

# **Juneteenth.Rocks**

## **30 Seconds PSA**

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**JUNETEENTH.ROCKS**



**PUBLIC SERVICE ANNOUNCEMENT**

### **Logline**

**Television Public Service Announcement that encourage its viewers to join US Representative Opel Lee's tradition of walking 2.5 miles on Juneteenth.**

(As you may know, it was 2 and 1 half years after the USA Civil War ended before ALL Americans who resided in former Slave States were made aware that the United States had become a "Free Country" for ALL of its citizens.)

### **Scenes**

**SetUp** - Re-creation of this image that actor Philip E. Walker I delivered for the National Football League's 100 year anniversary "Lift Every Voice and Sing" 2020 promo. The PSA opens with PhilE playing his ex-slave Great Great Grandfather Allen Brown speaking to the Camera (which represents the slaves who do not know that they are free). Allen says: "You know that America is a Free Country now, right?" Herein, we depict the birth of the phrase that Walker has hear his entire life – "It's a free Country"!



**Freedom Bill Signings** – Images of the US House, Senate and White House signing of the 2021 Freedom Act, which established the new Juneteenth Federal Holiday. PhilE's VO would explains what is happening. As you know, America has not established a new National Holiday since MLK Day was created more than 30 years ago.



**Freedom Celebration** – A video clip of United States Rep. Lee stating that her reaction to the new law finally passing was that she could do a "Holy Dance". At her 96 years of age, that's saying something! Then we view folk from diverse walks of life celebrating Juneteenth by doing their own "Holy Dance".



**Call-To-Action** – VO & Music encourages viewers to celebrate the new Juneteenth Holiday by themselves walking 2.5 miles with Opel – in their own hometowns, of course. Fast image cuts display Juneteenth Walks taking place all throughout America. VO calls out the cities, as they race across the screen.



**Competition** – The next image would be an invitation for video content creators to submit to win our Juneteenth short film creation Competition at <https://wfcn.co/festival/juneteenth..>

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**SHORT FILM COMPETITION**

**Closing** – PSA ends strong graphics and music say: “Walk For Freedom”!



### Synopsis

From the emancipation of American Slaves to the new Juneteenth Federal Holiday creation, the World walks to celebrate the first ever USA Freedom Day in 2022.

### REFERENCES

ABC News Reports

<https://abcnews.go.com/GMA/News/meet-opal-lee-grandmother-movement-make-juneteenth-federal/story?id=78356537>

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