



SKELETONS

Animation scene. Dark, spooky, iridescent background.

Tribal music. Tympani drum beat. Soprano voice, graduating *AH* sound through to fourth frame. At fourth frame, vocal loop (bass voice) chanting to beat: *Take care of your bones.*

Frame 1: First skeleton dances into frame.

Frame 2: Second skeleton dances from diagonal direction into frame.

Frame 3: Third skeleton dances from opposite diagonal direction into frame.

Frame 4: Skeletons do a tribal dance together.

Frame 5: Kaleidoscopic lights. Skeleton's bones break apart and turn into little skeletons, continuing to dance. Music modulates to higher octave and skeletons sing in higher-pitched ghoulish voices: *Take care of your bones.*

Frame 6: Screen of skeletons split apart and turns into stage drapes. Behind "curtain" is a darkly lit rock 'n' roll stage. On stage, in throne, sits very cool Keith Richardseque skeleton. He is holding a glass of milk. In a cool, smooth voice, he says: *Cool people drink milk...* (pause) *It's the best way to take care of your bones.* He drinks some. (Drum roll/full kit and Keithlike guitar riffs) Pans into close-up of skeleton's face with milk mustache. He is singing (original bass voice): *Take care of your bones.*

Super : Want strong bones?

got milk?



COW AND CHICKEN

Gym interior.

Frame 1: Cow working out, wearing overly feminine exercise attire, replete with accessories. A bottle of milk and a full glass are near the weight rack. She is making her famous "Moo" sound. Chicken is standing by as her trainer, wearing trainer's

outfit and looking especially scrawny.

Frame 2: Close up of Chicken. Chicken is working Cow hard. "Come on, Cow! Five more reps! Workin' out keeps you healthy!"

Frame 3: Cut to Cow. "And so does MILK. It makes you strong, and it's so delicious!" (Moo). Cow continues with her reps. (Cow is becoming motherly and smothering.) She puts the weights down. "Oh my wonderful brother and personal trainer! Wouldn't you like a glass of some delicious milk?" (Moo)

Frame 4: Cut to chicken, who looks exasperated. "No Cow! I don't want a glass of any stupid milk! A large weight machine is about to fall on Chicken.

Frame 5: Cow turns into "Super Cow," intercepts machine from falling, and saves Chicken.

Frame 6: Cow is kissing chicken and says "Oh my darling brother chicken, if I didn't drink milk, I wouldn't have been able to save you!" Chicken is a mixture of trembling from fear, hating to be kissed by Cow, and considering that milk might be a good thing after all!

Frame 7: Cow and Chicken drinking milk together, wearing milk mustaches. Chicken says: "Want muscle?" Cow makes Moo sound.

Super: Milk has nine essential vitamins and minerals you need to play hard.

got milk?

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