

**WORKING SCRIPT -- "QUALITY OF LIFE,"  
PSA - Attorney Image Campaign – The Florida Bar**

**FILM/TAPE**

**AUDIO**

**DISSOLVE TO:**

THE SPOT OPENS WITH AN EXTREME CLOSE-UP ON A NEWBORN BABY'S FACE, SLOW ZOOM OUT.

THE CAMERA CONTINUES TO SLOWLY ZOOM BACK TO SHOW THAT HIS OR HER MOM, SEATED IN A NURSERY, IS HOLDING THE BABY

**NARRATOR IN:**

"Most of us never think about how law and lawyers have an impact on the quality of our lives.

THE SCENE CHANGES USING A SPECIAL EFFECTS. I.E. THE WHOLE NURSERY TURNS INTO BLACK AND WHITE, EXCEPT FOR THE MOTHER AND BABY, WHO WOULD STAY IN COLOR.

NEXT WORDS WILL DISSOLVE IN AND OUT OVER THE SCENE, PROVIDING EXAMPLES OF HOW LAWYERS HELP IN THE SITUATION BEING DEPICTED:

**NARRATOR IN:**

"Take, for instance, how lawyers help families." "Buying a home." "Trust funds for children." "Shared Parenting." "Child Protection

**IN/OUT**

**"Buying a Home."  
"Trust funds for Children."  
"Shared Parenting."  
"Child Protection**

THE WORDS WILL BE ANIMATED-IN, SO THEY SEEM OUT OF FOCUS OR DOUBLED, THEN IN FOCUS AND READABLE, THEN OUT OF FOCUS BEFORE THEY DISAPPEAR, ONE AFTER ANOTHER.

**DISSOLVE TO**

ANIMATED FLORIDA BAR LOGO

**NARRATOR IN**

"Every day, thousands of Florida lawyers stand behind their fellow Floridians – in ways we

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often don't realize --

protecting rights, pursuing justice, and  
promoting professionalism – Florida attorneys  
and the Florida Bar.

**DISSOLVE TO BLACK**

DISSOLVE IN WHITE LETTERS

[www.flabar.com](http://www.flabar.com)

**FADE TO BLACK**

**NARRATOR IN:**

Learn more about Florida Lawyers and your  
rights under Florida Law. Visit us at www dot  
flabar dot com.

PARTYGOER 2, UNDER ABOVE, FADING

What about the one about,,,

**AUDIO OUT**

***SPOT 2 – The Lawyer and the Aluminum Siding Salesman***

**PARTYGOER 1**

Did you hear the one about the Lawyer and the aluminum siding salesman?

Well, there was this aluminum siding salesman who scamed an older couple into getting a second mortgage they couldn't afford -- for aluminum siding they didn't need.

The mortgage company sued to foreclose.

A young lawyer, right out of school, working for free, proved that the siding company had broken federal law.

With a good attorney by their side – they kept their home

Everyday thousands of Florida attorneys throughout the state stand by their Florida neighbors – helping in ways we never realize.

protecting rights, pursuing justice, and promoting professionalism – Florida attorneys and the Florida Bar.

Learn more about Florida Lawyers and your rights under Florida Law. Visit us at [www dot flabar dot com](http://www.flabar.com).

**FILM SCENE**

Couple in front of their home, with their lawyer, smiling for the camera