

"KIDS & FIRE"
WILDFIRE PSA
:60
2004

SFX: Owl hoots, steps crunching in dry leaves,

DAD: Come on honey, sun's setting, let's get the campfire started

CHILD: Okay, I'll get my shovel and a bucket

DAD: Umm... don't you think it's a little late to go to the beach?

CHILD: Smokey Bear says, that before we start a fire, we should have a bucket of water and shovel in case our fire gets out of control.

DAD: Fine, I'll gather the wood then

CHILD: And I'll gather the rocks

DAD: We can't burn rocks, silly

CHILD: They're not for burning, they're to make a fire ring. And let's build our fire over here, not so close to our tent.

SFX: Owl hoots

DAD: So where'd you learn so much about making campfires safe?

CHILD: From Smokey Bear, dad. He says [low voice] "Only You, Can Prevent Wildfires"

ANNCR: Kids, become a part of Smokey's Wildfire Prevention Team

Visit his website, smokeybear.com, and teach your parents about the dangers of wildfire.

TAG:

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