

CDC Emerging Tobacco Products Communication Initiative

Principal Live Action Video – Short

Described Audio Transcript (min:sec)

- 00:00 A male high school principal stands in a school hallway facing the camera. A female high school student stands at her locker talking with other female students.
A logo in the upper left corner reads Empower Vape-Free Youth.
- 00:01 Music begins to play and continues through the end of the video. Frontal shot of male principal noticing a vape that the female student is putting in her backpack.
[PRINCIPAL'S INNER VOICE] "Is that a vape?"
- 00:02 Closeup shot of student putting the vape pen in her backpack. School class bell stops.
- 00:03 Multiple shots of teacher's face as he walks down the hall composing his thoughts, practicing what he wants to say to the student.
[PRINCIPAL'S INNER VOICE] "Vapes are bad for you."
- 00:06 Profile view of the side of the principal's face as he walks down the hall towards the student.
[PRINCIPAL'S INNER VOICE] "So... just don't do it."
- 00:08 Teacher laughs at himself and shakes his head.
[PRINCIPAL'S INNER VOICE] "That won't work."
- 00:10 Frontal view of the principal as he pauses briefly in the hallway.
[PRINCIPAL'S INNER VOICE] "I could just be friendly. Let her know I actually care. And that..."
- 00:15 Frontal view of principal speaking to the student. Focus on the back of student's head to the viewer is slightly blurred while the principal is in sharp focus.
[PRINCIPAL] "...nicotine addiction can be one more source of stress that you don't need in your life."
- 00:20 The principal and student turn to walk down the hallway.
[ANNOUNCER] "Step up for your students."
- 00:21 Video blurs, text dissolves onto screen.
Text and logo: Step up for your students. Visit [CDC.gov/Vaping](https://www.cdc.gov/Vaping) for more information.
CDC logo.

[ANNOUNCER] "Talk to them about vaping. Visit [CDC.gov/Vaping](https://www.cdc.gov/Vaping) for more information."

00:27 END.