

<ul style="list-style-type: none"> • Running Time 	1:55																	
<ul style="list-style-type: none"> • Narrator Name 	<p>Elizabeth Kiem</p> <table border="1" data-bbox="500 201 1578 2032"> <thead> <tr> <th data-bbox="500 201 1047 243"><u>Script</u></th> <th data-bbox="1047 201 1578 243"><u>Shotlist</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="500 243 1047 306"> <p>For some it is instinctive ... for others a challenge.</p> </td> <td data-bbox="1047 243 1578 306"> <p>1. MS, breastfeeding mother in Indonesia</p> </td> </tr> <tr> <td data-bbox="500 306 1047 453"> <p>But around the world, mothers are learning to appreciate the enormous benefits of breastfeeding their babies.</p> </td> <td data-bbox="1047 306 1578 453"> <p>2. MC, breastfeeding mother, Nepal 3. MC, smiling mother's face, Nepal 4. MC, breastfeeding mother, Nepal 5. SB (English)</p> </td> </tr> <tr> <td data-bbox="500 453 1047 705"> <p>Soundbite (English), Nicholas Alipui, Director of Programmes, UNICEF: "There's nothing like it, People don't realize how vastly different breast milk is from infant formula."</p> </td> <td data-bbox="1047 453 1578 705"> <p>6. MS, midwife in Lokma Indonesia 7. MS, midwife showing mothers breastfeeding materials 8. MS, midwife and breastfeeding mother in Nepal 9. MS, torso of mother about to breastfeed</p> </td> </tr> <tr> <td data-bbox="500 705 1047 1083"> <p>Many, of course do. These midwives in Indonesia and Nepal counsel women in their communities to adopt optimal feeding practices, including exclusive breastfeeding. In African countries from Gambia to Madagascar rates have shot up thanks to local support programs and mother groups. And where breastfeeding increases, child mortality decreases.</p> </td> <td data-bbox="1047 705 1578 1083"> <p>10. MS, mothers in African country 11. CU, mother breastfeeding baby 12. 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	<p>natural disasters.</p> <p>Experts estimate that up to 1.4 million infant deaths a year could be prevented with exclusive breastfeeding. With more support – the world can recognize that the health of the infant lies, quite literally, with the mother.</p> <p>This is Elizabeth Kiem for UNICEF Television, Unite for Children</p>	
<ul style="list-style-type: none"> • International version split track • Running Time 	1:56	
	<p><u>Script</u></p> <p>Same as above</p>	<p><u>Shotlist</u></p> <p>Same as above</p>
<ul style="list-style-type: none"> • Video news footage 1 • Running Time 	1:47	
	<p><u>Shotlist</u></p> <ol style="list-style-type: none"> 1. MS, breastfeeding mother, Indonesia 2. CU, breastfeeding mother, Nepal 3. MS, smiling mother, Nepal 4. CU, breastfeeding baby, Nepal 5. CU, breastfeeding baby, Nepal 6. MS, midwife and mother in Nepal 7. MS, torso of mother about to breastfeed, Nepal 8. MS, midwife in Indonesia 9. MS, midwife teaching mothers about breastfeeding in Indonesia 10. MS, midwife teaching mothers about breastfeeding with charts in Indonesia 11. CU, breastfeeding chart 12. MS, breastfeeding mother, Indonesia 13. MS, hospital in Indonesia 14. CU, powdered milk 15. MS, mother nursing, Indonesia 16. MS, mother feeding baby powdered milk 17. CU, mother feeding baby powdered milk 18. MS, midwife in hospital, Indonesia 19. WS, mothers in line, Madagascar 	
<ul style="list-style-type: none"> • Video news footage 2 • Running Time 	2:01	
	<p><u>Shotlist</u></p> <ol style="list-style-type: none"> 1. MS, woman nursing in marketplace, unknown country 2. CU, woman nursing in marketplace, unknown country 3. WS, mothers breastfeeding, Burkina Faso 4. CU, baby's face 5. CU, baby on mother's lap 6. MS, mothers nursing, Indonesia 7. MS, mother helping baby "latch on" after birth 	

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UNICEF PSA • Note to NewsMarket: Always annotate PSAs running time as TRT: 30 seconds		
UNICEF Interview Running Time	Xxx	
• Name of person being interviewed	Xxx	
• Name of person's organization	Xxx	
• Person's title	xxx	
	<u>Script</u>	