PERSONIZED COFFEE MUGS

BY JOHN HILDRETH
SCENE ONE

(soft and happy music playing beneath voice throughout)
(Close up shot of mug)

PRODUCT SPOKESPERSON: “Have you ever wanted to make your own personized coffee mug? Well, now you can!”

SCENE TWO

(Close up shot of CITL front door logo, wide shot of McConnell Library exterior, panning wide shot of CITL workshop w/ people working in it)

PRODUCT SPOKESPERSON: “The Radford University CITL, located on the second floor of McConnell Library, will help you create your own customized mug from start to finish.

SCENE THREE

(Close up shot of blank mug, medium shot of graphic machine and computer screen browsing designs)

PRODUCT SPOKESPERSON: “Starting with a blank mug, they’ll show you how to create and apply your own custom graphic. Or, you can choose from thousands of pre-made designs.”

SCENE FOUR

(Close-up shot sequence of different printed mugs)

PRODUCT SPOKESPERSON: “It’s fast and it’s easy. Look at all these great designs!

(Close-up shot of hand-written sign w/ phone number and email address)

Call 831-5974, email citl@radford.edu, or stop by the CITL on the second floor of McConnell Library to make an appointment today.”

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