

60 SECOND SPOT:

[SCREEN TEXT: Please Help Free Jill Carroll]

[SCREEN TEXT with photo montage of new Jill portrait, three Iraqi newspaper campaign/advertisements, and camera]

NARRATOR: The kidnapped journalist Jill Carroll loves Iraq, and now she needs your help.

It's time for Jill Carroll to come safely home.

[During next Iraqi interview: IMAGES of Iraqis reading newspapers with Jill's picture, and newspaper sales of Jill stories, interspersed with initial image of Jill/journalism montage and text]

IRAQI WOMAN: For humanity, let everyone remember that they [the terrorists] have sisters, mothers and wives. Let them close their eyes, and imagine: If she were your daughter, sister or wife, what would you feel?

MARY BETH CARROLL [From original statement on CNN, with Iraqi woman voiceover]:

I, her father, and her sister are appealing directly to [Jill's] Captors, to release this young woman who has worked so hard to show the suffering of Iraqis to the world.

FINAL image of Jill/photo montage

90 SECOND SPOT:

[SCREEN TEXT: Please Help Free Jill Carroll]

[SCREEN TEXT with photo montage of new Jill portrait, three Iraqi newspaper campaign/advertisements, and camera]

NARRATOR: The kidnapped journalist Jill Carroll loves Iraq, and now she needs your help.

It's time for Jill Carroll to come safely home.

[During next two Iraqi interviews: IMAGES of Iraqis reading newspapers with Jill's picture, and newspaper sales of Jill stories, interspersed with initial image of Jill/journalism montage and text]

IRAQI MAN: Let her free, because she has a family, and works for humanity. Let's not deprive humanity of all the good work she can do.

IRAQI WOMAN: For humanity, let everyone remember that they [the terrorists] have sisters, mothers and wives. Let them close their eyes, and imagine: If she were your daughter, sister or wife, what would you feel?

ADNAN AL-DULAIMI [Press conference footage]: Please appeal to those who kidnapped American journalist Jill Carroll.

I call on them to release her. She is a woman who strived for Iraq, defended Iraq, defended Iraqis, denounced the war on Iraq.

MARY BETH CARROLL [From original statement on CNN, with Iraqi woman voiceover]: Jill's fairness and reporting and her genuine concern for the Iraqi people, made her the invited and welcome guest to her many Iraqi friends.

I, her father, and her sister are appealing directly to her Captors, to release this young woman who has worked so hard to show the suffering of Iraqis to the world.

FINAL image of Jill/photo montage