

"ALTERNATE CHOICES"

:30 LIVE READ—WITH Mass Transit (:25 Script/:05 for Local Customization)

Tomorrow, leave home without it. Just once or even twice a week, leave your car parked and get around another way. Try taking mass transit, car pooling, walking, or biking. Not only will you save a lot of money and aggravation, you'll help to reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by the Federal Highway Administration.

:30 LIVE READ—WITHOUT Mass Transit (:25 Script/:05 for Local Customization)

Tomorrow, leave home without it. Just once or even twice a week, leave your car parked and get around another way. Try sharing a ride, car pooling, walking, or biking. Not only will you save a lot of money and aggravation, you'll help to reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by the the Federal Highway Administration.

:20 LIVE READ—WITH Mass Transit (:15 Script/:05 for Local Customization)

Tomorrow, leave home without it. Leave your car parked even once a week and take mass transit, share a ride, walk, or bike. You'll save money and reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

:20 LIVE READ—WITHOUT Mass Transit (:15 Script/:05 for Local Customization)

Tomorrow, leave home without it. Leave your car parked even once a week and share a ride, walk, bike, or in-line skate. You'll save money and reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

:15 LIVE READ (:10 Script/:05 for Local Customization)

Sharing a ride, walking, or biking can save you money and reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

:10 LIVE READ (:05 Script/:05 for Local Customization)

Ride sharing reduces pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

"ALT. CHOICES :45/:15"

:45 :45 RECORDED:

SFX: A FLOWING, LILTING MELODY

FEMALE ANNCR:

All across the nation, people just like you
are protecting the air...

Simply by doing what
they're already doing...

Sharing rides, biking,
walking,
riding the bus,
taking the train...

It costs less...

And means less traffic congestion
and less pollution.

In fact, every time you share a ride, you're
helping to reduce emissions by almost half.

Taking mass transit can do just as much.

And, of course, walking, biking and skating
are the healthiest ways to travel —
for both you and the environment.

So keep it up
because it all adds up
to cleaner air.

:15 LIVE READ TAG: (15 Seconds for Local Customization)
