Title: HLN Morning Express – Wake Up

Version: :30

Writer: Scott Smedley

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| **Wake up…**(alarm Buzz)  **Wake up! ...Put on your make up**  **Check the latest corporate shake up**  **Get the latest celebrity break up**  **All the latest gossip…who said it**  **Where you read it…on reddit?**  *(ding)* **New email…no time to get it**  **Time to be your best**  **No time for breakfast…**  **You need a break…but its gotta be fast.**  **Because there’s kids to feed**  **And bills to read and…**  **Ahhhh…Robin Meade**  **Morning Express**  **The fastest way, to slow down your busy life.**  **6am et…weekdays on HLN** | Hand hits snooze  *(Picks up the cadence female every woman voice)*  Tight shots of hands putting on make up, looking at paper, checking texts, checking email  Hands looking at watch,  Opening fridge, shutting fridge,  *(Cadence suddenly goes to a relaxed pace as the TV turns to Morning Express)*  Over the shoulder of hand bringing coffee cup to mouth with HLN in background  End page |

Title: HLN Morning Express – Express Yourself

Version: :30

Writer: Scott Smedley

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| **HLN morning Express wants to know…**  **How do you “Express” yourself?**  **In your pajamas, workout clothes, business suit or hospital scrubs?**  **On your couch, in your bed, at the breakfast table…or even in the shower…**  **At Morning Express, we’re all about self “Expression”!**  **So “Express” yourself and share it with the HLN community on Facebook, Twitter and Instagram**  **Morning Express with Robin Meade**  **6am et…weekdays on HLN** | Over Charles Wright Express classic...Express Yourself  <https://www.youtube.com/watch?v=jW4VZ5J0fNQ>  Clips of people “Expressing” themselves by taking selfies of them watching Morning Express  Robin Meade doing a silly selfie |

Title: HLN Morning Express – Best Friend

Version: :30

Writer: Scott Smedley

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| **All my friends and coworkers say they can’t get through the morning without coffee…**  **Well that’s the way I feel about Morning Express. I mean, Robin Meade and I are like best friends that talk every morning.**  **She tells me all the gossip, and what’s going on in the world and even helps me with what to wear…or better yet, what not to wear. All the things that get me started on a great day.**  **I know, you probably think I am jealous of all the places she gets to go and things she gets to see but I’m not…because she shares everything! Online, on Twitter, on Facebook and even Instagram.**  **So we stay in touch all day…and what’s wrong with that? I mean we are besties.**  **Morning Express with Robin Meade**  **6am et…weekdays on HLN** | Young 20s girl or girl VO  Second person POV as we follow her getting herself ready through the house  Jump to at work as she walks to her cubical. Then onl the computer as she sits down to her desk.  She gets an alert on her phone and we see it says HLN on it. |

Title: HLN Morning Express – Good Morning Sunshine

Version: :30

Writer: Scott Smedley

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| **Montage of Robin Meade starting with her catchphrase “Good Morning Sunshine” cut to the snappy song on the link to the right.**  **Robin – “Good Morning Sunshine”**  **A GFX Sunshine – “Good morning!”**  **Rise and shine to a good morning…**  **Morning Express with Robin Meade**  **6am et…weekdays on HLN** | Alex Day – Good Morning Sunshine  <https://www.youtube.com/watch?v=W7q1bHK8te0>  Animation of a sunshine |

Title: HLN Morning Express – Morning Star

Version: :30

Writer: Scott Smedley

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| **Every Weekday at 6…on HLN’s Morning Express**  **Get ready, for This Country’s brightest Morning Star…**  **Live from Atlanta…**  **Robin Meade**  **It’s the show…**  **That has everyone talking…about entertainment, politics, money and what affects you the most.**  **She’s got the look, that morning shows have been looking for…**  **Lookout!**  **Morning Express with Robin Meade**  **6am et…weekdays on HLN** | Shiny, Sexy slightly tongue in cheek take on her being a “star performer” even though she is there every morning.  Think promo on stage with big lights and possibly pyrotechnics surrounding her clear morning desk she reports from.  Use her status as a country music performer as a play on words…  “this country’s brightest morning star”  Possible music:  Roxette – She’s got the Look  <https://www.youtube.com/watch?v=XYXczDB8VrY> |

Title: HLN Morning Express – Alarm clock

Version: :15

Writer: Scott Smedley

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| *(pleasant sound of birds)*  **Wake up on the happier side of mornings…**  *(wonderful happy sounds)*  **Morning Express with Robin Meade**  **6am et…weekdays on HLN** | Flip number alarm clock switches from 5:59 to HLN. Woman wakes up smiling when she sees the clock.  Digital alarm clock switches from 5:59 to HLN. Man wakes up and sits up smiling when he sees the clock.  End page |

Title: HLN Morning Express – Jill Isn’t Late

Version: :30

Writer: Scott Smedley

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| **Morning meetings are the worst**    **Nobody refills the coffee pot**  **And they destroy a box of donuts like it’s the last one on earth**  **Everyone rushing to catch up with life while trying…not to be late.**  **But Jill’s not late…she’s the boss.**  **And she gets her day started with Morning Express…so she’s ready to take on the world.**  **Jill – “Let’s get started”**  **Morning Express with Robin Meade**  **6am et…weekdays on HLN** | Jill, well dressed in biz clothes, glances at her watch…but then she smiles (?)  Jill goes to pour and its empty…but she smiles (?)  Jill opens the donut box to see just crumbs…but she smiles (?)  Montage of people running and hustling and falling apart all around her while Jill walks like the calm in the storm all with a smile  She gets to door with meeting time posted and looks at her watch 8:00 am  See Jill at home in her PJ’s, with coffee watching Robin Meade  Sits down at head of conference table  End page |

Title: HLN Morning Express – Robin Tweet

Version: :30

Writer: Scott Smedley

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| **Do you love the Morning Express with Robin Meade? Then follow us.**  **Better yet, Tweet us at @MorningExp and @RobinMeade**  **Let us know what’s on your mind…**  **Ask us questions…**  **Or tell us what type of stories you would like to see on the show.**  **Remember, no tweet is a dumb tweet…Wellllllllll**  **And who knows…we may even retweet your tweet.**  **Now isn’t that Tweet.**  **Morning Express with Robin Meade**  **6am et…weekdays on HLN** | The classic “Rockin Robin” from Bobby Day  <https://www.youtube.com/watch?v=PcmvwFcfWmY>  End page |

Title: HLN Morning Express – Checkout line

Version: :30

Writer: Scott Smedley

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| **Clerk - Paper or plastic?**  **Lady – Papers…all the papers**  **Clerk – What’s going on? There’s no way you can read all of those.**  **Lady – My husband didn’t pay the cable bill so now I’m missing all the news on Morning Express with Robin Meade.**  **Clerk – No, look.** *(pulls out smartphone)* **You can catch up onhlntv.com, all the news stories and weather.**  **Guy in line – And sports. I just got a notice on Facebook** (shows phone)  **20some Girl in line – and Morning Express just retweeted me**. (flashes big iPhone)  **Lady – it’s all on line?**  **Clerk – All online…at no charge.** *(Rings up register to show $0.00)*  **Morning Express with Robin Meade**  **6am et…weekdays on HLN**  **Or catch up online at hlntv.com** | Woman at checkout line early in the morning with iced coffee, fruit and then a Star, Enquirer, People, ET, USA Today, Wall Street Journal, etc.  Contractor in work duds in line with jugs of water.  Cute, young and tech savvy  All laugh to a frozen moment like old school sitcoms  End page made to look like tabloid cover  URL |

Title: HLN Morning Express – Express Bus

Version: :30

Writer: Scott Smedley

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| **Bob to Bus Driver- What a beautiful day!** *(gets on bus)*  **Lynn to Bus Driver – Have I got some news for you.** *(gets on bus)*  **Brian to Bus Driver – Did you see that game last night?**  **Jennifer to Bus Driver – Now that’s just smart money**  **Bus driver into mirror – Are we ready gang?**  **Everyone – yeah!**  **Morning Express with Robin Meade**  **Get on board…**  **6am…Every weekday morning**  **Only on HLN** | Bus pulls up to stop to get Bob Van Dillen  Bus pulls up to get Lynn Berry  Bus pulls up to get Brian McFayden  Bus pulls up to get Jennifer Westhoven. She sees “Free Rides” sign on bus window  Reveal that Bus driver is actually Robin Meade  Shot of Morning Express team standing on bus  Bus drives to camera..route says Morning Express. License Plate - HLN  Side of bus reveals end page with Robin and rest of cast |

Title: HLN Morning Express – Time to Percolate

Version: :30

Writer: Scott Smedley

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| **Weekdays on HLN**  **Perk Up your Wake Up with Robin Meade**  (sot)  **With all the day’s news so fast…you may skip the coffee**  (sot)  (sot)  **It’s the smartest way to perk up your day…**  **Morning Express with Robin Meade**  **6am…Every weekday morning**  **Only on HLN** | Song “Time for Da Perculator”  <https://www.youtube.com/watch?v=_UlhLd76IzQ>  Use of coffee cup gfx to make it fun |

Title: HLN Morning Express – It’s time for Robin

Version: :30

Writer: Scott Smedley

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| (Buzzzz Buzzz Buzzz)  **Bedhead…**  **Morning Breath…**  **Baggy Eyes…**  **That means only one thing...**  **It’s time for Robin Meade and the Morning Express!!!**  (Clips of Robin doing her thing and laughing with other co-hosts)  **Get out of your tired routine…**  **Shake up your Wake Up**  **Morning Express with Robin Meade**  **6am…Every weekday morning**  **Only on HLN** | Alarm clock turns to 6:00 am  Woman (or Man)…looking in the mirror and taking an assessment of themselves  It’s not good.  She runs back and grabs the remote turning the TV on in one motion as she jumps into the bed  Enjoying a cup of coffee and smiling along with Robin as she watches  End page |

Title: HLN Morning Express – The Smartest One

Version: :30

Writer: Scott Smedley

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| (Random chatter about investing)  **Bob – Diversifying your 401k can eliminate a lot of risk**  (Random chatter about weather)  **Bob – Actually, it’s the south pole’s hottest month on record.**  (Talking about Entertainment gossip)  **Bob – You know he was married before and she didn’t know it**  **Bob –** (whispering) **Thank you Robin**  **Be the smartest one in the room…**  **Watch Morning Express with Robin Meade**  **6am…Every weekday morning**  **Only on HLN** | People chatting at coffeehouse waiting for drinks…  Bob steps in…people are impressed.  People chatting at office watercooler.  Bob steps in…people are impressed.  Two cute girls chatting at conference table before meeting  Bob chimes in…girls are impressed.  Bob leaving meeting while girls are eyeing him up…glances at hlnt on phone |

Title: HLN Morning Express – It’s 6am

Version: :30

Writer: Scott Smedley

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| **Its 6am…do you know where your news is?**  **We do…it’s on HLN.**  **Robin Meade and the Morning Express news team bring you the latest in entertainment, money, sports weather and more…**  **All the news you need to start your day…in one hour.**  **6am weekdays…it’s her time to shine.**  **Morning Express with Robin Meade**  **6am…Every weekday morning**  **Only on HLN** |  |