Fresno Gets Serious About Salt

DEPARTMENT OF PUBLIC UTILITIES: WASTEWATER
The Seriousness of Salt :30 TV

Vis: *Beautiful shot of the San Joaquin Valley.*

ANNCR: THIS IS THE CENTRAL VALLEY. IT WOULD BE A DESERT IF NOT FOR THIS…

Vis: *Show various water shots: river, tap water, etc.*

ANNCR: OUR WATER.

Vis: *Continue to show shots of water.*

ANNCR: BUT EXCESS SALTS AND POLLUTANTS ARE DAMAGING…

ANNCR: …THE GROUNDWATER THAT SUSTAINS OUR QUALITY OF LIFE.

Vis: *Dissolve into wasteland shots.*

ANNCR: FORTUNATELY WE CAN HELP SOLVE THIS PROBLEM BY DOING A FEW SIMPLE THINGS:

USE LESS WATER.

ANNCR: CHOOSE LIQUID DETERGENTS INSTEAD OF POWDERS.

ANNCR: USE COMPOST INSTEAD OF CHEMICALS AND FERTILIZERS.

ANNCR: AND AVOID USING SALT-BASED WATER SOFTENING UNITS..

Vis: *Underwater shot of children playing in the pool.*

ANNCR: SALT IS SERIOUS, AND WE NEED YOUR HELP TO PROTECT OUR WATER FOR FUTURE GENERATIONS. USE LESS. CHOOSE WISELY.

Vis: *Department of Public Utilities/Wastewater Management Division logo.*

ANNCR: A MESSAGE FROM THE CITY OF FRESNO WASTEWATER MANAGEMENT DIVISION.

Super: *USE LESS. CHOOSE WISELY. WASTEWATER LOGO www.FresnoWastewater.org*