

“The Field Trip” [TV :30]

Title card: “The Field Trip”

(Open on teacher addressing kindergarten class — about 12 or so — in the lobby of a Carl’s Jr.)

Teacher: Okay class, now it’s time to put everything we’ve learned about Carl’s Jr. into practice!

(Cut to Girl #1 behind counter, talking to customer)

Girl #1: The burgers at Carl’s Jr. are charbroiled because it locks in the flavor for great taste!

(Cut to Boy #1 at grill assembly table)

Boy #1: And all of our burgers and sandwiches are made fresh to order so you get it just the way you want it!

(Cut to Girl #2 delivering tray of food to customers at table)

Girl #2: Carl’s Jr. brings your food right to your table so you don’t have to wait in long lines.

(Cut to Boy #2 standing on stool at drive-thru window. He has a mischievous, slightly crazed look on his face. There is a long pause as he carefully looks from side to side. Finally, he leans over to the big drive-thru microphone)

Boy #2: BOOGER!

(Cut to exterior shot at drive-thru menu board. A minivan is stopped there. Through the speaker you can hear a dozen five-year olds burst into hysterical laughter)

(Fade to Carl’s Jr. logo on black)

Super: Serious Food.

Anncr: (VO): Carl’s Jr. Serious Food.

“The Talk” [TV :30]

Title card: “The Talk”

(Open on three boys — ages 7-11 — sitting in small chairs, fidgeting nervously. Camera is POV of Dad, and it stays on them as you hear Dad’s voice)

Dad: Boys, it’s time for your dad to explain some important things about life to you.

(As he speaks, Barbie- & Ken-style dolls are held up in foreground)

Dad: Sometimes grown-ups get really hungry, and they go to Carl’s Jr.

(Camera cuts back and forth to close-ups of dolls being shaken as Dad performs their ‘voices.’ Barbie’s is squeaky and Ken’s is teenagey)

Barbie: So, Carl’s Jr. burgers are charbroiled?

Ken (slightly nervously): Yes maam, because charbroiling locks in the flavor for great taste. And all of our burgers and sandwiches are made fresh to order so you get it just the way you want it.

Barbie: And when my order’s ready you’ll bring it to my table?

Ken: Definitely! That way, you don’t have to wait in long lines.

(Cut to sons. Dolls not visible)

Son #1: Dad, I thought you were going to tell us how babies are made.

(Cut to Dad, sitting awkwardly on small stool, wearing a Carl’s Jr. uniform)

Dad: Hold on, son. I’m getting to that part.

(Cut to Carl’s Jr. logo on black)

Super: Serious Food.

Anncr: (VO): Carl’s Jr. Serious Food.

“The Date” [TV :30]

Title card: “The Date”

(Open on closeup of Super Star Burger, sitting on tray. Fries can be possibly be seen around it. There is a right hand holding the top bun, manipulating it as if the burger were talking)

Super Star: And the Carl's Jr. Super Star says... (Thick, masculine voice) I'm charbroiled because it locks in the flavor for great taste.

(Camera pans quickly to Chicken Club, the 'ventriloquist's' left hand is manipulating the top bun)

Chicken Club: And the Carl's Jr. Chicken Club says... (Squeaky, feminine voice) I'm made fresh to order so you get me just the way you want me, plus I'm delivered to your table so you don't have to wait in long lines.

(Camera cuts to closeup of Garden Salad)

Voice: And the Garden Salad says...

(Silence)

Voice: Honey! The Garden Salad says...

(Cut to shot of couple at table. He has his hands on both of his sandwiches, while she's burying her face in her hands in embarrassment, her Garden Salad sits in front of her)

(Cut to wide shot of surrounding tables of Carl's Jr. diners, all having stopped their eating and are staring quizzically at the couple)

Man: Honey?

(Cut to Carl's Jr. logo on black)

Super: Serious Food.

Anncr: (VO): Carl's Jr. Serious Food.

"The Family Dinner" [TV :30]

Title card: "The Family Dinner"

(Open on Boy and Girl sitting next to each other in a booth at Carl's Jr. They're both around 8-9 years old. He has a Famous Star in front of him)

Boy (holding up Famous Star): I love coming to Carl's Jr. because all of their burgers are charbroiled because it locks in the flavor for great taste.

Girl (holding up Chicken Club): And I love coming to Carl's Jr. because all of their sandwiches are made fresh to order so that I get it just the way I want it, and they're delivered to my table so I don't have to wait in long lines.

Boy: Why do you love coming to Carl's Jr., Dad?

(Cut to Dad, french fries up his nose, clearly in his own world, he stops momentarily and looks at Boy)

Dad: Huh?

(Cut to Boy and Girl. Boy exasperatingly buries his head in his hands, while Girl rolls her eyes and sighs deeply, shaking her head)

(Fade to Carl's Jr. logo)

Super: Serious Food.

Anncr: (VO): Carl's Jr. Serious Food.

Dependency: Intervention [Radio :60]

JULIE: Hey everybody! I'm here to par-tay! Hey! What's with the circle of folding chairs?

VOICE 1: Julie, we're all here to talk to you about your... dependency.

JULIE: Dependency?

VOICE 2: Your dependency on borrowing our cell phones, Julie.

JULIE: (Nervously) You're... you're talking crazy. That's crazy talk!

VOICE 3: Really? Who's the first one to suggest we use a cell phone to find out a movie time when we're out?

JULIE: Hey. Not me.

VOICE 2: And how many times have you borrowed mine to let your boyfriend Rick know that you were running late?

JULIE: Um...one time?

VOICE 2: More like... A MILLION times.

VOICE 1: And what about the TGI Fridays incident?

JULIE: I don't want to talk about that.

VOICE 1: Oh, we're gonna talk about it, alright.

JULIE: Okay! Okay! I admit it! I'm out of control! (Sobs) What can I do? WHAT CAN I DO?!?

ANNOUNCER: What can Julie do? She can stop the dependence and take control of her communication needs by coming to Cellular One. There she'll get exactly what she wants and needs through their multiple options and easy-to-understand plans. That's when the healing will begin.

And right now she can get one month free access and 3,000 night and weekend minutes for life!

Cellular One. Better Living Through Wireless.

Dependency: Support Group [Radio :60]

SFX: Scooting of folding chairs on gymnasium floor. Low rumble of group conversation.

MODERATOR: Okay, group. We're going to start off our meeting with our new members introducing themselves.

MIKE: Hi. I...I'm Mike.

GROUP: Hi Mike.

MIKE: Hi.

MODERATOR: Did you get a donut, Mike? We've got good donuts.

MIKE: Um, no thanks.

MODERATOR: The coffee's not bad, either.

MIKE: Maybe later.

MODERATOR: Great. So, tell us, Mike, how long have you suffered from OPCPD?

MIKE: OPCPD?.

MODERATOR: Other People's Cellular Phone Dependency, Mike. It's why we're all here.

MIKE: Right, right...ah, geez. I dunno... I've been dependent for a really long time. Ten years, maybe?

GROUP MEMBER 1: Ten years?!? Wow!

MODERATOR: Hey now. We're not here to judge... we're here to help. Tell us more, Mike. When did you realize you were out of control?

MIKE: Well, I guess when it got to the point that I always made sure that I was out with someone who had one, you know? I actually stopped hanging out with friends who didn't have a cell phone.

GROUP MEMBER 2: Whoa! That's pretty bad.

MIKE: Tell me about it. I'm not proud of myself. I just had to know that I was still connected — that I'd be in reach whenever I needed to talk. And the only way I knew how was to be around someone with a cell phone.

MODERATOR: Now that you've accepted the truth, Mike, what steps are you taking to resolve your dependency?

MIKE: A friend of mine told me about Cellular One — how they can hook me up with a cellular phone and plan that will give me exactly what I need. It sounds like they can help me shake this monkey from my back.

MODERATOR: Hey, speaking of monkeys — we've got some bananas over by the coffee and donuts.

MIKE: Yeah, I'll have a banana.

ANNOUNCER: Call now and get one month free access and 3,000 night and weekend minutes for life!

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Life With Cellular [Radio :30]

ANNOUNCER: Life without a wireless phone from Cellular One:

SFX: The ka-thunking of a flat tire. Traffic whizzing by.

WOMAN: That's not a flat tire. That's not a flat tire... yeah, it's a flat tire, alright. What? Where's my spare? Oh, man, what am I gonna do? Is that a truck stop up there? In the distance? Like, a HUNDRED MILES away? I can't walk that far. Not in these shoes. (Bird sound.) Is that a vulture?

ANNOUNCER: Life with a wireless phone from Cellular One:

SFX: Loud truck coming to a stop. Door opening & closing. Large footsteps.

MAN: Afternoon, ma'am. I'm guessing you're the one who called Handsome Jack's Towing Service? I'm Handsome Jack.

WOMAN: (Dramatic pause) Yes. Yes you are.

ANNOUNCER: Take control with a wireless phone from Cellular One. Cellular One's easy-to-understand plans will ensure you get exactly what you want and need. And right now you can get 1500 minutes a month for only \$24.99, plus free nationwide long distance.

Cellular One. The Possibilities are Wireless.

Life With Cellular [Radio :30]

ANNOUNCER: Life without a wireless phone from Cellular One:

SFX: Light restaurant background noise.

WOMAN: (Echo-eye "thinking" effect on voice) Oh, God. This is the worst blind date ever. I am so bored and there's no pay phone in sight... I wonder how sharp this butter knife is?

ANNOUNCER: Life with a wireless phone from Cellular One:

WOMAN: (SFX: Chair scooting) Excuse me for a second. Thanks. (SFX: Quick steps, number being dialed on phone) Debbie? Sheila. Call me back on my wireless in five minutes. You wanna do the "sick mother" routine? Yeah, "sick mother's" always good. Yeah, it's that bad. Great. Thanks. Bye.

ANNOUNCER: Take control with a wireless phone from Cellular One. Cellular One's easy-to-understand plans will ensure you get exactly what you want and need. And right now you can get 1500 minutes a month for only \$24.99, plus free nationwide long distance.

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