

GREY RADIO

Client	Open Family Australia	Date	May 14, 2007
Product/Service	Longest Night Appeal	Revised	
Title	Junk Food	Job No	OFA0055
Length	30 seconds	Key No	OFA0055/A

SFX: *[A boy of about thirteen is recorded in a McDonalds or Hungry Jacks]*

BOY: You just sit in the corner and wait. The guys out on a big night are the best. A lotta time they'll leave like a whole burger or one that's only had a coupla bites out of it...

FVO: Not every kid who lives on junk food gets fat.

BOY: If they kick you out, there's the bins in the car park...

FVO: Every night, one in seventy Australian kids eat and sleep on the streets. On the Longest Night, June twenty-first, you can do something about that. Visit openfamily.com.au.

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Client	Open Family Australia	Date	May 14, 2007
Product/Service	Longest Night Appeal	Revised	
Title	Hits	Job No	OFA0055
Length	30 seconds	Key No	OFA0055/B

SFX: *[A girl of about fifteen is recorded in a kitchen in a share house]*

GIRL: Cracked ribs. Busted my arm a coupla times..
Fractured eye socket. Punched and kneed me in the
back until I pissed blood...

FVO: Most young drug addicts get their first hits at home.

GIRL: Mostly in the places it wouldn't show. Mostly...

FVO: Which is why they, like one in seventy Australian
kids, sleep on the street. On the Longest Night, June
twenty-first, you can do something about that. Visit
openfamily.com.au.

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Client	Open Family Australia	Date	May 14, 2007
Product/Service	Longest Night Appeal	Revised	
Title	Monsters	Job No	OFA0055
Length	30 seconds	Key No	OFA0055/C

SFX: *[A sixteen-year-old is recorded on the street]*

BOY: That was the sick thing...Mum thought he was a top bloke for always making sure he read me a bedtime story...

FVO: For some kids, the monster is in the bed, not under it.

BOY: You don't close the door when you're reading to a kid...

FVO: Which is why they, like one in seventy Australian kids, sleep on the street. On the Longest Night, June twenty-first, you can do something about that. Visit openfamily.com.au.

GREY RADIO

Client	Open Family Australia	Date	May 14, 2007
Product/Service	Longest Night Appeal	Revised	MAY 29, 2007
Title	Dreams	Job No	OFA0055
Length	30 seconds	Key No	OFA0055/D

SFX: *[A girl of fifteen or sixteen is recorded somewhere on the street, possibly a few doors down from a noisy nightclub.]*

GIRL: Where I live now...’s too dangerous to sleep at night, so...I can’t go to school...

FVO: Before a kid can have dreams, she needs a safe place to sleep.

GIRL: If you can’t go to school...no point wondering about what you wanna be...

FVO: Every night, one in seventy Australian kids bed down on the streets. On the Longest Night, June twenty-first, you can do something about that. Visit openfamily.com.au.