EnviroFlash
PSA/Radio Spots

Concept 1
:30

The average person breathes in X amount a day. The quality of our air affects how all of us live and breathe.

Air pollutants can seriously effect your health- and especially the health of small children, senior citizens, or anyone with a heart or respiratory condition, like asthma.

Get up-to-date information on air quality through EnviroFlash at www.airnow.gov. Then you can modify your activities on unhealthy days. That's www.airnow.gov.

EnviroFlash is a free service from the U.S. EPA and your state or local agency.

Concept 2
:30

Child's voice: I always want to know when it's going to rain. And Mom says I also need to know when the air quality is poor. Bad quality can effect my health - and the health of other kids, older people like grandpa, and anyone with heart or breathing problems.

Mom gets up-to-date information on air quality by email through EnviroFlash at www.airnow.gov.

Adult voice: EnviroFlash is a free service from the U.S. EPA and your state or local agency.

Concept 3
:15

Older-sounding person taking a breath with a cough at the end.

Air pollutnats can seriously effect your health - and especially the health of small children, senior citizens, or anyone with a heart or respiratory condition, like asthma.

Breathe easier. Sign up for the latest information on air quality through EnviroFlash at www.airnow.gov.

EnviroFlash is a free service from the U.S. EPA and your state or local agency.

Concept:
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Child: "Mom, I'm going outside to play soccer in the park, ok?"

Mother: Hold on a minute. I just signed up for EnviroFlash, which sends me an email about the air quality. It only took a few minutes- all they ask for is my email and preferences about notifications. I wanted to know the air quality every day, since we have to be careful with your asthma.

Here it is- it's a green day, so no problems. Just be home by dinnertime."

Child: "Thanks Mom! See you later!"

Announcer: You too can get up-to-date information about air quality through EnviroFlash.