

BROADCAST PACKAGE TITLE: VAPING

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LINK TO THE VIDEO: https://youtu.be/blLoW_m4r9w

TIMECODE	VISUAL	AUDIO
0:00-0:02	<ul style="list-style-type: none">● GUY SMOKING A VAPE	NAT SOUND: INHALING THE VAPE
0:02-0:08	<ul style="list-style-type: none">● SEVERAL NEWS HEADLINES ABOUT THE SEVERITY OF VAPING	VAPING HAS TAKEN THE NEWS BY STORM WITH HEADLINES ABOUT THEIR DANGEROUS AND EVEN FATAL EFFECTS ON THE BODY.
0:08-0:22	<ul style="list-style-type: none">● PULMONARY DOCTOR INTERVIEW	AGAIN, IF YOU HAVE SOME IMPURITIES OR SOME POTENTIALLY TOXIC CHEMICALS, IT CAN BE VERY DANGEROUS, AND THAT IS WHERE A LOT OF THE RECENT CONCERN HAS BEEN FROM THE CDC AND OTHER HEALTH CARE PROVIDERS
0:23-0:36	<ul style="list-style-type: none">● SLIDE IN GRAPHIC OF A CASE● SLIDE IN TEXT "APPROXIMATELY 1,300 CASES REPORTED"● SLIDE OUT● SLIDE IN IMAGE OF SKULL● SLIDE IN TEXT "26 REPORTED DEATHS FROM 21 STATES"● SLIDE OUT● SLIDE IN TEXT "15% WERE AGED LESS THAN 18 YEARS OLD"	ACCORDING TO THE CDC, THERE HAVE BEEN APPROXIMATELY 1300 CASES WITH 26 REPORTED DEATHS FROM 21 STATES, ALL RELATED TO VAPING. AND OF THE CASES REPORTED, 15% OF THE VAPERS WERE YOUNGER THAN THE LEGAL AGE.

<p>0:37- 0:40</p>	<ul style="list-style-type: none"> ● VAPE JUICES (WIDE SHOT) ● MEDIUM SHOT OF VAPE JUICE ● TIGHT SHOT OF VAPE JUICE 	<p>THE CDC STATES THAT THERE IS NOT ONE SINGLE INGREDIENT THAT IS TO BLAME, WHICH COULD BE DANGEROUS.</p>
<p>0:41- 0:50</p>	<ul style="list-style-type: none"> ● PULMONARY DOCTOR INTERVIEW 	<p>THE PROBLEM IS THE LIQUID THAT IS USED TO CREATE THE SMOKE, SOMETIMES WE AREN'T EXACTLY SURE WHAT IS ALL IN THOSE LIQUIDS.</p>
<p>0:51- 0:57</p>	<ul style="list-style-type: none"> ● SLIDE IN TEXT "CDC OFFICIAL DIAGNOSIS: EVALI" 	<p>THE CDC ANNOUNCED THE NEW DIAGNOSIS FOR VAPING RELATED LUNG DISEASE: EVALI.</p>
<p>0:58- 1:03</p>	<ul style="list-style-type: none"> ● WHITEBOARD STOP MOTION ● "HEALTHY LUNGS" ● "INJURED LUNGS" 	<p>HERE IS A SET OF HEALTHY LUNGS. AS THE SMOKE OR VAPOR REACHES THE LUNGS, BLACK DOTS AND OTHER INJURIES CAN OCCUR"</p>
<p>1:04-1:19</p>	<ul style="list-style-type: none"> ● PULMONARY DOCTOR 	<p>THE CONCERN IS, WE DON'T KNOW EXACTLY WHAT HAS CAUSED IT. SO, THROUGH THESE 1,300 CASES WE'VE TRIED TO ANALYZE THE VAPE THAT WAS USED OR THAT THE PATIENT WAS EXPOSED TO.</p>
<p>1:20- 1:26</p>	<ul style="list-style-type: none"> ● REPORTER STAND UP ● SHOWS PHONE ● ZOOM IN ON PHONE ● FINISHES STAND UP ON PHONE SCREEN (GREEN SCREEN) ● JUUL BANNED INSTAGRAM AS THE BACKGROUND 	<p>WITH THE HEALTH RISKS CONCERNING VAPING, THE SPOTLIGHT TURNS TO THE MARKETING OF THESE PRODUCTS AND THE APPEAL TO YOUNGER CONSUMERS"</p>

<p>1:27- 1:36</p>	<ul style="list-style-type: none"> MARKETING PROFESSOR INTERVIEW 	<p>THE COMPANIES THAT MAKE THESE PRODUCTS DO VERY DIRECTLY TARGET PEOPLE WHO ARE UNDERAGE AND THIS WAY IT'S VERY SIMILAR TO WHAT WE HAVE SEEN IN THE PAST WITH TOBACCO PRODUCTS.</p>
<p>1:37-1:47</p>	<ul style="list-style-type: none"> VINTAGE CIGARETTE ADS 	<p>WITH THE INFLUENCE OF MANY FACTORS, SUCH AS ADVERTISING, MANY TEENS BEGIN VAPING DUE TO A CULTURE OF VAPING THAT HAS BEEN CREATED MAKING IT SEEM LIKE SOMETHING "COOL" TO DO.</p>
<p>1:48- 2:07</p>	<ul style="list-style-type: none"> 18 YEAR OLD THAT HAS EXPERIENCE WITH VAPING 	<p>I KINDA GOT PEER PRESSURED INTO IT. MOST OF ALL MY FRIENDS DID IT AND I JUST WAS LIKE "HEY LET ME HIT THAT ONE TIME", SEE WHAT IT'S LIKE. AND I KINDA LIKED IT, AT THE SAME TIME I DIDN'T. IT DIDN'T REALLY MAKE ME FEEL GOOD, KINDA HURT MY THROAT. BUT I DID IT ANYWAYS BECAUSE IN MY HEAD I WAS LIKE "YOU SHOULD KEEP DOING IT BECAUSE IT MAKES YOU LOOK COOL." SO I DID IT.</p>
<p>2:08-2:20</p>	<ul style="list-style-type: none"> ANONYMOUS INTERVIEW 18 YEAR OLD WHO VAPES 	<p>MY FRIENDS OR OTHER PEOPLE POST ON SOCIAL MEDIA LIKE SNAPCHAT OR INSTAGRAM, STUFF LIKE THAT. THEY GET</p>

		THIS IDEA IN THEIR HEAD LIKE "OH VAPING IS COOL."
2:21-2:36	<ul style="list-style-type: none"> ● MARKETING PROFESSOR 	THERE'S A POINT IN OUR LIVES WHEN WE'RE ADOLESCENTS WHERE THERE ARE CERTAIN KINDS OF THINGS THAT JUST BECOME APPEALING AND SO IF WE TAKE TOBACCO FOR EXAMPLE, THE APPEAL TO THAT WAS ALWAYS TRYING TO BE COOL.
2:37-2:52	<ul style="list-style-type: none"> ● JUUL HEADLINES ABOUT GETTING RID OF CERTAIN FLAVORS ● HEADLINES ABOUT HIRING A MARKETING COORDINATOR ● GUY BLOWING SMOKE FROM VAPE 	VAPING COMPANIES SUCH AS JUUL ARE MAKING CHANGES TO HELP STOP TEEN VAPING BY GETTING RID OF CERTAIN POD FLAVORS AND HIRING A NEW MARKETING COORDINATOR. WE REACHED OUT TO JUUL FOR A CHANCE TO RESPOND BUT THEY DID NOT REPLY BY THE AIRING OF THIS VIDEO. REPORTING FOR RNE-TV LIVE I'M GABBY GREENLEY. NAT SOUND: EXHALING SMOKE