

# AS SEEN ON TV

By Jim Gustafson

Copyright © 2013 by Jim Gustafson, All rights reserved.

ISBN: 978-1-60003-719-1

**CAUTION:** Professionals and amateurs are hereby warned that this Work is subject to a royalty. This Work is fully protected under the copyright laws of the United States of America and all countries with which the United States has reciprocal copyright relations, whether through bilateral or multilateral treaties or otherwise, and including, but not limited to, all countries covered by the Pan-American Copyright Convention, the Universal Copyright Convention and the Berne Convention.

**RIGHTS RESERVED:** All rights to this Work are strictly reserved, including professional and amateur stage performance rights. Also reserved are: motion picture, recitation, lecturing, public reading, radio broadcasting, television, video or sound recording, all forms of mechanical or electronic reproduction, such as CD-ROM, CD-I, DVD, information and storage retrieval systems and photocopying, and the rights of translation into non-English languages.

**PERFORMANCE RIGHTS AND ROYALTY PAYMENTS:** All amateur and stock performance rights to this Work are controlled exclusively by Brooklyn Publishers, LLC. No amateur or stock production groups or individuals may perform this play without securing license and royalty arrangements in advance from Brooklyn Publishers, LLC. Questions concerning other rights should be addressed to Brooklyn Publishers, LLC. Royalty fees are subject to change without notice. Professional and stock fees will be set upon application in accordance with your producing circumstances. Any licensing requests and inquiries relating to amateur and stock (professional) performance rights should be addressed to Brooklyn Publishers, LLC.

Royalty of the required amount must be paid, whether the play is presented for charity or profit and whether or not admission is charged.

**AUTHOR CREDIT:** All groups or individuals receiving permission to produce this play must give the author(s) credit in any and all advertisement and publicity relating to the production of this play. The author's billing must appear directly below the title on a separate line where no other written matter appears. The name of the author(s) must be at least 50% as large as the title of the play. No person or entity may receive larger or more prominent credit than that which is given to the author(s).

**PUBLISHER CREDIT:** Whenever this play is produced, all programs, advertisements, flyers or other printed material must include the following notice:

*Produced by special arrangement with Brooklyn Publishers, LLC*

**COPYING:** Any unauthorized copying of this Work or excerpts from this Work is strictly forbidden by law. No part of this Work may be reproduced, stored in a retrieval system, or transmitted in any form, by any means now known or yet to be invented, including photocopying or scanning, without prior permission from Brooklyn Publishers, LLC.

# AS SEEN ON TV

By Jim Gustafson

**SYNOPSIS:** Late Night TV is a time when the airways open up to the denizens of modern advertising... The Mail Order hucksters with their irritating “As Seen On TV” commercials. You know the breed... Selling amazing products that claim your life isn’t worth living unless you “Order Now for the unbelievably low price of \$19.95.. Plus Shipping and handling.” This fast paced parody captures every promise, pledge and miracle in the life-changing products you can’t live without.

## CAST OF CHARACTER

*(1 Either)*

**TV SPOKESPERSON (m/f)**.....Delivered with extreme energy

**DURATION:** 10 minutes

**TV SPOKESPERSON:** Give me a minute,  
I'll make this fast  
Our Wonder drug is here at last.

I'm talkin' about Dr. Dib's Cure-It-All...  
New... Improved... Not the old garden variety ineffective Cure-It-  
All!

This has real deal, germ killin' Antibiotics! Just like the expensive  
name brand pharmaceuticals your family physician has in his bag.  
It works like those over-priced FDA-Approved prescription drugs  
with big names like... Streptomycins, Leucomycins, Spiromycins,  
Oreomycins, Lincomycins, Vancomycins, Driver's Lycins... And my  
personal favorite "Poetic- lycins."

Face it, Folks, between you and me there's nothing like good old  
Dr. Dib's Cure-It-All when you're out to knock off those  
Streptococci, Pneumococci... Staphylococci... and Spirococci...  
There's enough "coccis" going around to make me cockeyed...

Check out this mixture of an elixir...  
Dr. Dib's Cure-It-All ... It's white...  
Pure as the driven snow... Absolutely no dyes or synthetic  
colorings... that means more active  
Cure-It-All per dose so less doses per day...  
Just a gulp in the morning and a dose at dark... Two per day...  
Dos, neuf, Zwei... The Dynamic Duo of Dosage.  
Dr. Dib's Cure-It-All... Advanced Serum from science...  
Call it a miracle...  
Call it magic...  
At Dr. Dib's we call it  
Speedy relief to end your grief.  
A catchy, ear tickling phrase for sure... But is this just Madison  
Avenue Hyperbole for the same old Cure-It-All?  
Not on your life.

Benefits... That's what this is all about, Folks! Benefits for the  
poor, the sick, the huddled masses yearning for relief.

And Dr. Dib's Cure-It-All delivers...

- More magic per tablet...

- A cure for what's got you down...

-Fast, fast, *fast* relief because there's more punch to the pill...

More disease destroying dynamite delivered during downing every capsule.

*Slows down.*

Dr. Dib's Cure-It-All was laboratory tested at Poly-Vinyl University under the strict supervision of the Academy of Alchemy. The results were inconclusive but no one got sick so that's "All Good!"

Dr. Dib's Cure-It-All... the high compression, turbo-charged, fuel injected, steel belted cure-all of tomorrow... And I'm offering it to you today.

*Stop quickly. Put your hand to your ear like you're listening for something.*

What's that? You can't swallow pills... I hear you... I understand... The gagging... The choking... The getting stuck half way down... Oh, My! Believe me I know! Those little devils are the bug-a-boo of modern medicine...

That's why Dr. Dib's Cure-It-All also comes in liquid form with a built-in eye-dropper for precision dosing with every squeeze. Now you don't have to crush those hard to smash pills or decapitate those capsules to get to our fast acting formula. This is the miracle medication for the masses.

I know what you're thinkin'. Too good to be true... Too new to be good...

*Take a folder paper out of your pocket.*

Don't take my word for this wonder of this medical science... Listen to what (*Pause as you unfold paper.*) Dr. Dibs customer Lauren B. wrote...

Dear Dr Dibs,

My life was a nightmare with constant headaches and ringing in my ears... Two weeks on your magnificent Cure-It-All and I'm stone deaf and numb from my lips up...

*Look up from paper.*

There you have it... Cured... Proof-Positive... No more aches... No more ringing...

This is from Timothy R. in Colorado.

Hey Doc, I had to write and tell you my results with your Cure-It-All. I've been really over weight my whole my life. With your Cure-It-All I lost 175 pounds in just five months. Two pills a day upset my stomach so much that when I ate I couldn't hold anything down. I went from a size 58 XL sport coat to 38 Regular. And now I've completely adjusted to intravenous feeding so it's "All Good!" Thanks, Doc.

That, my friends, is the sound of a happy customer...

One more letter. This is from Mindy G.

I have sensitive skin so the sun, plants and insects give me bumps, rashes and ugly red marks everywhere. I was afraid to go outdoors. But with your Cure-It-All easy-carry ointment I can face the world with confidence knowing that help is in my hand bag. I won't leave home without it.

What did she say? Was that Dr. Dib's Cure-It-All OINTMENT? You bet it she said ointment?

That's why we call it Cure-It-ALL... If it didn't handle skin conditions we'd have to call it Dr. Dib's Cure-JUST-SOME-STUFF... But we call it Cure-It-ALL... And we mean it.

You can get your Dr. Dib's Cure-It-All in pills, liquid and... YES... In GEL FORM for blessed relief from sunburn, bug bites, poison ivy, oak or sumac.

It's a fast absorbing, quick acting creamy remedy for rashes, impetigo, psoriasis, shingles, hives, eczema, acne, Seborrheic Dermatitis, Rosacea, warts and razor burn.

What are you waiting for? Call right now and get a trial order for just \$19.95... Plus shipping and handling. Feelin' punk... Give it a try... That's Dr. Dib's Cure-It-All...

Declare war on those darn

Pathenogenic Enterococci...

You know who I mean...

Diplococci, Staphylococci...

Salmonella or Shigella...

Stomatitis, Cellutitus.

Gigivitus, or Otitus,

Sinusitis, Scarlenta

Bacterial Impetigo!

Trust in Dr. Dib! It's the only way to go.

Don't be fooled by those high priced drugs with the lyrical names your licensed physician prescribes or your certified pharmacist dispenses... There's only one Dr. Dib's Cure-It-All... Often imitated –Never duplicated.

***Thank you for reading this free excerpt from AS SEEN ON TV by Jim Gustafson. For performance rights and/or a complete copy of the script, please contact us at:***

**Brooklyn Publishers, LLC**

**P.O. Box 248 • Cedar Rapids, Iowa 52406**

**Toll Free: 1-888-473-8521 • Fax (319) 368-8011**

**www.brookpub.com**