

Got TAR? TV ad—Script—Draft

“Have you got your Tone Alert Radio?”

Notes	Audio	Video
		Constant through entire commercial: Red bars top and bottom with CSEPP phone numbers (2) and web address.
:00-02 Sound-up	Sound of an EAS <u>test</u> .	(BLACK)
:02-Narration	(EAS softer in background.) This is a Tone Alert Radio—TAR for short.	(FADE IN FROM BLACK) <u>Oregon TAR radio in kitchen.</u> (CUT)
Narration	TARs are free for people living or working near the Umatilla Chemical Depot.	<u>Full CSEPP map.</u> *
Narration	TARs look different in Washington and Oregon, but they work the same.	(ZOOM IN ON PLYMOUTH) (CUT) <u>Washington TAR in bedroom.</u> (CUT)
Narration	TARs sound a warning in homes and businesses if there’s a chemical emergency at the Depot.	<u>Back to Full CSEPP map.</u>
Narration	TARs also carry emergency instructions from local officials on what to do.	(ZOOM IN ON UMATILLA) (CUT) <u>Oregon TAR in Umatilla city hall or a business.</u> (CUT)
Narration	And TARs carry weather warnings, too.	<u>Oregon TAR in Senior Citizens Center in Umatilla.</u> (CUT)
Narration	If you live or work close to the Depot and don’t have a TAR, call us today.	<u>Back to Full CSEPP map.</u> (ZOOM IN ON PATERSON) (CUT) <u>Washington TAR in kitchen.</u> (CUT)
Narration		<u>Washington and Oregon TARs superimposed side by side over Full CSEPP map.</u>

* Full CSEPP map from ‘New Siren’ commercial produced by KNDU and aired April 2003. Should have Washington towns of Plymouth and Paterson, and Oregon towns of Umatilla, Irrigon, Boardman, Hermiston, Stanfield and Echo.