

Nursing Mothers' Association of Australia
Community Service TV Advertisement No.2 - 45 seconds
Concept Draft Three.

Open with a series of fifteen doco-style "vox pop" interviews with all sorts of people. Tight head and shoulders shots with subjects apparently responding to an off-camera interviewer. Locations include parks and shopping centres, front yards and swimming pools.

Amongst the 'ordinary' people are a few celebrities from various walks of life.

Quick cuts between "interviewees" saying things like: *"I was", "Er... I think I was", "I'd have to ask me mum," "Til two or so", "Six months", "Course I was!", "I think so", "Dunno", "Umm", "Yep", "I was", "You bet I was", "Was I?", "We both were!" [twins], "I'm glad I was", "I was too!"*.

These confusing statements are delivered in a variety of ways; some people are bashful, some proud, some a bit embarrassed, some amused, some shy, and some quite matter-of-fact.

None of it makes any sense until we get to the final interviewee's response: *"Course I was breastfed. Made me what I am today!"*

Cut to an image of a woman sitting on a stool in the centre of a slowly rotating black stage. She is breastfeeding a child, in a pool of light amidst darkness.

Music: Warm instrumental version of Joan Armatrading's *More Than One Kind of Love*.

Slowly track towards the mother and child from some distance away.

Female voiceover: *"The Nursing Mothers' Association of Australia has been encouraging and helping new mothers to breastfeed since 1964, giving thousands of Australians a healthy, natural start. If you'd like to join more than 100,000 members Australia-wide, ring your local Nursing Mothers' contact for more information."*

Track in to display an intimate cradling two-shot of the mother and child, who have spun around to be front-on to the camera.

Voiceover: *"With Nursing Mothers', you're not alone any more."*

The young woman looks up at the camera and smiles welcomingly before looking back down to the child.

As for Ad No.1, we dissolve to the NMAA logo in such a way that the mother and child **become** the logo.

Caption: *"Nursing Mothers' Association of Australia. Phone [relevant local number]."*

Female Voiceover: *"Breastfeeding - it's only natural. A message from the Nursing Mothers' Association of Australia."*

David Lowe, April 1992