

NATIONAL WILDLIFE FEDERATION RADIO SCRIPT

CLIENT: **National Wildlife Federation**

JOB: :60 Radio

TITLE: “National Wildlife Federation PSA”

NARRATOR: DO YOU RECOGNIZE THESE SOUNDS?

A WALK IN THE WOODS.

SFX: (CRUNCHING LEAVES)

NARRATOR: THE SOUND OF EARLY MORNINGS.

SFX: (BIRDS SINGING)

NARRATOR: THE STREAM BEHIND YOUR PARENTS' HOUSE.

SFX: (TRICKLING WATER)

NARRATOR: WELL WHAT ABOUT THESE ONES?

YOUR MORNING COMMUTE.

SFX: (CAR HORNS HONKING)

NARRATOR: A WALK TO YOUR FAVORITE COFFEE SHOP.

SFX: (POLICE SIRENS, AMBULANCES)

(Script continued on next page)

NARRATOR: YOUR TYPICAL DAY.

SFX: (CLICKING OF KEYBOARDS, PHONE RINGS)

NARRATOR: MODERN LIFE HAS TAKEN US OUT OF THE NATURAL WORLD.

THE NATIONAL WILDLIFE FEDERATION WANTS YOU TO JOIN OUR
TEAM AND VOLUNTEER TO PROTECT THE GREAT HABITATS AND
WATERWAYS THAT MAKE LIFE POSSIBLE.

ONE-THIRD OF OUR NATION'S RIVERS AND STREAMS DON'T MEET
BASIC WATER QUALITY STANDARDS, AND
IT'S UP TO *US* TO CREATE A CLEAN EARTH FOR THE NEXT
GENERATION.

BY VOLUNTEERING AS A HABITAT STEWARD, THE WORK YOU DO
CREATES LASTING EFFECTS IN YOUR COMMUNITY AND
WATERWAYS.

THE NATIONAL WILDLIFE FEDERATION HAS BEEN WORKING FOR
YEARS TO HELP PROTECT AND RESTORE HABITATS ACROSS THE
NATION, BUT WE NEED *YOUR* HELP.

THE NWF BELIEVES THAT *YOUR* TIME IS AS VALUABLE AS MONEY.
THERE'S NOT A MOMENT TO WASTE.

TO LEARN HOW *YOU* CAN GET INVOLVED AND SAVE AMERICA'S
WILDLIFE, VISIT N-W-F DOT O-R-G.