

PSA Commercial “Searching for Smokey” Forest Fire Prevention

Danny DeVito voicing Smokey the Bear
Jim Parsons as Andy the Anxious Deer
James Earl Jones as the voice over

VIDEO	AUDIO
Medium wide shot opens on Smokey the Bear in a forest	Nature sounds (birds chirping, wind)
Zooms in to medium close up of Smokey coughing and leaning on a tree, looking eye level into the camera	DeVito *coughing and hacking* “I can’t do this <i>bleep sound</i> anymore!”
Following Smokey behind in medium close up he grabs a cane and walks around the forest	DeVito continuing “Even after all these years people still do not listen to me”
Flashes of headlines from the past year’s fires and causes, lingering on the headline that a fire was caused due to a gender reveal party	Ominous music plays slowly fading out with the last frame of the gender reveal
Medium wide shot Returning to Smokey sitting on a stump	DeVito “They still haven’t learned” sniffs “So I am done”
Wide long shot of Smokey walking away	Voiceover (Jones) “Smokey has officially retired! Who will replace him? Who will carry his message on”
Blackout	Parsons jittery and anxious “Did you know that by December 18 th , 2020 there were about 57,000 wildfire compared to 50,477 in 2019” Fades quieter with rambling facts.
Close up of Andy the Anxious Deer in the forest	Parsons anxious and stuttering “Hi... uh... yes. So, they hired me because I I know a lot of facts. Um they were worried I might be too skittish you know ‘d d deer in the headlights’ and all”
Medium close up of camera crew behind camera, people holding mics a woman sitting in a director’s chair	Woman shouts “Ok, that was good...”
Zooms in to woman in chair leaned over to man behind camera	Woman whispers “I don’t know. I don’t think he will work. I don’t know if people will listen to him”
Cuts back to the deer	Woman shouts “thanks! We will let you know!”
Cuts to image of US Forest emblem with contact info and website logo that says “Searching for Smokey”	Voiceover (Jones) “Now more than ever we need to prevent wildfires. Who would you listen to?”
