



March 15, 2021

CONTACT: Lia Esposito

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PUBLIC SERVICE ANNOUNCEMENT

Start date: March 15, 2021

Stop date: March 30, 2021

Run time: 00:60

ASPCA PETS ARE PEOPLE TOO

SFX: [*Sarah McLachlan's*  
"Angel" starts to play]

Teen 1: Turn off the T-V during  
this commercial. It's too sad to  
watch.

SFX: [*Sarah McLachlan's*  
"Angel" stops and *remote clicks*]

Teen 2: I know it's so sad, but  
it's true. A lot of animals do  
need help.

Teen 1: I can never get through  
that commercial though, but it  
does make me want to help.

Teen 2: Well, the A-S-P-C-A has a  
lot of options to get involved to  
help pets.

-MORE-



Teen 2: Yeah? Like what?

Teen 2: Well, you could adopt a pet, donate and sponsor an animal for as little as 63 cents per day, or you could always volunteer your time at the closest animal shelter.

Teen 1: Wow, I thought A-S-P-C-A only took donations. It's cool I could get involved in another way. We probably can't get another dog because Max would be jealous, though.

SFX: [*Dog barks and both teens laugh*]

Teen 2: Okay Max, we won't get you a new friend. I might volunteer at the local animal shelter next week if you wanted to go with me, though!

Teen 1: Yeah definitely!

Teen 2: Pets are people too. It isn't hard to get involved and make sure these animals live better lives.

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### ASPCA PETS ARE PEOPLE TOO

No pet deserves to be out in the cold or go hungry. Pets are people too. Animals are entitled to kind and respectful treatment at the hands of humans. We must ensure these animals are protected.

With the COVID-19 pandemic, people have turned their attention to pets to be their companions. But, taking care of an animal is a big responsibility. We want to make sure these animals get the love and attention they deserve even after the pandemic is over. Pets shouldn't be out in the cold or underfed, just like you wouldn't treat your child this way. Pets are people too.

The American Society for the Prevention of Cruelty to Animals was the first humane society to be established in

-MORE-

ASPCA PSA-PAGE 2

North America and is, today, one of the largest in the world. A-S-P-C-A needs your help to continue to serve these animals. Do your part to make the lives of these animals better. There are a lot of ways to make sure that these animals live the lives they deserve. You can adopt a pet at your local shelter. You can donate to A-S-P-C-A and sponsor one of these animals for as little as 63 cents per day. Or you could volunteer your time at your local animal shelter. Go to our website for more information at [w-w-w-dot-A-S-P-C-A-dot-org](http://w-w-w-dot-A-S-P-C-A-dot-org).

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ASPCA PETS ARE PEOPLE TOO

00:01 - 00:05

Open to MS of two teens  
sitting watching T.V.

**SFX:** [*Sarah McLachlan's  
"Angel" starts to play*]

00:06 - 00:11

Cut to CU of T.V. with ASPCA  
ad on the screen and then  
T.V. is turned off

**Teen 1:** Turn off the T-V  
during this commercial. It is  
too sad to watch.

00:12 - 00:17

Pan back to MS of teens on  
couch

**Teen 2:** I know it's sad, but  
the ad does make a point,  
though. A lot of pets need  
help.

00:18 - 00:20

Cut to MS of T.V. turning  
back on

-MORE-

ASPCA VIDEO PSA-PAGE 2

00:21 - 00:25

Dissolve to CU of T.V. with  
abused dog on screen

**Female V/O:** Meet Hank, a 2-  
year-old Pitbull who was  
abandoned. After a lot of  
love and the treatment he  
deserved here is Hank today.  
Hank is one of our great  
success stories, but there is  
always another dog in need.

00:26 - 00:31

Dissolve to CU of T.V. with  
happy dog on screen

**Teen 1:** Wow, look at the  
difference.

00:32 - 00:35

Dissolve to MS of girl in a  
bed with her dog

**Female V/O:** At A-S-P-C-A, we  
think pets are people too.  
Adopt a pet today and treat  
them like family.

00:36 - 00:40

Cut to LS of the two teens  
and dog watching the ad

**Teen 2:** It looks like you  
cuddling with Max in your bed  
even though you say he can't  
be on your pillow.

00:41 - 00:45

Cut to MS of dog with text  
that says "donate"

**Female V/O:** You can donate to  
help the next Hank.

-MORE-

ASPCA VIDEO PSA-PAGE 3

00:46 - 00:50

Cut to ECU of puppy with text that says "for just 63 cents per day"

**Female V/O:** For as little as 63 cents per day you can change an animal's life.

**Teen 1:** How could you say no to that face?

00:51 - 00:55

Cut to volunteer at shelter with puppies

**Female V/O:** You can also volunteer at your local animal shelter.

00:56 - 00:60

Dissolve to ASPCA logo, a graphic of animals, and text that says "pets are people too" and the website

**Female V/O:** Pets are people too. Go to A-S-P-C-A-dot-org to find out more.

**SFX:** [*Dog barking*]

# # #

