

AE: Mark McLean

Station: KATM, KHKK, KHOP & KWIN

Length: :60

Client: Stormwater Partnership 2015

Campaign: Stormwater – Rain Down the Drain

Notes:

1
2
3
:15 seconds
4
5
6
:30 seconds
7
8
9
10
11
12
:60 seconds

In the fourth year of the drought, the last thing we think of is stormwater runoff. Typically stormwater runoff occurs after rainfall in the dry summer months; runoff mainly occurs from overwatering lawns and washing cars and can collect many different types of pollution before it reaches a body of water, including debris, dirt and chemicals, which flow directly into storm drains and makes its way to our local creeks, lakes, rivers and eventually the ocean without any type of treatment. We use these water bodies for swimming, fishing and drinking water. Keeping our storm drains clean and protecting our dwindling water supplies are our responsibilities. Cities of Ceres, Turlock, Patterson, Riverbank, Escalon, Oakdale, Manteca, Hughson, Tracy and County of San Joaquin reminding you even in a drought year, we still need to be aware what's going in our storm drains. So always remember ... **Only Rain Down the Drains!**

SFX: Rain down the drain (to bleed out)