

DEFINITION6

STORY SLUG: What if California Citrus Disappeared		SPONSOR: Citrus Pest & Disease Prevention
FORMAT: PSA 30 Sec - Video		JOB NUMBER: 101670
<u>RUN TIME</u>	<u>VOICE OVER</u>	<u>VISUALS</u>
:04	Here in California, Citrus is part of our lives every day.	We open on the scene of a busy family getting breakfast together, putting out cereal and/or toast, pouring orange juice from a carafe and we see cut up oranges next to a juicer on the counter. Dad is packing up lunches which include an orange. One of the kids picks up their glass of juice.
:03	But what if it all just... disappeared.	A close-up of the table shows the orange juice in a carafe just disappear. The oranges disappear from the counter. We cut back to the kid who is now holding an empty glass. Wide shot of the family in shock.
:08	A devastating plant disease called Huanglongbing (hwong-long-bing) or HLB, spread by the Asian citrus psyllid... ...is fatal for citrus trees.	Cut to fruit stand in a market. We see an abundance of fruit, including CA citrus products. Several shoppers are picking up items. Mom reaches towards the oranges. Cut to close up of the oranges as they simply disappear. Cut back to mom with hand poised over the empty space. She looks around questioningly
:04	And it might be found in your own backyard.	We are back in the kitchen where mom is cutting oranges and looking through the window, we see an orange tree.
:05	That's why it's important that we all do our part to keep California citrus safe.	Cut to the family in the backyard with their fruit tree. They approach to inspect. GFX: Simple pop ups showing what to look for.
:03	Don't let California Citrus disappear.	Changes to same backyard citrus browning. This could still be a drone shot to create some scope.

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