

WILD, RESTLESS AND SPORADIC
draft :20 second TV PSA

----- (VISUALS) ----- (AUDIO) -----

NARRATOR:

MS of kayaker going over a waterfall.	Wild,..
MS of skier blasting through snow.	restless,..
MCU of water skier on a lake.	and exciting,..
AERIAL- Camera skimming surface of the California Aqueduct.	but California's water supply is also limited,..
LS flood scene at Oroville Dam's spillway.	unpredictable,..
(dissolve to)	
pan of dry, cracked-earth lakebed.	and sporadic.

VERTICAL SPLIT-SCREEN

Screen right is the water awareness campaign graphic "USE WATER WISELY". Screen left is a MCU of an athletic young hispanic girl drinking from squeeze sports bottle.

So USE WATER WISELY!

It's a way of life in California.

SUPER: A message from the California Department of Water Resources and the State Water Contractors.