

TV script for Clear the Air Foundation – 15 second version - REV 3

VIDEO	AUDIO
<p>Stock footage: Dirty car exhaust, rough idle, coughing engine.</p> <p>Actor on green screen, dressed as a stuffy college professor/scientist</p> <p>TITLE on bottom screen throughout: ClearTheAirFoundation.org</p>	<p>[SFX: of coughing engine, backfire]</p> <p>ACTOR The “Gross Emitter” is an old car that spews out stinky smoke.</p>
<p>Auto recycling yard.</p> <p>TITLE: Donate your gross emitter to the Clear the Air Foundation</p>	<p>When donated to the Clear the Air Foundation, these Gross Emitters are crushed and recycled.</p>
<p>Beautiful Colorado mountains, skies</p> <p>TITLE/LOGO: Colorado Automobile Dealers Association</p>	<p>[birds chirping]</p> <p>So we can all breathe a bit easier.</p> <p>Learn more at ClearTheAirFoundation.org.</p> <p>A project of the Colorado Automobile Dealers Association.</p>

TV script for Clear the Air Foundation – 30 second version - REV 3

VIDEO	AUDIO
<p>Stock footage: Dirty car exhaust, rough idle, coughing engine.</p> <p>Actor on green screen, dressed as a stuffy college professor/scientist</p> <p>TITLE on bottom screen throughout: ClearTheAirFoundation.org</p>	<p>[SFX: coughing engine, backfire]</p> <p>ACTOR Field guide to The Gross Emitter: an old car that spews out obnoxious exhaust smoke.</p> <p>AKA: Jalopy. Rattletrap. Rust bucket. Heap.</p>
<p>More laboring, stinky vehicles</p>	<p>A Gross Emitter can pollute one hundred times more than a new car.</p>
<p>TITLE: Donate your gross emitter to the Clear the Air Foundation</p>	<p>But when donated to the Clear the Air Foundation, these Gross Emitters...</p>
<p>Auto recycling yard</p>	<p>...are crushed and recycled.</p>
<p>Beautiful Colorado skies</p>	<p>Never again to darken our skies – <u>or</u> our lungs.</p> <p>[birds chirping]</p> <p>So we can all breathe a bit easier.</p>
<p>Blue skies con't</p> <p>TITLE/LOGO: Colorado Automobile Dealers Association</p>	<p>Learn more at ClearTheAirFoundation.org.</p> <p>A project of the Colorado Automobile Dealers Association.</p>

TV script for Clear the Air Foundation – 60 second version - REV 3

VIDEO	AUDIO
<p>Stock footage: Dirty car exhaust, rough idle, coughing engine.</p> <p>Actor on green screen, dressed as a stuffy college professor/scientist</p> <p>TITLE on bottom screen throughout: ClearTheAirFoundation.org</p>	<p>[SFX coughing engine, backfire]</p> <p>ACTOR Field guide to “The Gross Emitter.”</p> <p>A gross emitter is a car that spews out offensive, obnoxious, nauseating exhaust smoke at a high rate.</p> <p>Also known as a:. Junker. Rattletrap. Rust bucket. Heap.</p>
<p>More laboring, stinky vehicles</p> <p>TITLE: 1 Gross Emitter pollutes 100X more than a new car</p>	<p>A single gross emitter can pollute one hundred times more than a new car.</p> <p>[Actor COUGHS]</p>
<p>TITLE: Donate your gross emitter to the Clear the Air Foundation</p>	<p>Why go through the inconvenience of selling or trading in your Gross Emitter? After all, that old car will just continue to grossly emit. It’s so much easier for you to simply donate your polluting clunker to the nonprofit Clear the Air Foundation.</p>
<p>Auto recycling yard</p>	<p>Your unpleasant, odiferous hunk of junk will be crushed and recycled.</p>
<p>Beautiful Colorado skies</p>	<p>So its acrid exhaust will never again darken our skies – <u>or</u> our lungs – again.</p> <p>[birds chirping]</p> <p>That way we can all breathe a bit easier.</p> <p>[Actor breathes in deeply and exhales, relieved]</p>

<p>Blue skies con't</p> <p>TITLE/LOGO:</p> <p>Colorado Automobile Dealers Association</p>	<p>To learn how to make Gross Emitters an endangered species, Visit ClearTheAirFoundation.org. We' ll show you how to avoid the hassles of selling your old polluting car, and you might qualify for a tax deduction, as well.</p>
<p>LOGO and TITLE:</p> <p>Clear the Air Foundation</p> <p>An initiative of the Colorado Automobile Dealers Association.</p> <p>ClearTheAirFoundation.org.</p>	<p>That's ClearTheAirFoundation.org.</p> <p>An initiative of the Colorado Automobile Dealers Association. ClearTheAirFoundation.org.</p>