

Ryan Hollingsworth
WLAQ TV Promo
TV:30

VIDEO:

Graphic of an analogue clock at 10:00
falls from top of screen and smashes at
screen bottom (:06)

Graphic of a digital clock at 10 rolls up
until stopping at 9. Transition into shots
of newscasters giving reports (:05)

MS- Jamela Howard and John Hulsey
(:02)

MS- Peter Stone, then MS- of Alexis
Winter (:04)

AUDIO:

(sound effects of clock falling)

BECAUSE TOO LATE IS WORSE
THAN TOO LITTLE...(sound of clock
breaking)

WLAQ HAS CHANGED OUR TIME
TO BRING YOU WHAT YOU WANT,
WHEN YOU WANT IT.

WITH JAMELA HOWARD AND
JOHN HULSEY

AND PETER STONE AND ALEXIS
WINTER

VIDEO:

WS-Shot of camera crew and director

(:05)

Graphic of digital clock at 8:59:30

counting up to 9:00 (:05)

Fade to black, bring in logo in front of

the analogue clock at 9:00 (:03)

AUDIO:

WE'VE COME TOGETHER TO

BRING WHAT YOU WANT SOONER

SAME CREW, NOW COMING TO

YOU AT 9 PM

WLAQ COMES TO YOU AT 9PM