

National Threatened Species Network
Community Service TV Advertisement No.2 - 45 seconds
Concept Draft Two.

Voiceover: *"65 million years ago the dinosaurs died out."*

Hushed museum sounds. Camera glides in from black to reveal a dinosaur's tail bones laid out on a black exhibition surface. Float up the tail in big close-up.

Voiceover: *"45 million years ago Australia split off from Gondwanaland and began developing unique creatures of its own."*

Dinosaur tail bones dissolve to beautifully lit thylacine (Tasmanian tiger) skeleton held together with wire. Float up the hindquarters towards the ribs. Intercut semi-subliminal (half second) of stock footage of a thylacine stalking up and down.

Dissolve from thylacine skeleton to extinct/endangered whale skeleton also shot against black. Glide across bones in close-up. Dissolve to paradise parrot's skeleton wing stretched out.

Voiceover: *"Today this is all that's left of many of them."*

Continue camera move across bird's wing. Intercut bright flash of similar bird in the wild. (These semi-subliminal moments should contrast strongly with the cold museum look for the skeleton sequences).

Dissolve from skeletal wing to desert rat kangaroo skeleton. The camera glides from the rib cage towards the head.

Voiceover: *"Since the arrival of Europeans, introduced animals and weeds have ravaged the Australian environment."*

Cut from rat kangaroo skeleton to static shot of fox skeleton. Flash moving image of fox in wild.

Cut to static shot of rabbit skeleton. Flash rabbit in wild.

Cut to cat skeleton. Flash snarling feral cat.

Cut to cane toad skeleton. Flash big CU of toad in wild. (Very quick shocking images).

Voiceover: *"Changing fire practices, hunting, habitat destruction, industry and illegal smuggling have pushed many Australian species beyond the brink."*

Cut from toad to beautiful big CU glide along curving snake skeleton (towards head). Intercut half second flash of rare live snake.

Dissolve from snake skeleton to tight move up human spine and along the neck.

Fade to black just as we reach the start of the skull (e.g. hint only that this is a human).

Voiceover: *"Contact the National Threatened Species Network to find out how you can stop the list getting longer. If we don't act now to save Australia's threatened species, our children won't know what they're missing."*

Fade up National Threatened Species Network graphic + logo + phone numbers for Network Coordinators [different versions for each state]. Fade to black.

Silence.

Zoom out from black interior through eyehole to reveal human skull.

Fade up stark caption: *"EXTINCTION IS FOREVER"*.

David Lowe, July 1991