

AD-ID: VCDC1537000H

SPOT TITLE: Fred W_How Much I Miss_Vignette

LENGTH: 1:18

AS-RECORDED SCRIPT:

ART CARD: HOW MUCH I MISS, A Former Smoker's Story

WE SEE FRED IN THE BATHROOM. LOOKING AT HIMSELF IN THE MIRROR.

SUPER: Fred W., 76, California

FRED: My name is Fred

CUT TO FRED SITTING, TALKING TO THE CAMERA.

FRED: and I have had a serious life changing laryngectomy as a result of smoking cigarettes.

CUT TO FRED IN THE BATHROOM GETTING READY TO CLEAN HIS STOMA.

FRED: It doesn't exactly hit you right away, what you can't do.

FRED CLEANS HIS STOMA.

FRED: I should probably teach my kid how to fish.

CUT TO FRED SITTING, TALKING TO THE CAMERA.

FRED: Well, how do I do that when I have to press on my neck to speak?

CUT TO A PHOTO OF FRED AND HIS FAMILY.

FRED: I gotta use two hands.

CUT TO FRED SITTING, TALKING TO THE CAMERA.

FRED: That kind of stuff, the quality of life.

CUT TO A CLOSE UP OF FRED.

FRED: For instance, going to the father daughter dance.

CUT TO FRED ZOOMED OUT.

FRED: She was uh, you know, was having a hard time with the difference between me and the other dads, so I figured out how to

CUT TO FRED ZOOMED IN.

FRED: wear a collared shirt and a tie

CUT TO FRED ZOOMED OUT.

FRED: and leave a button open for emergency, where I can come up and, uh, cough.

CUT TO A PICTURE OF FRED AND HIS DAUGHTER AT THE FATHER DAUGHTER DANCE.

FRED: We have this picture of she and I, at the father daughter dance, and you can just see she was happy as a clam.

CUT TO FRED TALKING TO CAMERA.

FRED: I look like the other dads.

CUT TO FRED ZOOMED IN.

FRED: You end up shutting off your emotions.

CUT TO FRED ZOOMED OUT.

FRED: I shut down

CUT TO FRED ZOOMED IN.

FRED: and have come to terms with how much I miss.

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