



SCRIPTS

Chicago Test - Take the Toss

GRRS Animation reveal to:
Erin Andrews in studio
(Monitor over shoulder)
(Talent Lower Third)

Cut to camera 2 shot
(CU EA with OTS)

Transition to wide shot Wrigley
(Locator – Wrigley Field Chicago, IL)

Cut to single shot with our reporter standing
outside Wrigley Field. Fans with Gillette
signage prominent in background.

(Reporter #1 – Lower Third)

Transition back to Erin in Studio

End card with website and disclaimer
**NO PURCHASE NECESSARY. VOID
WHERE PROHIBITED.** Open to legal
residents of the United States and the
District of Columbia who are 18 or older.
Contest ends 7/09/08. Sweepstakes ends
9/21/08. See
www.MLB.com/GilletteReporter for Official
Rules.

(ANDREWS LEAD – 10 SECS)

WELCOME BACK TO THE GILLETTE 2008
MLB ROOKIE REPORTER SHOWDOWN,!

IT TAKES QUICK THINKING AND SKILLFUL
AD-LIBBING TO RESPOND ON-QUEUE TO
AN ANCHOR'S LEAD. CHECK THIS OUT . . .

TO WRIGLEY FIELD IN CHICAGO WE GO . .
(to reporter) ANOTHER GREAT ONE TODAY,
HUH?

(REPORTER #1 – 15 SECS)

(EXACT COPY TBD)

WELL ERIN, ONE THING ABOUT THE
ROTATION THESE DAYS IS THAT YOU CAN
ALWAYS COUNT ON A SMOOTH DELIVERY.
TODAY THEY BROUGHT HOME ANOTHER
CLEAN AND CLOSE VICTORY. BACK TO
YOU.

(ANDREWS TAG – 5 SECS)

WELL AMERICA . . . HOW'D HE DO? GO TO
MLB.COM/GILLETTE REPORTER TO CAST
YOUR VOTE AND ENTER FOR A CHANCE TO
WIN A VIP TRIP FOR TWO TO THE 2008
WORLD SERIES. GILLETTE . . . COVER ALL
YOUR BASES.