

**CalRecycle “Just Check It”
TV PSA, English, TIRE PRESSURE
TRT: 30**

Visuals – B-roll	Audio
Visuals are a combination of footage in graphic environment 3D tire Opening	[Music is beat driven with hit at each “check” item]
Hispanic family in car; kids wearing seat belts in back seat Check mark graphic appears	Keep your family safe
Fuel gauge (needle rises, showing fuel level increasing) Check mark graphic appears	Improve your gas mileage
Beauty shot drive-by; Male (40-50 years old) on motorcycle Check mark graphic appears	Extend the life of your tires
Rolling tire transition Crane shot from house to...	How do you do it?
Student checking tire pressure	It’s easy
CU – see gauge “pop”	Just check it! Your tire pressure that is ...
full screen with tire rollover transitions Rolling tire shot Excited Kids getting out of car Family entering Zoo & paying at ticket booth	Keeping your tires properly inflated: protects the environment; gives you peace of mind; and saves you money...for more important things.
Campaign graphic and Web site URL	So just check it once a month A message from CalRecycle.

CalRecycle “Just Check It”
TV PSA, English, TIRE PRESSURE
TRT: 15

Visuals – B-roll	Audio
Visuals are a combination of footage in graphic environment 3D tire Opening	[Music is beat driven with hit at each “check” item]
Hispanic family in car; kids wearing seat belts in back seat Check mark graphic appears	Keep your family safe
Fuel gauge (needle rises, showing fuel level increasing) Check mark graphic appears	Improve your gas mileage
Beauty shot drive-by; Male (40-50 years old) on motorcycle Check mark graphic appears	Extend the life of your tires
Rolling tire transition Crane shot from house to...	How do you do it?
Student checking tire pressure	Check your tire pressure once a month to keep them properly inflated.
Campaign graphic and Web site URL	So just check it, California! A message from CalRecycle.