

**“Mosquito-net”, Radio Spot, :60, DOH West Nile, Desautel Hege  
Final – June 2005  
ENGLISH**

**Summary:**

This 60-second radio spot is being developed by the Washington State Department of Health to help reduce the likelihood of people (especially those 50 years and older) being infected with West Nile Virus by mosquitoes. The Department of Health is intentionally choosing to take a more creative approach than some people may expect from a governmental agency. While the Department of Health wants this campaign to be attention-grabbing and innovative, the spots should also be informative and give the listener clear direction on how to avoid contracting West Nile Virus.

This specific spot is meant to be a parody of the old TV detective series “Dragnet.” The detectives are responding to a call of a “mosquito biting.” As they come upon the scene of the incident, their dialogue with the “victim” points out different ways the victim can avoid future mosquito bites and West Nile Virus. The cops (Sunday and DEET) would be very deadpan in their tone of voice. The victim would have more normal fluctuation in tone.

<b>SFX</b>	<b>SCRIPT</b>
<p>SFX: Dragnet theme-type music</p> <p>SFX: Theme-type music fades to ambient neighborhood noise as cops enter house</p> <p>SFX: Possible footsteps and rustling of clothing as Bob crosses the room</p>	<p>SUNDAY: This is Washington... I live and work here. I carry a badge.</p> <p>My name is Sunday... Bob Sunday. My partner and I were working West Nile Virus patrol when a call came in... it was a “mosquito biting.”</p> <p>SUNDAY: Ma’am, I’m Sunday, this is my partner Shirley Deet.</p> <p>VICTIM: I was just sitting here and this mosquito bit me!</p> <p>SUNDAY: Did you take precautions?</p> <p>VICTIM: What have I ever done to that mosquito?!</p> <p>SUNDAY: Just the facts, ma’am.</p> <p>DEET: Bob, over here. See this? Standing water in this tire, no screen on the window.</p> <p>SUNDAY: Standing water is the perfect breeding ground for mosquitoes. And not having screens on windows is an invitation for these hoodlums to fly in and bite.</p> <p>VICTIM: (Gasps) I had no idea!</p> <p>DEET: West Nile Virus is spread by mosquitoes</p>

<p>SFX: Fade out Dragnet theme-like music as narrator comes in for tag</p>	<p>and can lead to serious medical problems for some people. Everyone can get it and it is much harder on people over 50.</p> <p>SUNDAY: To avoid mosquito bites, wear long pants and long-sleeved shirts and use an effective mosquito repellent.</p> <p>DEET: Visit <a href="http://doh.wa.gov">d-o-h dot w-a dot g-o-v</a> or call (866) 78-VIRUS for more information.</p> <p>NARRATOR: A message from the Washington State Department of Health. Always working for a safer and healthier Washington.</p>
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