

Caleb Reese

2.9.18

Broadcast Media

Period 2

Script

Scene 1: [TEXT] Recycling PSA by Caleb Reese

Scene 2: [TEXT] On average, each person creates over four pounds of waste every single day.

Scene 3: [VIDEO]

Camera Angle: Dolly Shot

Setting: Hallway

Action: Boy walking down the hallways and then throws trash on the ground

Description: The dolly follows the boy as he eats, then he throws it on the ground and keeps walking away.

Scene 4: [TEXT] In 2014, about 136 million tons of waste went into landfills.

Scene 5: [TEXT] Recycling is a part of a waste disposal hierarchy - Reduce, Reuse, Recycle

Scene 6: [IMAGE] Recycling can at Cal Young

Scene 7: [TEXT] You can help out at Cal Young by recycling your cans at lunch

Scene 8: [VIDEO]

Camera Angle: Low angle view

Setting: Cafeteria

Action: Boy finishing a drink at lunch and then recycling it

Description: Low view on the boy as he finishes, then it rises up as he walks to the recycling can

Scene 9: [VIDEO]

Camera Angle: Eye level

Setting: Cafeteria

Action: Boy throwing aluminum can into the garbage

Description: He doesn't do the right thing and throw it in the recycling bin, he doesn't care and keeps walking away.

Scene 10: [TEXT] It can take 80-100 years for an aluminum can to decompose in a landfill

Scene 11: [TEXT] Do the right thing, recycle your cans and reduce waste

Scene 12: [TEXT] Recycling helps the amount of waste that goes into landfills, this results in less harmful emissions in the atmosphere

Scene 13: [IMAGE] Reduce, Reuse, Recycle

Scene 14: [TEXT] You can also recycle during class

Scene 15: [VIDEO]

Camera Angle: Pan

Setting: Classroom

Action: Boy recycling paper in recycling bin during the class

Description: As kid gets rid of unwanted paper, he debates recycling it or throwing it away.

Scene 16: [VIDEO]

Camera Angle: Hand Held

Setting: Classroom, Hallways, Outside

Action: People recycling in all of the bins

Description: Kids take out the full recycling bin to a bigger bin, then they take the big bin outside.

Scene 16: [TEXT] We need you to help out with this waste problem in Eugene

Scene 17: [IMAGE] shows landfills in eugene

Scene 18: If you would like to have a healthy and safe city, recycle, recycle, recycle!

Scene 19: For more information about recycling in our community, visit

<https://www.eugene-or.gov/1470/Recycling>

