

MIX UP

by

The American Heart Association

Hands-Only CPR PSA
Edit Script / Web Edition

1 INT. AWARDS CEREMONY STAGE

1

A Warren Beatty-type PRESENTER stands at a microphone, holding a gold envelope in his hand.

PRESENTER

This is the one we've been waiting for. And the award for Best Public Service Announcement goes to...

He fumbles to open the envelope. Then pulls out the card, squints and reads it aloud.

PRESENTER (CONT'D)

Friends for Fire Ants!

Sounds of CHEERS. A slightly nerdy DIRECTOR comes up to the microphone where the AWARD MODEL hands him his award.

DIRECTOR

Thank you so much. Friends for Fire Ants is such an amazing cause. Fire Ants are this country's most underserved and misunderstood insect. Few people know that when fire ants are born th--

As the Director drones on, the Presenter looks off the side of the stage confused. Shortly after, the STAGE DIRECTOR comes to exchange words. The Stage Director hands the distraught-looking Presenter another envelope and motions him to cut off the Director.

PRESENTER

I'm sorry, I'm sorry. I cannot believe this, there has been a huge mix up. The actual award and winner for the Best Public Service Announcement goes to... The American Heart Association for their PSA, "Hands-Only CPR"! Let's take a look...

2 EXT. EMPTY STREET OVERLOOKING HOLLYWOOD - DUSK

2

A scene that plays homage to *La La Land* begins. Our hero WENDI is dancing with her DANCE PARTNER. After completing an elaborate move and twirl, the Dance Partner seizes and has a cardiac arrest, falling past camera to the ground.

WENDI

Well that's not the move.

Wendi then recognizes he's in distress and immediately takes action, kneeling over her Dance Partner.

WENDI (CONT'D)
 (out loud)
 He's in cardiac arrest!
 (to Partner)
 Not on my watch!

She points to offscreen to a FILM CREW MEMBER.

WENDI (CONT'D)
 (commanding)
 You. Call 911. I'll start hands-
 only CPR until help arrives.

Wendi begins Hands-Only CPR compressions.

WENDI (CONT'D)
 I'll push hard and fast in the
 center of the chest. 100-120
 compressions per minute.

FILM CREW MEMBER
 (off screen)
 EMS is on its way!

WENDI
 Stay with me you beautiful man!
 Stay with me!

3 INT. AWARDS CEREMONY STAGE

3

Presenter is at the microphone.

PRESENTER
 To accept the award for best PSA...
 Wendi McLendon-Covey.

CHEERS from the audience. Wendi walks up to the microphone.

WENDI
 (overly humble)
 YES! What an honor. So many people
 to thank. My co-star, my confidant,
 who showed so much elegance as a
 dancer, and so much courage laying
 there - upstaging me - with his
 'arresting' performance.

Music starts to play her off the stage.

WENDI (CONT'D)

But what I really want you to know
is how and when to perform Hands-
Only CPR.

Suddenly the Dance Partner runs on stage and joins Wendi.

DANCE PARTNER

And I would just like to thank
Wendi for saving my life.

The Dance Partner dances off the stage with the award.

WENDI

Woah! Mine!

Wendi chases after the Dance Partner.

4 EXT. EMPTY STREET OVERLOOKING HOLLYWOOD - DUSK 4

Cut to graphics and demonstration of Hands-Only CPR being
performed on a manikin as Wendi narrates.

WENDI

(VO)

If you see a teen or adult suddenly
collapse - the first step is to
phone 911 immediately. Then, push
hard and fast in the center of the
chest - 100 to 120 compressions per
minute. And don't stop until help
arrives.

5 INT. AWARDS CEREMONY STAGE 5

Wendi back on stage.

WENDI

Are we gonna show the rest of my
award-winning performance? People
want to see it.

Graphics for The American Heart Association flash on screen.

FADE OUT