

TV PROMO – Script, Visual Design

“ARE YOU MAN ENOUGH III?” :15

VISUAL

AUDIO

Letterbox set up -Visuals are all saturated deep blue – footage of bulls, horses, cowboys, blown up and grainy so we see movement, recognizable to the brain but details are unclear

2 secs. (Percussion hits hard opening beat, builds in power then as we start to pull focus, the single screaming voice of a saxophone wails . . .)

GRAPHIC:

Are you man enough? Flares in red as the VO says the words, then cools to blue as transparent flames flare yellow, orange and red, overlaying the footage with occasional flames licking up into the black of the surrounding letterbox. The hot flames continue their red spectrum color wash and oscillation throughout -

3 secs. VO – We have just one question...

Are you man enough?

(Heavy percussion drum hit launches rock 'n' roll music – cowboy wipe outs are in time to the beat)

Rapid-fire shots of the most violent, hard landings – cowboys are flattened, bucked, thrown and butted by horses and bulls

10 secs.

INTERCUT WITH:

Fans reactions- Two men gape in astonishment, hands fly to mouth, women wincing but reveling in the visuals, clowns clearly worried, tearing into the action to preclude disaster

For the roughest .. toughest ..

Dirtiest dog-down game in town?

Shot of cowboy in blue - thrown off, flipping in air, landing face down in the dirt and staying there (We can see he's not hurt, just winded)

Graphic:
Watch OLN's PRCA Sundays at 7pm ET

CUT TO:

Bull triumphantly trotting across the arena

See what real men do
in their spare time...

CUT TO:

Cowboy looking after the bull from the dirt