RADIO

Date: January 22, 2016
Client: MWI PARTNERSHIP / ISAWWA
Project: PSA Radio Scripts

Draft #3 with revisions from 01/15th teleconference.

Water Is Local - :30 Radio

Voice 1:

Did you know that a growing portion of our water rates goes toward rebuilding sections of our outdated water system? Water pipes, pumping stations, and treatment systems are critical to water safety, and they're growing older every day.

The water system belongs to all of us as members of the community. There is no they when it comes to the water system we use every day. Maintaining the quality and safety of drinking water is our community’s shared responsibility.

Tag (version 1):
For more information on the true cost of water, visit the MWIpartnership.org.

Tag (version 2):
For more information on the true cost of water, visit ISAWWA.org.
Two Systems - :60 Radio

Voice 1:

I ignore sewage. I think most everybody does. We don’t give a second thought to dirty water after doing dishes or when we flush the toilet. It truly is out of sight…and out of mind. But I realize that my home has two different water systems: one to provide safe drinking water, and one to carry used water away for treatment.

Yet it’s all one water, and we don’t want anything we send down the drain to potentially end up in what we drink. To keep our water safe, there are many improvements needed. Nationwide, the vast scope of renewing water and sewer systems costs billions. Locally, it means a few extra dollars a month. I know it’s certainly worth the cost.

ANNCR

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(TAG 2): For more information on the true cost of water, visit ISAWWA.org.
**Water Is - :30 Radio**

(Voices alternate)  
(Music under, changes with each new phrase)

*Voice 1:* Water is a cool drink on a hot day.

*Voice 2:* Water is a baby splashing.

*Voice 3:* Water is clean clothes and clean dishes.

*Voice 4:* Water is the soup a family shares at a meal.

*Voice 5:* Water is refreshing after a hard day’s work.

*Voice 6:* Water is integral to our daily routines. Water is life. Without water, everything else disappears.

*ANNCR (1):* Maintaining and updating an aging water system is a cost we all share. For more information on the true cost of water, visit the MWIpartnership.org.

*ANNCR (2):* Maintaining and updating an aging water system is a cost we all share. For more information on the true cost of water, visit ISAWWA.org.
Pay It Forward - :60 Radio

Voice 1:

I am grateful to past generations who built our community from the ground up; those who had the foresight to build a future for me. When it came to building our water and sewer systems, they did not cut corners. That’s probably why our infrastructure has lasted as long as it has.

But it can’t last forever. We now have the opportunity to modernize our aging water and sewer systems for a better future. By giving our children and grandchildren the same reliable water supply we have enjoyed, we ensure their quality of life. I know that these improvements come at a price, and that it may cost me a few extra dollars a month. It’s certainly worth the cost.

ANNCR
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**Fact of Life - :30 Radio**

*Voice 1:*

There's one thing I need more than anything else to get through the day. It's water. I drink water and use it throughout my daily routine. Our lives depend on water, and it's a fact of life that with each passing day, our water systems grow older. Some parts of it are now much older than I am and in need of costly maintenance. I'll always need water, so I'm ok with paying a few dollars more each month to keep enjoying clean and safe water. It's a fact of life.

**ANNCR**

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*(TAG 2):* For more information on the true cost of water, visit ISAWWA.org.

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*Mathew A. Balcom-Vetillo*

For Balcom-Vetillo Design

*Date*

01/22/16