

Gutsy
MEDIA

★★★★
**WAKE UP
& VOTE**
★★★★

POLITICAL ADS

BY ADRIANA DUCASSI

“TELENOVELA” :30

INT. LIVING ROOM

It's a telenovela crisis between three beautiful people: MARIA, JUAN and SERGIO. Juan storms in. Maria runs to him tearfully. Sergio looks on smugly.

JUAN: Maria!

MARIA: I must leave you for Sergio. He promised to pay—

She holds up an ENVELOPE.

MARIA (CONT): My credit card bill!

JUAN: But we can pay that off with hard work!

MARIA: Sergio's a millionaire. He can pay it off with tax breaks.

Sergio throws a wad of cash in the air.

JUAN: You're leaving me because the Republicans give tax breaks to millionaires?

MARIA: The only reason.

Juan holds Maria.

JUAN: Then I'm voting Democratic this midterm. So a working guy like me can support the woman I love.

She and Juan embrace.

MARIA: Yes!!!

SERGIO: Nooo!!!

TITLE CARD: Republicans. Good for drama. Bad for America. Vote Democrat.

“SAD TACO” :15

A steaming plate of tacos being assembled. A dollop of fresh guacamole plopped on top. A chilled margarita with a salt rim and condensation trickling down the glass.

TEXT: HOW REPUBLICAN TREAT CORPORATIONS

VO: REPUBLICANS GIVE CORPORATIONS EVERYTHING THEY WANT. LIKE DELICIOUS SUPPORT FOR LOWER TAXES... MOUTH-WATERING DEREGULATION...

Another dollop of fresh guacamole.

VO: UNLIMITED GUACAMOLE.

CUT TO: One broken hard shell tortilla beneath wilted cabbage and a pile of cold, crumbly beef.

TEXT: HOW REPUBLICANS TREAT YOU

VO: YOU, ON THE OTHER HAND...

TITLE CARD: VOTE DEMOCRAT

VO: BECAUSE YOU DESERVE BETTER. AND EXTRA GUAC.

“JUST YOUR VIBE” :30

MUSIC: BAROQUE ORGAN / HAPPY ORCHESTRAL STRINGS

VIDEO: BARBERSHOP QUARTET LOOKS INTO CAMERA
VO: **THE YOUNG BARBERSHOP HARMONY DIVISION.**

VIDEO: PEOPLE AND THEIR DOGS LOOK INTO CAMERA
VO: **THE NATIONAL HOUND APPRECIATION SOCIETY.**

VIDEO: MEN WITH ELABORATE MUSTACHES LOOK INTO CAMERA
VO: **THE EXTREME MUSTACHE BUREAU OF AMERICA.**

VIDEO: FASHIONISTAS LOOK INTO CAMERA
VO: **WHATEVER THE GROUP,**

VIDEO: WOMEN IN COLORFUL PANTSUITS LOOK INTO CAMERA
VO: **YOU KNOW YOUR PEOPLE WHEN YOU SEE THEM.**

VIDEO: WOMAN CREATING A POSTER
VO: **SO IF TAKING COLLECTIVE ACTION IS YOUR THING,**

VIDEO: GROUP OF YOUNG PEOPLE LAUGHING
VO: **COME JOIN THE PROGRESSIVE POLITICAL MOVEMENT.**

VIDEO: PEOPLE HOLDING UP POSTERS
VO: **MADE UP OF ALL THE PEOPLE YOU’LL TOTALLY VIBE WITH.**

TEXT/VO: **PROGRESS. IT’S A VIBE.**

“YOU BELONG” :30

MUSIC: JOYFUL PIANO

VIDEO: KITTEN APPROACHING SLEEPING DOGS

VO: **YEAH, IT CAN BE SCARY TO JOIN A NEW GROUP.**

VIDEO: SINGLE HORSE STANDING BY EATING COWS

VO: **YOU DON'T KNOW IF YOU'LL FIT IN,**

VIDEO: PUPPY BOUNCING ALONG CHICKEN COOP

VO: **IF THEY'LL GET YOU,**

VIDEO: HENS STARING BACK

VO: **OR JUDGE YOU FOR BEING DIFFERENT.**

VIDEO: WOMAN TENTATIVELY OPENING DOOR

VO: **BUT WHEN YOU JOIN THE PROGRESSIVE POLITICAL MOVEMENT**

VIDEO: GROUP OF PEOPLE WELCOMING HER IN

VO: **ALL DIFFERENCES ARE WELCOME.**

VIDEO: SOMEONE WEARING A FUNNY HAT/SHOES/ETC.

VO: **SO COME AS YOU ARE!**

VIDEO: DOG AND ELEPHANT RUN TOGETHER

VO: **BECAUSE WHEN IT COMES TO TAKING ACTION FOR YOUR COMMUNITY**

VIDEO: KITTEN AND GIANT DOG CUDDLE

TEXT/VO: **YOU BELONG.**