

JILL GURR's PSAs to SAVE ELSMERE CANYON

VIDEO

AUDIO

1. Beautiful shots of flowers fill the screen, then focus on a bright orange flower.
DISSOLVE TO: a metal pipe with methane gas pouring out.
AERIAL VIEWS of the canyon.
2. Shots of fossils and shells on the bottom of the creek bed.
Shots of garbage in a landfill.
Shots of the canyon.
Canyon into a landfill.
3. Shots of dusty tire marks.
Shots of Elsmere Canyon.
Shots of landfill/garbage trucks.
4. Oak trees with tags on them.
Person's dead corpse with a tag on the foot.
Footage of chopped trees.
5. Shots of different animals and insects in the canyon.
Dust from the landfill/trucks.
6. Footage of rain forest being destroyed (trees being burnt, animals running)
Footage of Elsmere Canyon.
Shots of the landfill.
7. Shots of garbage trucks lined up, caught in traffic jams, emptying garbage, spewing smoke and fumes, etc.

The sweet perfume of wild flowers will soon become ...

the stench of methane gas ...

unless we do something now to stop the proposed landfill of Elsmere Canyon.

This used to be the bottom of the ocean ...

Now it's going to be the bottom of a garbage dump... unless we stop them from turning Elsmere

Ashes to ashes, dust to dust
Elsmere Canyon will soon be turned into crust.

When your number's up ...
It's up.

Save the trees in Elsmere Canyon before it's too late.

Save the endangered species that live in Elsmere Canyon before they bite the dust.

Many of us care about the rain forests that are being destroyed around the world.

What about our own back yard?
Save Elsmere Canyon from becoming a pile of garbage.

24 hours a day, 7 days a week. Day in, day out.
That's how long these trucks will be working to make Elsmere Canyon a landfill.
Isn't it time we stopped trashing our environment?

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| <p>8. Beautiful shots of the canyon.
Dust fills the screen, made from garbage trucks.
Footage of the canyon/landfill.
Shots of a leaky landfill.</p> | <p>Elsmere Canyon, it's part of Los Angeles.
But when the dust settles ...
It will be gone.
Stop BFI from turning our natural resources into rotting garbage.</p> |
| <p>9. Creek flowing, fossils and shells revealed.
Shot of garbage being thrown into the creek.</p> | <p>Elsmere Canyon has survived for millions of years.
But if we don't act now, it will be turned into landfill within two years.</p> |
| <p>10. Tilt down the length of the waterfall ...
Stay on the rocks at the bottom of the creek.
Shots of garbage being dumped into the landfill.</p> | <p>Elsmere Canyon's time is running out fast.
If we don't act now, it will hit rock bottom.
Help prevent it from becoming a landfill.</p> |
| <p>11. Tilt down the length of the waterfall ...
MATCHING TILT as garbage is dumped into the landfill.</p> | <p>Let's get to the bottom of the problem.
If we don't act now, Elsmere Canyon will become nothing but a pile of garbage.</p> |
| <p>12. Tilt down the length of the waterfall ...
MATCHING TILT as garbage is dumped into the landfill.</p> | <p>Water is the source of all life. Without it, everything dies.
Let's treasure what nature has given us.
Save Elsmere Canyon from being turned into a landfill.</p> |
| <p>13. A man crawls along the desert, half-dead, begging for water.
He sees a mirage: a lush, green oasis with a magnificent waterfall.
The man struggles to his feet.
He sees a big sign,
"ELSMERE CANYON."
The man stumbles toward the waterfall, his arms stretched.
Just as he's about to touch the water, it dissolves into a landfill, as a line of garbage trucks dump their trash inside.
The man collapses, defeated.</p> | <p>"Water! ... Water ... Please ... water ..."
SOUNDS of the water cascading down
"It's a miracle! ... I'm saved!"
Grunts and groans.
The ROAR of engines drowns out the man's cries of anguish.</p> |

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| 14. | Shots of beautiful butterflies flying around the canyon. SAME ANGLE but it's now a landfill. | Butterflies are free. Too bad they won't live much longer in Elsmere Canyon. If we don't act now, it will become a landfill. Save our resources. Save Elsmere Canyon. |
| 15. | A child plays with a frog while another one teases a lizard. Another kid chases a butterfly. Two more watch the waterfall, while another child studies a spider. | Child's play. Shouldn't we leave something for the next generation? Give your kids something to think about. Keep Elsmere Canyon a place of natural wonder. Don't let them turn it into a garbage dump. |
| 16. | Footage of the canyon. A tractor suddenly plows up a chunk of land. A truck dumps a load of garbage into the hole. | Why mess with Mother Nature when she's done such a great job! Save Elsmere Canyon from becoming a landfill. Don't let them dump it on us. |
| 17. | Beautiful shots of the canyon. DISSOLVE INTO shots of the trucks lined up, dumping garbage | Dog day afternoons will soon become hell -- morning, noon and night. Save Elsmere Canyon from becoming a dumping ground. |
| 18. | Beautiful footage of a couple hiking and strolling in the canyon. Shots of the landfill/trucks. | Have a nice day ... while you can -- at Elsmere Canyon. If we don't act now, it will be gone soon. Just a memory of yesterday. |
| 19. | Shots of the canyon as the sun sets. Deep shadows are cast. It quickly gets darker. The sun rises, showing the canyon's beauty. | Elsmere Canyon's days are numbered. If we don't act now, it will be destroyed. Don't say tomorrow's another day. Call this number. |
| 20. | Shot of a beautiful oak tree. The tree is cut down. CUT TO a grove of oak trees with tags. | It's a matter of life ... and death. Save Elsmere Canyon before it's destroyed. |
| 21. | Beautiful footage of the canyon. Garbage dumped into the landfill. | We'll all be down in the dumps ... if we don't stop Elsmere Canyon from being turned into a garbage dump. |
| Jill Gurr's PSAs to Save Elsmere Canyon | | 4. |
| 22. | A fly lands on a spider web. The spider jumps out and grabs | It's the end of the road ... for Elsmere Canyon. |

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| | the fly. | Prevent it from being destroyed. |
| 23. | Shots of the canyon.
Shots of fossils.

Shots of tractors/landfill | Nothing is forever ...
But if Elsmere Canyon has survived for
millions of years,
Why must we destroy it?! |
| 24. | Shots of the canyon.

Shots of the garbage being
dumped into the landfill.
Shots of a leaky landfill.
Logo | You know what they say about
Elsmere Canyon ...

Garbage in ...
Garbage out.
Call now to find out how to help save it. |
| 25. | Shots of oak trees in the canyon.
Shots of dead oaks trees (stock). | Great oaks from little acorns grown.
What happens when the little acorns are dead?
Save Elsmere Canyon. |
| 26. | A young couple hike in the canyon.
DISSOLVE THEM out of the shot.
DISSOLVE IN landfill/trucks. | Take a hike! In Elsmere Canyon
Before it's too late.
If we don't act now, it will become a landfill. |
| 27. | Shots of various wildlife: birds,
insects, frogs, lizards,
butterflies, etc. | There's no place like home.
What happens when their home is destroyed?
Let's live in harmony. Save Elsmere Canyon. |
| 28. | A little boy is thrilled as he climbs
up a tree. His proud parents
clap with approval.
SAME ANGLE: the landfill. | Go climb a tree -- before it's too late. If we
don't act now, there won't be any trees left
for our children to climb.
Save Elsmere Canyon before it's too late. |
| 29. | Shots of different landfills from
various canyons and
dumping grounds.
Shots of leaking garbage/gas
Shots of canyon, animals. | They always say that landfills won't damage the
environment. Things will continue to grow.

Famous last words.
Save Elsmere Canyon. Let life continue. |
| 30. | A frog leaps off a rock.
A butterfly flutters around.
Shots of landfill/trucks/tractors
and methane gas. | Elsmere Canyon is on its last legs.
It was fun while it lasted.

But let's not turn it into a no-man's land. |
| Jill Gurr's PSAs to Save Elsmere Canyon | | 5. |

ADDITIONAL USEFUL PHRASES

Oil and water don't mix

You never miss the water until the well runs dry

A fight to the last ditch

Elsmere Canyon -- the last frontier

Breathe new life into Elsmere Canyon

Give Elsmere Canyon a new lease on life

Elsmere Canyon is as big as life and twice as natural

It's time to take our lives into our own hands

Variety is the spice of life

Live and let live

Live and learn

Come out smelling like a rose