

AD-ID: VCDC1533000H

SPOT TITLE: Fred W_Fishing Tip_AVO2_30_URL

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AS-RECORDED SCRIPT:

ART CARD: A TIP FROM A FORMER SMOKER®

FRED: I was diagnosed with throat cancer from smoking while my kids were very young.

FRED LOOKS IN THE MIRROR AND PUTS HIS STOMA IN

SUPER: Fred W., 76, California

CUT TO FRED FACING THE CAMERA, TALKING.

FRED: I still wanted to do all the same stuff that my dad did with me.

CUT TO A PICTURE OF FRED'S FAMILY ON A BOAT.

FRED: Like taking my kids fishing.

CUT TO FRED SHOWING US HOW HE USES HIS FISHING POLES

FRED: So I take the pole in one hand and the reel in the other

FRED SPEAKS WITHOUT PRESSING ON HIS STOMA, WE CANNOT HEAR HIM

SUBTITLES: My tip is, talk to your kids when there's nothing biting.

FRED: I still haven't figured out how to have a conversation and fish at the same time.

ART CARD: SMOKING GREATLY INCREASES YOUR RISK OF THROAT CANCER.

ANNCR: You can quit. For free help, visit [CDC.GOV/Tips](https://www.cdc.gov/tips)

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