

TITLE: 11:59
MEDIUM/LENGTH: VIDEO/:120
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VISUAL: INT. LIVING ROOM – DAY

VISUAL: A DAD (40s) watches intently from the couch leaning forward as a news special airs...

VISUAL: ON TV:

VISUAL: COLOR PHOTOS:

CAPTION: Then

PHOTO: Pristine lake

CAPTION: Now

VISUAL: SIDE-BY-SIDE PHOTO COMPARISON: The same lake with substantially less water... that is now polluted.

QUICK DISSOLVE TO:

CAPTION: Then

PHOTO: A meadow with houses in background.

CAPTION: Now

VISUAL: SIDE-BY-SIDE PHOTO COMPARISON: Landfill with garbage truck dumping trash with same houses in background.

QUICK DISSOLVE TO:

CAPTION: Great Barrier Reef – Then

PHOTO: Healthy Great Barrier Reef with abundant, multi-colored marine life.

CAPTION: Great Barrier Reef – Now

VISUAL: SIDE-BY-SIDE PHOTO COMPARISON: Unhealthy, bleached and battered Great Barrier Reef.

QUICK DISSOLVE TO:

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TV ANNCR: (V.O.) Moving to higher ground is not an option. Food will become scarce. We are at a tipping point – if things don't change for the much better soon, it will be too late.

VISUAL: The Dad hears a SNIFFLE behind him.

VISUAL: Dad GASPS. ZAPS OFF the TV with his remote.

VISUAL: Turns to see his 8-year-old SON with tears, transfixed by the TV.

DAD: Come here, Champ.

VISUAL: The Son goes to his Dad's outstretched arms. They hug.

VISUAL: Dad pats the couch. His Son sits next to him.

DAD: Pretty scary stuff, huh?

VISUAL: Son nods.

DAD: Things are going to get better because we're going to do something about it. And so are many others.

SON: Like what?

DAD: We're going to write our President, Senators and Congress people. And elect politicians who take climate change seriously.

VISUAL: INT. KITCHEN – DAY

VISUAL: The Dad and Son sit at a table, writing an email.

VISUAL: INT. GROCERY STORE – DAY

VISUAL: Dad puts a box of natural cereal into a grocery cart the Son pushes.

DAD: We'll only buy 'green' products from companies that have the world's best interests in mind. And we'll eat less beef, because cows 'leak.'

SON: You mean: burp and 'pass gas.'

DAD: Yes, they emit methane gas that breaks down the ozone layer.

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VISUAL: INT. KITCHEN – DAY

VISUAL: The Son picks up a plastic bottle out of an 8-gallon garbage can.

SON: We could recycle more and drink water from a reusable water bottle.

DAD: Good thinking.

VISUAL: Son drops the plastic bottle into the kitchen's 8-gallon recycling can, which is next to garbage can.

DAD: And convince others to ban these and other single-use plastics.

VISUAL: INT. GARAGE – DAY

VISUAL: Dad and Son enter an electric vehicle.

DAD: More people will drive electric vehicles, because now they're practically the same price as cars that use gas or diesel.

VISUAL: EXT. NEIGHBORHOOD – DAY

VISUAL: Dad and Son drive through their neighborhood in their E.V.

DAD: More states will allow solar power.

VISUAL: Solar INSTALLERS put solar panels on the roof of a neighboring house.

VISUAL: EXT. FEDERAL BUILDING – DAY

VISUAL: Dad and Son drive past a gas station.

DAD: Oil companies and our political leaders have families too. Although it took them some time, oil companies did the right thing before by getting rid of lead gasoline. I have to believe they'll do the right thing again.

VISUAL: INT. KITCHEN TABLE – DAY

VISUAL: Dad writes a check while his Son watches.

DAD: But just in case they don't, we support environmental groups that will make sure politicians and oil companies behave themselves.

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VISUAL: Dad tears out the check from the checkbook.

VISUAL: EXT. BACK YARD – DAY

VISUAL: Solar panels on their roof and some of the roofs around them.

VISUAL: Dad and his son dig a hole.

DAD: If they're smart, oil companies will see themselves as 'energy' companies and invest in safe, alternative fuels, such as solar and wind. It's a 'win-win.'

SON: Don't you mean: 'win-wind?'

VISUAL: Son laughs and Dad smiles as they plant a tree.

ANNCR: (V.O.) Earth has reached its eleventh hour. It's closer to: eleven fifty-nine. Climate change is real, and a very big deal. It's up to us... to clean up our mess.

SUPER: For tips on reducing your carbon footprint, go to www.globalstewards.org

SUPER: #1159 #ChildrenBeforeProfits #ClimateChangeIsRealAndAVeryBigDeal #ThereIsNoPlanetB

TITLE: 11:59
MEDIUM/LENGTH: MAGAZINE AD

Planet Earth has Reached Its 11th hour!

[Photo: Earth with an analog clock superimposed over it with the time reading: 11:59.]

It's Closer to: 11:59

“Smoking cigarettes does NOT cause cancer!”

– Politicians who were paid off by tobacco companies (all who probably regretted their decision by the time they were on their death bed).

Those of you politicians who have sold out to the fossil fuel companies, don't wait until you're on your death bed to regret your decision – a death bed that might come earlier than expected because of climate change.

Oil companies, if you're smart, you'll see yourselves as “energy” companies and invest in safe, alternative fuels such as solar and wind.

Politicians, if you're wise, you'll remember you work for us – The People.

Let's think: “Win-Win.”

Let's work together... for a forever.

Climate change is real... and a very big deal.

Moving to higher ground is not an option. Food will become scarce. We are at a tipping point – if things don't change for the much better soon, it will be too late.

It's up to us... to clean up our mess. There is no planet B.

For tips on reducing your carbon footprint, go to www.globalstewards.org

#1159 #ChildrenBeforeProfits #ClimateChangeIsRealAndAVeryBigDeal #ThereIsNoPlanetB

Note: I was five when I saw a documentary of a future Los Angeles in which everyone wore WWI-style gas masks. It obviously left an impression on me.