

Pregnancy Care Clinic - Baton Rouge

White Label Comedy

	Script	Visuals
	<p>As you've probably already found out, one potential side effect of intercourse...</p> <p>Pregnancy.</p> <p>It's the only Sexual Transmitted Infection worth catching...</p> <p>...not only do you now have a new life to look forward to, you get to impress your friends by using words like 'trimester'. And it's a great excuse for leaving boring parties early.</p> <p>If at the end of that nine months your ideal outcome is a healthy, happy child (and I really hope it is) - it's never too early to start thinking about...</p>	<p>Open on close-up of our Presenter - we only see her head and shoulders but we can tell she's in bed with a guy.</p> <p>Cut to: her sat on a sofa with the guy, holding her bump proudly. He looks a little flustered.</p> <p>(she gives him an annoyed 'knowing' look on the word 'only')</p>
	<p>Prenatal care.</p> <p>The one part of baby-making that you'll be happy to discuss with your kids.</p> <p>Prenatal care is essential to helping set you and your baby up for a healthy pregnancy. And so is having a partner who will visit the convenience store for ice cream at 2am just because you want it.</p> <p>There are over 18 million prenatal visits every year in the US. But don't worry you're not expected to attend them all.</p>	<p>Cut to: Presenter in a Prenatal Care Facility. She's walking and talking down a corridor.</p> <p>(her partner hands in a tub of ice cream and a spoon, she eats as she carries on).</p>
	<p>If you don't yet have an OB/Gyn, then call your health insurance provider.</p> <p>This should ideally be done 3 months before you first try to conceive - because that's how long you'll spend on hold listening to Opus 1.</p>	<p>(her walk gets her to a desk with a phone on it. She picks up the phone, and we hear the Opus 1 hold music. She puts it down disapprovingly).</p>

	<p>Regular visits to a doctor, nurse or midwife can reduce the risks and complications that might arise.</p> <p>Although sadly it won't stop every elderly woman you meet feeling the need to touch your bump, or your mother-in-law being convinced it's her right to name the baby.</p> <p>They'll measure your blood pressure on every visit - be warned - this is the lowest it will be for the rest of your life!</p>	<p>Cut to: presenter sat with doctor as he carries out checks.</p> <p>Cut to: wide shot that reveals an old lady lying on the floor trying to grab the bump. She bats her hand away.</p> <p>(doctor puts blood pressure monitor on - both doctor and presenter nod at how low it reads).</p> <p>Dream-like Cutaway: a shot in the supermarket with three kids all tugging at our presenter, she looks frazzled. The same doctor is there in the supermarket with the same blood pressure monitor - the numbers are way higher.</p>
	<p>And while their advice is always tailored to you and your baby - there are some things every pregnant mother should know.</p> <p>Reducing caffeine and alcohol intake is vital for your baby's health. Don't worry - there'll be plenty of time for your child to develop a perfectly normal dependency on both of those later in life.</p> <p>But for now, you need the sleep - because once baby arrives you're not getting a full 8 hours for at least another 18 years.</p> <p>Avoid toxic chemicals. This one's great for making sure someone else does the cleaning.</p> <p>And make sure you get up and about and get regular exercise. After all - look what lying down did for you...</p> <p>Eating a well balanced diet is important, too - and while we don't mean equal amounts of burgers and fries - you're allowed to gain weight during pregnancy.</p> <p>So embrace it. Tell your friends that it's ok you're getting fat - because it's on doctor's orders.</p>	<p>(could read this line either back in the doctor's room, or in the supermarket)</p> <p>Cut to: Presenter sat in a restaurant about to drink a cup of coffee. A hand comes in and takes it away from her, and switches it out for a smoothie.</p> <p>Cut to: presenter back at home on the sofa, with her feet up, while her boyfriend cleans around her.</p> <p>A second 'version' of the presenter walks into for the frame - and addresses herself with this line. The 'version' on the sofa gets up and reluctantly starts putting on her sneakers.</p> <p>Cut back to: the restaurant. She's got a burger and fries in front of her. The same hand switches it out for a salad. But she gives that person (off-screen) a dirty look - and the burger and fries reappears. She joyfully tucks in.</p>

	<p>Most insurers cover Prenatal care as standard - so just remember - the easiest part of having a baby...</p> <p>...other than the initial act...</p> <p>... is setting yourself up with the Prenatal care you need.</p>	<p>Cut back to: the corridors of the prenatal ward.</p>
	<p>(Director's voice: "Cut. And that's a wrap).</p> <p>Hey guys. Guys. How do you know you're in a Pre-Natal Clinic?</p> <p>All the doors are labelled "push".</p> <p>Guys...?</p>	<p>(Camera 'slumps' as if it's no longer being framed).</p> <p>Our presenter tells the crew an awkward joke.</p> <p>She looks really proud of herself. They all awkwardly ignore her and walk away.</p>
		<p>End Board: Pregnancy Care Clinic Baton Rouge (logo and web address)</p>

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