

Television Spot #1

Video: Three tablets of Digoxin displayed on counter, hands and shells come down to cover pills and shell game begins.

Audio: Some politicians say these drugs are generically alike.

Video: Shell game continues.

Audio: Actually, because of the quality of their processing — or lack of it — one of these tablets may kill you, one may cure you and one may do nothing at all.

Video: Shell game stops and shells are raised to look at tablets.

Audio: Can you tell the difference? Your doctor can, if you let him. But he can't if drug substitution becomes law like it already has in some states.

Video: Fade to black.

Video: Superimpose in white, upper third of screen:

Video: Don't let Drug Substitution become Oklahoma Law.

Video: Superimpose phone number, center screen.

Audio: Don't let it happen here. Call us now, (Ada 332-4116) (Shawnee 273-8838) we'll give you the facts.

Video: Fade out upper third copy, leaving phone number. Fade in logo upper third.
Superimpose: Medicine and politics don't mix.

Audio: Medicine and politics don't mix.

Video: Fade to black.

Television Spot #3

Video: Extreme closeup of large unmounted, cut diamond and piece of coal same size.

Audio: A diamond. A chunk of coal. Both pure carbon . . . chemically equal . . . but therapeutically different . . . and some difference! — WOW!

Video: Dissolve to announcer seated on corner of desk where diamond and coal are.

Audio: Chemically equal medicines may be just as dramatically different therapeutically . . . some difference! But you won't see it . . . you'll just feel it . . . if prescription drug substitution becomes law in this state.

Television Spot #2

Video: Extreme close-up of drug boxes lined up. First one has been tipped and they fall domino style, in slow motion.

Audio: Some politicians said these drugs were generically the same. Some New York heart patients proved otherwise.

Video: Last box falls.

Audio: They died.

Video: Dissolve to announcer seated on corner of desk where boxes lay. Picks up last box as he speaks.

Audio: Prescription drug substitution supposedly gives you the same drugs for less money. Sounds good. Chemically the same yes, but therapeutically the way the body reacts to it . . . some difference!

Video: Superimpose this copy in white, upper third of screen.

Audio: Don't let Drug Substitution become law here.

Video: Superimpose phone number, center screen.

Audio: Call (Ada #332-4116) (Shawnee #273-8838) now. We'll give you the facts.

Video: Fade out upper third copy, leaving phone number. Fade in logotype upper third, "Medicine and politics don't mix."
Lower third.

Audio: Medicine and politics don't mix.

Video: Fade to black.

Video: Fade to black.

Video: Superimpose in upper third of screen: Don't Let Drug Substitution Become Law Here. Superimpose phone number center screen.

Audio: Don't let it happen. Call this number now, get the facts and then oppose any form of drug substitution legislation — LOUDLY —

Video: Fade out upper third copy leaving phone number. Fade in logotype upper third.

Audio: because medicine and politics don't mix.

Video: Superimpose: Medicine and politics don't mix. Lower third.

Video: Fade to black.

Broadcast over television station KTEN, Ada, Oklahoma.