

Product: PSA - Sex Trafficking

Title: MYTH OR TRUTH

Length: 60 seconds

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VIDEO

AUDIO

1. (CU) BLACK SCREEN WITH WHITE TEXT. TEXT STATES, 'TRUTH OR MYTH'

SOUND: Emotional background music to set the mood.

2. TEXT: (CU) "SEX TRAFFICKING ONLY AFFECTS IMPOVERISHED PEOPLE OF LOW SOCIAL STANDING.'

NARRATOR: (VO) Sex trafficking only affects impoverished people of low social standing.

3. TEXT: (CU) MYTH

NARRATOR: (VO) This is a myth. The sex trade doesn't discriminate; anyone can fall victim if they don't take precautions and learn to watch for the signs.

4. STATISTIC OF HUMAN TRAFFICKING CASES (NATIONWIDE & WI)
TEXT: '8,524 HUMAN TRAFFICKING CASES WERE REPORTED'.

NARRATOR: (VO) In 2017, 8,524 human trafficking cases were reported.

5. TEXT: '91 HUMAN TRAFFICKING CASES WERE REPORTED'.

NARRATOR: (VO) Keeping it local, 91 human trafficking cases were reported in Wisconsin.

Both of these statistics grew significantly since 2016.

6. (CU) PORTRAIT SHOTS OF VICTIMS APPEARING ON SCREEN.

NARRATOR: (VO) These numbers are staggering enough; think of the people who are still suffering because they haven't gotten help,

7. SHOW EVERYDAY PEOPLE GOING ABOUT EVERYDAY LIFE: (WS) ACTOR GOING ON A RUN. (CS) ACTOR LEAVING WORK. (CU) ACTOR GOING TO SCHOOL.

NARRATOR: (VO) We are people; We are more than just numbers.

8. (WS AND CU) IMAGE OF ORANGE ROSE.
TEXT (UNDERNEATH): LINK TO 'EYEHEARTWORLD.ORG' AND UNDERNEATH LINK TO 'HUMANTRAFICKINGHOTLINE.ORG' OR CALL 1-888-373-7888 OR TEXT 233733

NARRATOR: (VO) If you or someone you know has fallen victim to the sex trade, visit eyeheartworld.org or humantraffickinghotline.org.
or call 1-888-373-7888.

9. TEXT QUOTE: "THE ONLY THING NECESSARY FOR THE TRIUMPH OF EVIL IS FOR GOOD MEN TO DO NOTHING." - EDMUND BURKE