

BODY IMAGE PSA “True Beauty”

:60 TV November 3, 2010

Lauren Buskirk

VIDEO	AUDIO
<p>B-roll: Thin models walking quickly down a runway, posing, turning, and walking back up the runway.</p> <p>White text appears as announcer reads: The average American model is 5’ 11” and 117 pounds. The average American woman is 5’ 4” and 140 pounds.</p>	<p>(Music Up – Fade)</p> <p>Female announcer reads: The average American model is 5’ 11” and 117 pounds. The average American woman is 5’ 4” and 140 pounds.</p>
<p>Young Caucasian girl (age 8) – (OC/CU)</p>	<p>On-Camera Young Caucasian girl: No wonder my perception of beauty is distorted.</p>
<p>B-roll: Young girl pinching her skin, tugging at her jeans, standing on a scale disappointed.</p> <p>White text appears as announcer reads: 42% of girls in 1st through 3rd grade want to be thinner. At age seventeen, 78% of American girls are unhappy with their bodies.</p>	<p>Female announcer reads: 42% of girls in 1st through 3rd grade want to be thinner. At age seventeen, 78% of American girls are unhappy with their bodies.</p>
<p>Young Hispanic teen (age 13) – (OC/CU)</p>	<p>On-Camera Young Hispanic teen: I need to be taught that media ideals don’t define beauty.</p>
<p>B-roll: Young teenage girl evaluating herself in the mirror, and unhappy with what she sees.</p> <p>White text appears as announcer reads: One out of every four college aged women has an eating disorder. 80% of women are not happy with their reflection.</p>	<p>Female announcer reads: One out of every four college aged women has an eating disorder. 80% of women are not happy with their reflection.</p>
<p>Young African American woman (age 18) #3 – (OC/CU)</p>	<p>On-Camera Young African American woman: Help me understand how beautiful I really am.</p>
<p>-Full screen light blue BG -White text fades in center screen: Imagine a world where beauty is a source of confidence, not anxiety. Help make our vision a reality. Join the Dove Self-Esteem Movement today. -Appear white lower center: Dove logo -Appear white text lower center: Visit www.dovemovement.com</p> <p><i>Dissolve out</i></p>	<p>Female announcer reads: Imagine a world where beauty is a source of confidence, not anxiety. Help make our vision a reality. Join the Dove Self-Esteem Movement today.</p> <p>(Music out)</p>