

Script for ECHO Show #3 (Poison) / MTL to translate by August 25th, 2004

(possible) visuals	COPY
Generic shots of chemicals “in the lab”??	Here in America – maybe more than other places – <i>chemicals</i> are an important part of everyday life.
Household products, in containers, on the shelf? Somebody doing “housework” with chemicals??	We use them around the house – to control pests, keep things clean, and do a lot of other jobs. Some of them are used as medicine. They come in bottles, cans and boxes.
Tank cars rolling down the track, oil refinery, tank farm, other “industrial” shots?	Outside the home.....chemicals are used in industry and manufacturing....often in very large amounts. You can see them being transported or used around any large city – and sometimes in smaller towns, as well.
More “in home” shots?	Used properly.....these chemicals pose no danger. But if something goes wrong...or if they aren’t used carefully....they can pose a big risk to your health.
More “product” shots?	If they aren’t handled in the correct waythey can make you sick....or even kill you.
Product “collage,” including CU shots?	Some chemicals can harm you if you inhale them....or swallow them. Some of them can harm you just by <i>touching</i> them.
Installing a carbon monoxide detector	You can’t always see or smell these chemicals, so you need to be careful. If you use them in your home, take steps to protect yourself – and your family.
CU of warning labels – emphasis on “graphics”	Keep all products in the bottles, cans or boxes they came in. Some of them have warning labels, so people will know they’re dangerous.

<p>Shots of (younger) kids playing</p> <p>Shot of liquid chlorine bleach and tile cleaner</p> <p>Fire/explosion shots (maybe HSEM has something?)</p> <p>Back to tank cars, tank farms, etc. (maybe headline regarding a train derailment or whatever)</p> <p>Pan across some sort of paper document regarding the Tokyo subway event?? (video will be hard to get)</p> <p>Shots of a family “discussion,” someone dialing & talking on phone, or whatever (?)</p>	<p>But warning labels won’t help with young children, who may not understand the danger. Keep these poison chemicals away from children – where they can’t see, reach or open them.</p> <p>Don’t mix these chemical productsharmful gases may result.</p> <p>Do not smoke when you use chemical productsor use them around heat....or flames. Some of them can burn, or even explode!</p> <p>The chemicals used in industry can also be dangerous. There could be an accident.....maybe a leak, or an explosion. If that happens, dangerous chemicals could be released in your community...or your neighborhood.</p> <p>It’s even possible that someone might release dangerous chemicals on purpose. That happened in Tokyo, Japan, in 1995..as part of an attack on the subway system.</p> <p>This ECHO program is about how to protect yourself from dangerous chemicals.</p> <p>How can you protect yourself and your family from chemicals that you keep in your home?</p> <p>What if a dangerous chemical gets released in your neighborhood? Who will warn you – and what should you do?</p> <p>And where can you turn for help and advice? That’s the topic tonight on ECHO TV. (366 words)</p>
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