

MURPHY PUTNAM MEDIA, INC.

POLITICAL MEDIA CONSULTING

"Qualified" – Roy Cooper for Attorney General – 30 second TV

Viden

Audio

This script is a very tight 30 seconds. Please accompany any requested additions with suggested deletions.

[video disclaimer at head of commercial:
"I'm Roy Cooper, candidate for Attorney General, and I sponsored this ad because I want you to know the truth"]

Roy working at desk;
prisoners on cell block;
Roy with students;

Roy Cooper. Endorsed by every major police
organization ... for passing tougher sentences ... and
writing the new school violence law.

white flash to Boyce picture
over empty courtroom scene
Sued the State

Demanding \$1,200/Hour
from North Carolina
Taxpayers

Payday for his Law Firm

and charged
Dan Boyce and his law firm sued the state *and are*
\$25,000 per hour, which the judge
demanding twelve hundred dollars an hour in legal
said "shocked his conscience" money that
fees from North Carolina taxpayers. could have
gone to law enforcement.

If Dan Boyce is Attorney General, it's payday for his
law firm
fighting crime

cut to black; fade up:
We Can't Afford
Dan Boyce.

We can't afford Dan Boyce.



TV Script - Qualified 06.doc

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