

TV - "Gadget" :30 African American Audience PSA

MOM: (Confident) I'm good at controlling what my daughter's exposed to. But sex is everywhere.

MOM: I wish they'd make like...

(thinking)

MOM: ...sex-blocking equipment. So I could monitor everything she sees and hears.

*SOUND FX : Camera Focusing*

MOM : There's so much sex on TV.

*SOUND FX : Electronic blinds closing*

MOM: And the music these days.

*SOUND FX: Electronic ear cover moving to cover ear*

MOM: I just wish there was a better way to shield her from it. Cause she's not ready to think about that stuff.

BOY VO1: You can't control your kid's exposure to sex.

GIRL VO1: But you can influence how they behave.

BOY VO 2: So talk to them.

GIRL VO 2: Tell them you want them to wait to have sex.