

Client: "Helping Youth Say No"

Title: "Counselor" 302

Length: 60

Visual:

chyron:
counselor name, title, town,
affiliation (if appropriate)

Counselor at desk

Cutaway to shots of:
Parents with teenagers

Back to counselor

Voice:

Counselor:

I'm a counselor in St. Louis and
I've worked with teenagers for 12
years.

Along with their friends, they're
making tough choices everyday --
choices like whether to drink or
smoke or experiment with sex.

And I've learned that for them the
key to dealing with peer pressure
is self-confidence.

Parents can do more than anyone
else to build that confidence...
and make sure they don't smoke.

Here are some of the ways you can
help...

Show interest in your teenagers'
activities. Compliment their
achievements -- whether they're on
the first team, or the third
string.

Respect their individuality, their
need for independence. Help them
set realistic goals.

And when things go wrong, avoid
personal criticism. Focus on the
problem instead.

Show your teenagers you love and
respect them. It's one important
way you can strengthen them to make
the right decisions.

CONFIDENTIAL:
MINNESOTA TOBACCO LITIGATION

TIMN 447497

Client: "Helping Youth Say No"

Title: "Counselor" 302 Cont'd.

Length:

Visual:

Voice:

chyron:

For your free copy of "Helping
Youth Say No" to tobacco call
1-800-555-5555

Picture of booklet

Disclaimer

Announcer (V.O.):

Version "A"

The tobacco industry believes
smoking shouldn't be a part of
growing up. Call this toll free
number and we'll send you this free
booklet on how parents can talk to
their teenagers about smoking and
other tough issues.

Version "B"

The Family Course Consortium
believes smoking shouldn't be a
part of growing up. Call this toll
free number and we'll send you this
free booklet on how parents can
talk to their teenagers about
smoking and other tough issues.

Version "C"

The Tobacco Institute believes
smoking shouldn't be a part of
growing up. Call this toll free
number and we'll send you this free
booklet on how parents can talk to
their teenagers about smoking and
other tough issues.

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TIMN 447498