

- Running Time
- Narrator Name

Kun Li

**Script**

A nationwide campaign on drug prevention invites each and every Maldivian to be part of the solution to the country's growing drug problems.

The campaign, entitled "Wake Up", was launched by the National Narcotics Bureau, the NGO Journey and UNICEF, with an aim at preventing drug abuse and promoting recovery among the addicts.

SOUNDBITE (English), Maumoon Abdul Gayyoom, President of the Maldives: "In the case of the Maldives, the youth represent a very large section of our society. We cannot, therefore, afford to lose our youth to substance addiction."

It is often said that every Maldivian has an addict in the family.

In the capital city Male', the most densely populated city on earth, it is believed that some 10 per cent of the youth are using drugs.

SOUNDBITE: (English), Ken Maskall, UNICEF Representative in the Maldives:

"The campaign is an invitation to all Maldivians. It is you, the people of this beautiful country who possess the power to make it work. Use it well, build on it, join us in the cause of drug prevention and promoting recovery amongst addicts – from the biggest city to the smallest island."

Together with the Wake Up campaign, a one-stop community centre for drug prevention, recovery and aftercare was

**Shotlist**

1. Wide shot, girls and adults dancing at the Wake Up Challenge
2. Med shot, girls wearing Wake Up t-shirt dancing
3. Pan left, spectators watching the dance performance
4. Close-up, a girl dancing
5. Close-up, Wake Up logo
6. Pan right, wide shot, Wake Up Campaign official launch ceremony
7. Med shot, honoured guests at front row (from left): Minister of Gender and Family, Aisha Mohamed Didi, President of the Maldives Maumoon Abdul Gayyoom, and UNICEF Representative Ken Maskall
8. Med shot, guests at the launch ceremony
9. Med shot, guests at the launch ceremony
10. SOUNDBITE (English), Maumoon Abdul Gayyoom, President of the Maldives: "In the case of the Maldives, the youth represent a very large section of our society. We cannot, therefore, afford to lose our youth to substance addiction."
11. Med shot, motor bikers in Male'
12. Med shot, motor bikers in Male'
13. Wide shot, ocean and beach in Male'
14. Wide shot, buildings in Male'
15. Wide shot, Male' skyline
16. Wide shot, Male' skyline
17. SOUNDBITE: (English), Ken Maskall, UNICEF

	<p>also launched.</p> <p>The Wake Up Challenge, a series of sports activities including marathon and baibalaa - a traditional Maldivian-style wrestling were organized to promote positive lifestyle among Maldivian children and youth.</p>	<p>Representative in the Maldives:          “The campaign is an invitation to all Maldivians. It is you, the people of this beautiful country who possess the power to make it work. Use it well, build on it, join us in the cause of drug prevention and promoting recovery amongst addicts – from the biggest city to the smallest island.”</p> <ol style="list-style-type: none"> <li>18. Med shot, ribbing cutting ceremony of a community service centre for drug prevention, recovery, and aftercare.</li> <li>19. Close-up, Wake Up logo at the Wake Up Challenge</li> <li>20. Med shot, handball competition</li> <li>21. Zoom out, marathon competition</li> <li>22. Med shot, baibalaa competition</li> <li>23. Med shot, baibalaa competition</li> <li>24. Zoom in, campaign flags along the ocean line</li> <li>25. Close-up, campaign flags</li> </ol>
<ul style="list-style-type: none"> <li>• International version split track</li> <li>• Running Time</li> </ul>		
	<p><b><u>Script</u></b></p> <p>Same as above</p>	<p><b><u>Shotlist</u></b></p> <p>Same as above</p>
<ul style="list-style-type: none"> <li>• Video news footage 1</li> <li>• Running Time</li> </ul>	<p><b><u>Shotlist</u></b></p> <ol style="list-style-type: none"> <li>1. Various med shots of motor bikers on the streets of Male’</li> <li>2. Wide shot, ocean and bean in Male’</li> <li>3. Wide shot, young men playing football</li> <li>4. Various shots of buildings and skyline of Male’</li> <li>5. Med shot, Wake Up Challenge – volleyball</li> <li>6. Med shot, Wake Up Challenge – Bashi</li> <li>7. Zoom out, Wake Up Challenge – marathon</li> </ol>	

	8. Med shot, Wake Up Challenge – baibalaa 9. Med shot, Wake Up Challenge - baibalaa 10. Zoom in, campaign flags along the ocean line 11. Close-up, campaign flags	
<ul style="list-style-type: none"> <li>• Video news footage 2</li> <li>• Running Time</li> </ul>		
<b>UNICEF PSA</b> <ul style="list-style-type: none"> <li>• Note to NewsMarket: Always annotate PSAs running time as <b>TRT: 30 seconds</b></li> </ul>	<u>Script</u>	<u>Shotlist</u>
<b>UNICEF Interview Running Time</b>	Xxx	
<ul style="list-style-type: none"> <li>• Name of person being interviewed</li> </ul>	Xxx	
<ul style="list-style-type: none"> <li>• Name of person's organization</li> </ul>	Xxx	
<ul style="list-style-type: none"> <li>• Person's title</li> </ul>	xxx	
	<u>Script</u>	

**Shotlist**

1. Pan right, wide shot, Wake Up Campaign official launch ceremony
2. Close-up, Wake Up logo
3. Med shot, Deputy Executive Director of National Narcotics Control Bureau, Ameen Ibrahim
4. Med shot, honoured guests at front row (from left): Minister of Gender and Family Aisha Mohamed Didi, President of the Maldives Maumoon Abdul Gayyoom, UNICEF Representative Ken Maskall, and UNICEF Deputy Representative Johan Fagerskiold
5. Med shot, pan right, honoured guests at front row
6. Wide shot, guests at the launch ceremony
7. Med shot, honoured guests at front row
8. Wide shot, Minister of Gender and Family Aisha Mohamed Didi
9. Med shot, ribbon cutting ceremony of a community service centre for drug prevention, recovery, and aftercare.
10. Pan right, close up, banner at the opening ceremony of the National Narcotics Control Bureau (NNCB) Community Service Centre
11. Wide shot, opening ceremony of the NNCB Community Service Centre
12. Close up, Founder of NGO Journey, Mohamed Rashid (Rado)
13. Pan right, interior of NNCB Community Service Centre
14. Med shot, guests touring the Centre
15. Med shot, pan down, art created by addicts being displayed inside the Centre