



Ivy Tech
:15 Preroll Video—“Confessional”
Draft 2
May 14, 2015

VIDEO	AUDIO
<p>OPEN ON WEBCAM SHOT OF YOUNG COLLEGE STUDENT IN HIS BEDROOM. HE SPEAKS DIRECTLY TO CAMERA.</p> <p>HE HOLDS UP CHART TO CAMERA SHOWING IVY TECH STARTING SALARIES COMPARED WITH OTHER STATE SCHOOLS.</p> <p>SUPER:</p> <p>Ivy Tech logo College smarter.</p>	<p>Kid: You can pay more, have more student loan debt, get started slower, and graduate to lower starting pay. Or you can go to Ivy Tech. I know it sounds crazy. But...check it out.</p>
FADE TO BLACK.	