him. We find him flipping through the channels. His dog jumps onto his lap to get a chip. He takes a big swig of beer as a political news show starts in the background. We hear him, "I just can't see a woman as president." We hear him say "Umph" as the dog presses down and leaps off his lap and trots out the room.

SCENE 2

We're in a basement workroom. A woman is doing something with drills—building a cabinet? Over to her side there's a bulldog watching her intently. The woman is young, this will probably be the first time she's voted. She's dressed in casual but nice clothes, the room has a lot of nice looking well organized newish tools and wood. We hear a TV in the corner and it's on

the same political news show as the last scene. As she reaches down to grab another piece of wood (or tool, cell phone, remote?) we hear her say, "McCain's just tooooo old." As she is standing up and before she starts her drill up again, we hear the scuttle of nails on the stairs as the dog leaves.

SCENE 3

A group of older folks standing and sitting around a pleasant senior center or assisted-living home. There's a TV on in the background and it's on the same political news show that has been on in the previous scenes. These older folks represent a real cross-section of the country, all sorts of ethnic and racial groups. Some are playing cards, some shooting pool, some just hanging out chatting. At one table sits three people playing cards. Near them, on one of the chairs, sits a terrier. We hear one of the players say, "I don't think the country's ready for a black president." We catch the terrier do a double take twitch of the head and then it gets up and trots off. We hear a door slam.

SCENE 4

We're in a locker room. A bunch of guys are sitting around, they've obviously just finished playing football. There's an urban vibe to the place. In the background, there's the ever-present TV flickering and it's on the same political news show as the other scenes. The guys are a real mix, youngish, oldish, black, white, latino, asian. Their dogs are sitting and standing around. The guys are drinking water and wiping the sweat off their faces, one or two have beers. We hear one of the guys say, "Did you hear that Obama wants to swear the oath of office on a Koran? I'm not voting for that." The dogs look at each other and leave.

SCENE 5

We're in a most peculiar place—it's a bar for dogs. It looks like an old fashioned german ratskeller. All the dogs from the previous scenes and more are at the bar, tossing them back. The bartender says, "What's up?" as the dogs from the last scene jump up on the bar. "You know," the terrier says, "if they can't be bothered to get informed, I wish they wouldn't bother to vote." They all raise their glasses to that. The bulldog then looks right in the camera and says "Don't vote, if prejudices rule your world"