

		ENTERTAINMENT MARKETING SCRIPT			
Spot #:		N/A			
Spot Name:		MODERN FAMILY / VERIZON		Length: :30	
Writer/Producer:		Olsen/Bowyer			
Episode Title:				Episode #: N/A	
Net Date:					
BS&P Info:					
Music Title		CD		Cut	
NOTES			SOT'S/VO		

Memory Book Graphics

ANNOUNCER VO:
MODERN FAMILYFANS, MODERN FAMILY
MEMORY BOOK IS FINALLY HERE.

Memory Book Graphics
ABC.com Modern Family Page

ANNOUNCER VO:
GO TO ABC.COM TO TAKE A PEEK INSIDE
THE EMMY WINNER FOR OUTSTANDING
COMEDY.

Memory Book Graphics

WITH NEVER BEFORE SEEN VIDEOS,
PHOTOS AND MORE.

KEYABLE GRAPHICS FOR TEXT CODES
over Verizon RAZR phone (KEYWORD "MEMORY
BOOK" 22288 (ABCTV))(lower third graphic: Message &
data rates may apply. You'll receive up to 5 msgs/week.
Verizon customers only. Available on select devices. DROID
is a trademark of Lucasfilm Ltd. And its related companies.
Used under license.)

AND JUST FOR VERIZON CUSTOMERS,
TEXT KEYWORD "MEMORY BOOK" TO
22288 FOR A FIRST LOOK AT EXCLUSIVE
CONTENT.

Modern Family clip

(MODERN FAMILY SOUNDBITE)

"Verizon 4G LTE. America's Fastest, 4G Network."
LTE is a trademark of ETSI. Network details &
coverage map available at vzw.com"

ANNOUNCER VO:
THE MODERN FAMILY "MEMORY BOOK" IS
PRESENTED BY VERIZON 4G LTE.
AMERICA'S FASTEST 4G NETWORK.
(MEMORY BOOK CONTENT)

MODERN FAMILY CLOSE GRAPHIC WITH DOT COM
END TAG

ANNOUNCER VO:
WATCH MODERN FAMILY, WEDNESDAYS
AT 9/8 CENTRAL ON ABC.
FOR MORE FUNNY "MODERN FAMILY"
MOMENTS GO TO ABC.COM