

“Hands” Image TV

Dissolve up to animation

Warmly-animated hands doing caring work.

“You know these hands, they’ve cared for you and your family throughout the years. They’re the hands of your doctor. And your doctor and over 16-hundred others in the state belong to the South Dakota State Medical Association...”

Hands begin joining together

“...an organization dedicated to improving health care for us all.”

Hands continue to join and as the image zooms out it becomes the shape of a heart

“Hands and hearts and minds - your doctor, our doctors - working together for all South Dakotans.”

Begin slow dissolve to SDSMA logo with Web site address

“A message from this station and the South Dakota State Medical Association: Values, ethics, advocacy.”