## TV SCRIPT DRAFT#4 24 Sep 12 The Eppstein Group Dr. Mark Shelton: "Contrast/NAME ID"

## **FACTS**

VIDEO FADE UP on split screen with color head-andshoulders still shot of Dr. Shelton (in doctor's coat) on one side; on other side: black-andwhite still shot of actress wearing Wendy Davis face mask, labeled "State Senator."	AUDIO Voice-over announcer: IN THE RACE FOR STATE SENATE, THE DIFFERENCES ARE CLEAR.	Wendy Davis is open, transparent and running a positive campaign, focused on the issues.  Mark Shelton has resorted to lies and distortions.
CUT to shot of Davis, how filling screen.  ON-SCREEN GRAPHIC: Davis supported higher taxes—even for the elderly and disabled	DEMOCRAT WENDY DAVIS SUPPORTS HIGHER TAXES.	Wendy Davis took no (zero) such votes on taxes. As a FW Councilmember, she supported tax breaks for seniors if a "means test" was included. Joint-author of SJR 16 to pass on 100% disabled tax exemption for veterans' surviving spouses.
CUT to shot of Dr. Shelton, now filling screen.  ON-SCREEN GRAPHIC: Dr. Shelton co-authored balanced budget without raising taxes	REPUBLICAN MAR (SHELTON CO-AUTHORED A BALANCED BUDGET WITHOUT RAISING TAXES.	Budget was not balanced. Shelton's budget leaves a \$15 billion shortfall, including \$4.8 billion in Medicaid bills and \$2.3 billion owed to Texas schools.
CUT to still shot of woman's hands placing stacks of cash in briefcase.  ON-SCREEN GRAPHIC: Davis gets Millions of dollars from Personal Injury Job-Killing Trial Lawyers	DAVIS GETS MILLIONS FROM JOB-KILLING PERSONAL INJURY TRIAL LAWYERS	Wendy Davis has broad-based financial support, with more than 1,400 donors compared with a scant number by Shelton. One Shelton donor, Bob Perry, gave more than all of his donors in Tarrant County combined.
CUT to still shot of workers punching time clock.  ON-SCREEN GRAPHIC: Shelton fights for Job-Creating Businesses	SHELTON FIGHTS FOR JOB- CREATING BUSINESSES.	Shelton supported a budget projected to lead to the loss of 335K jobs statewide. Sen. Davis authored job-creation measures, such as the "Texas Jobs First" bill, and her eco-devo work on FW council generated more than 2,600 jobs in the West 7th corridor alone.
CUT previous shot of woman with Davis with "State Senator" mask The mask falls away, revealing an identical mask labeled "Lobbyist" CUT to still shot of Dr. Shelton with patient (from mailer).	DAVIS IS A LOCAL GOVERNMENT LAWYER LOBBYLS PENRICHING HERSELF OFF PUBLIC SERVICE! SHELTON IS A TRUSTED PEDIATRICIAN.	Wendy Davis is not a lobbyist. Anyone can find that information at www.ethics.state.tx.us  Shelton could not earn the endorsement of family physicians. He voted to cut billions from Texans' health care and he voted against the Rape Kit bill, leaving rapists on our streets.
ADD ON-SCREEN GRAPHIC to previous shot:  Dr. Mark Shelton for State Senate Pol. Adv. Paid For by Mark Shelton Campaign	FOR LOWER TAXIS MORE JOBS & ETHICS LEADERSHIP DR. MAKK SHELTON FOR STATE SENATE	<ul> <li>Shelton is for:</li> <li>Tax loopholes for his large donors</li> <li>Cutting \$5.4 billion to our schools and cutting college asistance grants by 50%, grants which help young Texans prepare for the workforce</li> <li>Unethical campaign tactics</li> </ul>