

TV Spot Storyboard

"Numbers"
[Your Clinic/Office Name]
:30

1) **192,370**

[Black Fade]

:05

2) **40,800**

[Black Fade]

:05

3) **Ranked
14th in the
United
States**

[Black Fade]

:05

4) **Age
40
and
older**

[Black Fade]

:05

5) **Age
60
and
older
too!**

[Black Fade]

:05

6) *[Insert clinic/
doctor logo and
number]*
Just Ask!

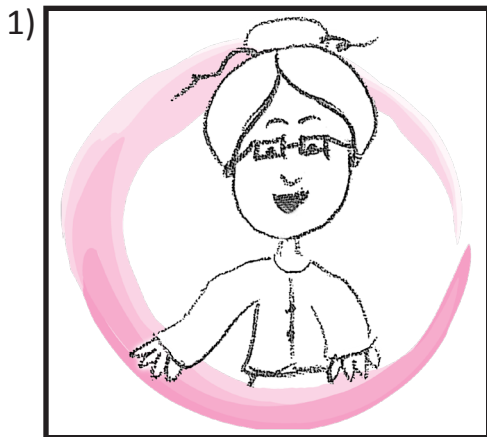
[White Fade]

:05

VO: What do these numbers mean? Ask your doctor or call [clinic's name] at [phone number].

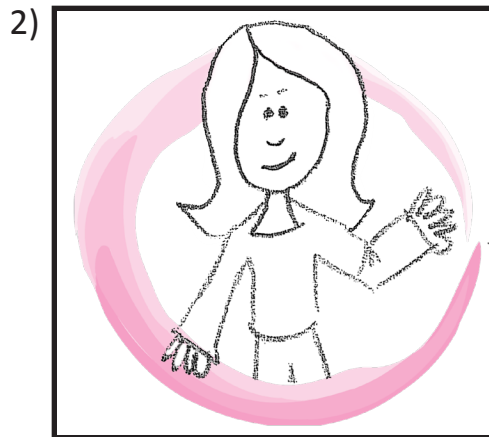
TV Spot Storyboard

"The Women in Your Life"
 [Your Clinic/Office Name]
 :30



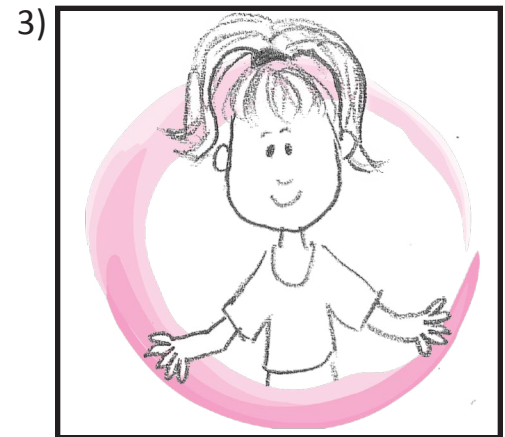
[Black Fade] :05

VO: **YOU** may be someone's mother.



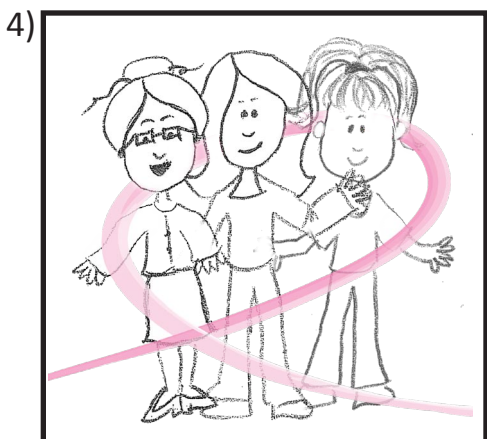
[Black Fade] :05

VO: **YOUR DAUGHTER** may be someone's sister.



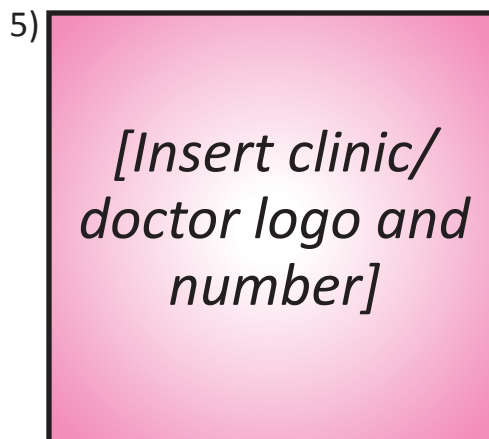
[Black Fade] :05

VO: **HER SISTER** maybe someone's mother.



[Black Fade] :05

VO: They **MAY** be connected in many ways but they **ARE ALL** at risk for being affected by breast cancer.



[White Fade] :10

VO: Encourage the women in your life to schedule a mammogram today. Call [clinic's name] at [phone number] for more information about what you can do to ensure the people you love stay connected.