SCRIPT #1 "You're Real"

CLIENT: Trans Lifeline
TITLE: You're Real
Length: 30 seconds

AUDIO TALENT: Transgender woman, somewhat early into hormonal transition. Compassionate, sincere.

"You're Real" :30 TV, streaming

VIDEO	AUDIO
Open on a Barbie doll. Typical, blonde, standing up. Nothing else on screen. Plain pink background.	(SFX: Shutter clicking) This is Barbie.
Focus on: Barbie's face, slowly getting closer.	Barbie's a girl. Except, nobody actually knows if Barbie was *born* a girl. Or if Barbie *feels* like a girl on the inside. Nobody knows how Barbie *actually* feels about anything. I mean, why would she tell anyone how she feels?
The image of Barbie scales all the way out. She hasn't moved, of course. She's a doll.	Barbie isn't real. She doesn't have feelings. But you do. You're real.
The phone number: "(877) 565-8860" appears. In unison underneath it, text "translifeline.org"	Call the number on the screen or chat online at trans lifeline dot org.

SCRIPT #2 "Search"

CLIENT: Trans Lifeline
TITLE: Search
Length: 15 seconds

<u>AUDIO TALENT</u>: Transgender person, mid-hormonal transition.

"Search" :15 YouTube and TikTok

VIDEO	AUDIO
Stop-motion. Barbie doll on a typical day, in her pajamas. Briefly glimpses in the mirror, then walks to her closet to pick out an outfit.	Some days, Barbie feels like Barbie.
Barbie runs out the front door of the Malibu Dream House, gets in her convertible, and drives off.	(SFX: Barbie giggling, humming a made-up tune to herself.)
Next day. She looks in the mirror, this time for a bit longer. Her movements are slower, she appears melancholic. She fixes her hair, tries a baseball cap on, but takes it off immediately.	Other days, she's not so sure. (SFX: Barbie sighing.)
Walks to the closet and opens the door. She hangs her head down. Hops back into bed.	
Takes out her phone and goes to the "Barbie Search Engine" (Barbie equivalent of Google). Types "Am I actually a girl?" and searches.	(SFX: Typing.)
Screen dips to white. Text appears "translifeline.org" and below it "Available 24/7".	Chat with us at trans lifeline dot org.

SCRIPT #3 "Boyfriend"

CLIENT: Trans Lifeline
TITLE: Boyfriend
LENGTH: 6 seconds

Audio talent: Transgender man

"Boyfriend": 6 Bumper

VIDEO	AUDIO
Stop-motion. Barbie and Ken dolls.	Barbie always wanted a boyfriend just like Ken.
Barbie leans in for a smooch. Ken blushes.	(SFX: Kiss on the cheek)
She leans back out. He reaches his palm out. They hold hands.	Recently, she's been wanting to be *his* boyfriend, too.
Text at bottom of screen: "Chat 24/7 at translifeline.org"	

SCRIPT #4 "Girl, so confusing"

CLIENT: Trans Lifeline
TITLE: Girl, so confusing
LENGTH: 20 seconds

Audio talent: Transgender person

"Girl, so confusing" :20 (TV, streaming)

VIDEO	AUDIO
Stop-motion. Ken doll. His headphones are on. He's bobbing side to side to the beat of the song.	(SFX: muffled song, *Girl, so confusing* by Charli XCX) Ken loves the song, "Girl so confusing" by Charli XCX. (Music becomes fully clear, unmuffled: *It's so confusing sometimes being a girl. How do you feel being a girl?* Continues for remainder of ad)
Ken sits in the passenger seat of Barbie's convertible. Barbie tilts her head in curiosity, and smiles in response.	One day, Ken asks Barbie, "Why do I relate to this song so much?" Barbie tells him that it's because being a girl literally *is* so confusing… Then she mentions translifeline.org.
Ken searches "translifeline.org" on his phone. A chat box pops up on the website. Ken types, "I'm confused about my gender."	(SFX: Typing) He checks it out, and chats with a real person who helps him figure out why he feels that way.
Screen dips to white. Text appears: "(877) 565-8860" and underneath it "translifeline.org". Beneath that, text "Get help 24/7"	Maybe you can relate to Ken. That's why we're here to help. 24 hours a day, seven days a week.