

FINAL



CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM
A ready public set to protect itself in an emergency.

OCTOBER 2003 TV SPOT

“SCHOOLS/ KIDS ARE SAFE” :30 SECONDS

AUDIO	VIDEO
<p><i>PRINCIPAL:</i> Kids come first with me, just as they do you. That’s why schools near the Umatilla Chemical Depot are ready to protect kids in the event of a chemical accident. Some schools evacuate. . .Schools like ours over-pressurize in minutes.</p> <p>(PA Announcement announcing the start of a drill....Use normal script.)</p> <p>_____ minutes. The system is running and everyone is accounted for. Good job!</p> <p>To learn about your school’s plan, contact CSEPP by calling the number on your screen.</p> <p>Your school and CSEPP, working together to protect your kids.</p> <p>###</p>	<p>(FADE IN FROM BLACK) (FRAME WITH CSEPP PHONE #'S AND WEB ADDRESS CONSTANT THROUGH OUT)</p> <p>Principal in front of school sign walking toward camera. (GRAPHIC WITH NAME and TITLE) (CUT)</p> <p>Close up of kid’s hand (writing) (CUT) Classroom shot from rear (no kids faces) – heads down writing – all look up when announcement begins. (CUT)</p> <p>Kids filing into shelter area/gym (CUT)</p> <p>Close up of equipment and school official starting over-pressurization system</p> <p>Principal looking around the room to make sure all cards teachers cards are green. (CUT)</p> <p>Long shot of kids in gym class (on field) & between classes in halls– no face close-ups</p> <p>(DISSOLVE) Closeup of principal’s face (FADE TO BLACK)</p>