

Strategic America
DNR/KIB—Illegal Dumping Campaign
Radio 1 x :30 ‘Unnatural’

SFX: (A GROUP OF HIKERS ON AN EXCURSION THROUGH
A LOCAL PARK.)

GUIDE: . . . And on your left, hikers, you'll see one of the most beautiful
overlooks of (insert name) County.

HIKERS: (IMPRESSED) Ooo. Ahh.

GUIDE: (DRAMATIC WHISPER) If we're still, we might spot—Oh!
Right there—a broken washing machine! Notice the distinct color of
rust and the hazardous materials that may be seeping into your
drinking water.

HIKERS: Oooh and Aaah. (CAMERAS CLICK)

GUIDE: Okay, let's head to the river. If we're lucky, we'll spot discarded tires
where disease-ridden mosquitoes breed.

HIKERS: Okay! Ooooo. (CAMERAS CLICK)

ANNCR: Take a stand for your land. Report illegal dumping in (insert name)
County. Call (insert reporting number).

Radio 1 x :30'I spy'
03.02.05

SFX: (A FAMILY IN A CAR, TRAVELS ON A CITY STREET. THEY PASS
THE TIME PLAYING CAR GAMES.)

BOY: Oh, I've got one! Can I do one?

DAD: Okay, Danny, your turn.

BOY: I spy with my little eye something outside of the car.

DAD: Hmm.

BOY: It's real ugly.

MOM: All riiiiight.

BOY: It has lots of tires.

MOM: Okay..

BOY: (EXCITED; STARTS TO SPILL CLUES) And there's an old mattress.
And a rusty washing machine. And it's hazardous. And rats and mice live
there. And it won't go away for years and years. (SILENCE) Aren't you
gonna guess?

ANNCR: Take a stand for your land. Report illegal dumping in (insert name)
County. Call (insert reporting number).

Radio 1 x :30 "Directions"

03.07.05

SFX: (A PERSON IN A CAR PULLS OVER TO THE SIDE OF THE ROAD AND ROLLS DOWN WINDOW TO ASK DIRECTIONS)

ASKER: S'cuse me. Could you tell me how to get to the park?

GIVER: Yeah, sure. (PAUSE IN THOUGHT) See that sign up there?

ASKER: Ahh...yep. (ENCOURAGING, EXPECTANT TO HEAR MORE)

GIVER: Take a right there. You'll see a bunch of tires in the ditch. Hang a left at the broken couch and drive straight past the rusted out car. Then, juuuust past the old mattress pile there'll be a sign.

ASKER: Great, thanks. (RELIEF AND APPRECIATION)

GIVER: (REASSURING) Yeah—can't miss it, really. (INTERJECTED) Oh! If you get to the broken washing machine by the tree you've gone too far...

ANNCR: Take a stand for your land. Report illegal dumping in (insert name) County. Call (insert reporting number).