

Rip Current PSAs, Interviews & B-Roll

NOAA National Weather Service, in conjunction with a public awareness campaign and media event scheduled for May 25, 2004, in cooperation with the U.S Lifesaving Association and NOAA Sea Grant and other partners. Included on the tape are interviews with the director of NOAA National Weather Service; a Sea Grant Scientist; president of the United States Life Saving Association; Sandy LaMotte, who lost her husband to a rip current; a Spanish and English public service announcement, and relevant B-Roll clips. **TRT: 14:30**

Time Code	Description
1:00:00:00	Rip Current B-Roll Title
1:00:17:00	:30 second Rip Current PSA (English)
1:00:48:00	:30 second Rip Current PSA (Spanish)
1:01:24:00	Rip Current Animation (:30 seconds)
1:01:55:00	Rip Current Warning Poster
1:02:12:00	Interview Slate
1:02:17:00	General D. L. Johnson, director, NOAA National Weather Service 5 Interview clips.
1:03:17:00	Spencer Rogers, Specialist in Coastal Processes, North Carolina Sea Grant 5 Interview clips.
1:04:22:00	Jim Lushine, Warning Coordination Meteorologist, NOAA National Weather Service, Miami, Fla. 4 Interview clips.
1:05:28:00	Chris Brewster, president, United States Lifesaving Association 6 Interview Clips
1:07:22:00	Sandee LaMotte widow of former CNN reporter and bureau chief Larry Lamotte, describes his drowning while trying to rescue his then 11-year old son Ryan from a rip current near Pensacola, Fla., on June 8, 2003. She comments on 3 Interview clips on the above and the importance of rip current awareness.
1:09:27:00	Sandee and kids walking
1:09:32:00	Still Photos of Larry LaMotte
1:09:55:00	Still photo of Larry and his son walking on the shore of Grayton Beach, Fla., where Larry lost his life.
1:10:23:00	B-Roll Slate
1:10:09:00	Red Dye Test showing rip current perimeter from helicopter
1:10:23:00	Rip Currents: 3 video examples
1:10:56:00	Helicopter shots of rip currents on the California Coast
1:12:28:00	Shots of people swimming in the surf
1:11:41:00	Rip Current Rescues
1:14:09:00	NOAA/NWS Seal (animated)

Compiled May 2004