

AD-ID: VCDC1539000H

SPOT TITLE: Fred W\_Facing The Music\_Vignette

LENGTH: 1:04

AS-RECORDED SCRIPT:

ART CARD: FACING THE MUSIC, A Former Smoker's Story

WE SEE FRED TALKING TO CAMERA.

SUPER: Fred W., 76, California

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

CUT TO OLD PICTURES OF THE MUSIC STORE.

FRED: My dad had a big music store. He died when I was nineteen

CUT TO AN OLD PHOTO OF FRED IN FRONT OF THE MUSIC STORE.

FRED: I had to pick up the pieces.

CUT TO FRED TALKING TO CAMERA.

FRED: Everybody had a cigarette.

CUT TO A CLOSE UP OF FRED TUNING A GUITAR.

FRED: And so naturally, you know,

CUT TO FRED TALKING TO CAMERA.

FRED: wow, I want to be like the big guys.

CUT TO FRED ZOOMED OUT, SITTING AND PLAYING A GUITAR.

FRED: My voice just kept getting worse, worse, and worse.

CUT TO FRED TALKING TO CAMERA.

FRED: One day I go to the doctor

CUT TO FRED ZOOMED OUT.

FRED: and he says you know Fred, I don't like what I'm seeing.

CUT TO FRED ZOOMED IN.

FRED: You're going to need a operation.

CUT TO FRED SITTING AND PLAYING GUITAR. WE HEAR HIS GUITAR.

FRED: Out of the hospital I got these bandages around my neck.

CUT TO FRED TALKING TO CAMERA.

FRED: I can't really show up at my store because there's periods of bleeding.

CUT TO FRED IN THE BATHROOM. HE LOOKS AT HIMSELF IN THE MIRROR.

FRED: My business started to fall apart.

CUT TO FRED TALKING TO CAMERA.

FRED: The price you pay for smoking is so incredibly expensive.

ART CARD: YOU CAN QUIT. FOR FREE HELP, VISIT [CDC.GOV/TIPS](https://www.cdc.gov/tips)

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