

DO YOU KNOW WHAT YOUR SPRINKLERS ARE UP TO..?  
(version 1) :20 second water conservation PSA

« VISUALS »

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SOUND EFFECT - Mission Control  
(rocket launch sequence)

CU of a mechanical sprinkler control timer as it dramatically enters from the lower left hand corner of the screen...

Ignition sequence start...

...engines armed, three, two...

ECU- The timer's large amber running light pops-on as the timer engages power to a valve's solenoid.

...all engines running

CU- extreme slow motion of a pop-up sprinkler lifting up out of its housing. However, the nozzle portion of the sprinkler is broken and the head continues to move off screen.

...launch commit, lift-off, we have lift-off...

(mission control under narrator)

NARRATOR:

DO YOU KNOW WHAT YOUR SPRINKLERS  
WERE UP TO TODAY..?

Wide angle view looking down from the crest of the stream from the broken sprinkler. This scenes squeezes back into a mortice and supers fade in.

CONSERVE WATER BY KEEPING YOUR  
SPRINKLERS IN GOOD REPAIR!

SUPER: A message from the California Department of Water Resources

SOUND EFFECT: (Mission Control up)  
Roger, it's a go!

Optional additional super:  
May is Water Awareness Month  
(along bottom of screen)

(fade to black)

(effects out)