

Southwest Airlines Communications
Dallas, Texas
Broadcasting Department

CLIENT: Southwest Airlines
PRODUCT: Our Planet Initiative
WRITER: Kimberly Vogel
LENGTH: 30

VIDEO **(SHOT TIMES)**

FADEUP ON:

1. MS, GARY KELLY SITTING ON PICNIC
TABLE IN MIDDLE OF FIELD
(:03)

CUT TO:

2. EWS, GRAND CANYON
(:03)
3. MS, GARY WALKING AND GESTURING
TOWARD THE FIELD
(:04)
4. CU, GARY LOOKING AT CAMERA
(:04)
5. REDUCE, REUSE, RECYCLE GRAPHIC
(:03)
6. MCU, GARY LOOKING AT CAMERA,
SERIOUSLY
(:05)

DISSOLVE TO:

7. WEBSITE LOGO
(:03)
8. FADEOUT
(:05)

AUDIO **(TRT)**

1. GARY W/ NAT SOUND: Hello, I am Gary
Kelly, CEO of Southwest Airlines.
(:03)
2. GARY: Our planet and our natural
wonders deserve to be protected.
(:06)
3. GARY: We only have this one planet and
this one earth, so why not protect it?
(:10)
4. GARY: Taking the time to complete
three small steps will make a big
difference.
(:14)
5. GARY: Reduce, Reuse, and recycle,
that's all you have to do.
(:17)
6. GARY: Our planet sustains us all. So, we,
at Southwest Airlines feel it's our
responsibility to protect our planet.
(:22)
7. GARY: Go to myplanet southwest.org to
find out how you can help.
(:25)
8. MUSIC: (JAZZ UP AND FADEOUT) (:30)