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TV COMMERCIALS



A parody collection
of TV commercial
take-offs

by **Bill Majeski**



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PRODUCTION NOTES

These ersatz commercials need not limit, in any way, the imaginations of those who perform them.

They were written for fun. Consideration of film, videotape or live TV production techniques is not required. They may be presented with or without props, as desired. They may simply be used as classroom rehearsal scripts or for contest monologs or dialogs.

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1 **NARRATOR: There are societies honoring authors, composers**
2 **and actors. Prizes are awarded annually to high achievers**
3 **in the creative arts. However, one entire endeavor has**
4 **been overlooked — television commercials. Fortunately,**
5 **however, that oversight has been corrected. Last week, a**
6 **group of thoughtful citizens formed the National**
7 **Television Commercial Hall of Fame in Hard Sell,**
8 **California. Today, we are honored to bring you the first ten**
9 **inductees into that organization. So here now, for the first**
10 **time anywhere, are the Super Ten — the first ten members**
11 **of the National Television Commercial Hall of Fame.**

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1 #1

2 **Award-Winning Public Service Announcement**

3 *Re: Fallen Arches*

4
5 **CAST:** Two PITCHPERSONS.

6 **SETTING:** Microphone.

7
8 **PERSON 1:** Memo to citizens everywhere.

9 **PERSON 2:** Americans, a vexing problem has arisen in our
10 **midst which threatens to wreak havoc on our populace.**

11 **PERSON 1:** A new menace has come from nowhere to take its
12 **place as one of the leading causes of bodily and mental**
13 **discomfort.**

14 **PERSON 2:** We're talking about — fallen arches.

15 **PERSON 1:** There've been too many of them lately, citizens.
16 **Entirely too many.**

17 **PERSON 2:** We must put a stop to it.

18 **PERSON 1:** In one small midwestern city last week, three
19 **persons were severely injured by fallen arches.**

20 **PERSON 2:** A seventy-two-year-old harpist from Miami Beach
21 **suffered a bruised ankle and a broken hearing aid when he**
22 **was frightened by a fallen arch.**

23 **PERSON 1:** Four teenagers in Sheboygan, Wisconsin, narrowly
24 **averted disaster when the driver of their car swerved off**
25 **the road to avoid hitting a fallen arch.**

26 **PERSON 2:** A recent report showed that during the past month,
27 **a record 708 arches fell in Boston alone, resulting in 123**
28 **broken limbs, innumerable contusions and countless man-**
29 **hours wasted.**

30 **PERSON 1:** It's up to each and every one of us to stop this
31 **epidemic.**

32 **PERSON 2:** Now we know arches have to fall. They fall every
33 **day. There's nothing we can do about that.**

34 **PERSON 1:** But we've gotten careless, folks.

35 **PERSON 2:** We must make certain that the arches fall in places

1 where they can do no harm.

2 **PERSON 1: If you feel your arches are about to fall, run inside**
3 **to a shelter. Get out of the crowd. If possible, go home and**
4 **stay there until your arches have fallen in the safety of**
5 **your own living room.**

6 **PERSON 2: Arches seldom fall suddenly. There is usually a**
7 **warning period of from three to twenty minutes.**

8 **PERSON 1: There's no excuse for letting your arches fall in the**
9 **middle of heavy traffic which is just what happened last**
10 **week in San Francisco, causing near panic.**

11 **PERSON 2: Keep your arches high.**

12 **PERSON 1: Keep them where they belong.**

13 **PERSON 2: You owe it to yourself and to your city to stamp out**
14 **this danger before it overwhelms our nation.**

15 **PERSON 1: Remember — the arch that falls alone — is a good**
16 **arch.**

17 **PERSON 2: This has been a public service announcement.**

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