

The Making of Take Care of Texas 2014 Radio Spot

S: Sound Guy

K: Kevin Fowler

Z: Zak Covar

V: Voiceover

S: So it was closer. I think that, that time is usually long when compressed, but let's try to get it a little cleaner, shall we?

K: Kevin Fowler here. Texans take great pride in keeping our air clean. Visit TakeCareofTexas.org and take the pledge to help keep it that way. We'll send you a free Texas State Park Guide.

Z: That's the best one, right there.

S: Nice man.

Z: Yeah.

S: Very nice.

K: This is from the top.

[Singing] You've got to take care of Texas, it's the only one we've got. If you're way up in Lubbock or down in Luckenbach. Gotta conserve water, keep the air clean. Take care of Texas, don't you know what I mean y'all.

Kevin Fowler here. Texans take great pride in keeping our air clean. Visit TakeCareofTexas.org and take the pledge to help keep it that way. We'll send you a free Texas State Park Guide.

[Singing] You've got to take care of Texas, it's the only one we've got.

Man, everywhere we've gone, all over the state, man. People are seeing the ads, seeing the TV spot. And I think people are really, you know, making people aware and think about, you know, we do really have to take care of Texas. It's not just a given that it's always going to be this way. You know, we have some of the cleanest air and cleanest water in the country, and that's because the people are taking care of it and protecting it.

Z: The campaign is going great and it's not, it's no surprise. Texans are proud to take care of this state for future generations. It's been an easy sell. Since we've rejuvenated the campaign we've had a great outpouring of support. People are

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coming to our Facebook page, or coming to our website. They're pledging to take care of Texas and do all the great things that we're asking them to do.

K: Howdy everybody, Kevin Fowler here. And about a year ago we asked Texans to join our campaign to take care of Texas.

Z: It's simple stuff. You know, my philosophy has always been that, that taking care of Texas doesn't start at a federal or a state agency. It starts with everybody at home. Kids need to do their part, learn how to conserve water. There are simple things you can do. Most things we do to take care of Texas actually saves you money too. So I think it's been a real success so far.

K: You know Texans are very proud people. They love taking care of our state. You know, you don't have to beg people to take care of our air and water, you know. Just remind them once in a while. And, uh, you know, everybody wants to protect what we have here and to pass it on to future generations.

Z: Every little bit adds up.

K: [Singing] You've got to take care of Texas, it's the only one we've got.

V: Sponsored by the Texas Commission on Environmental Quality.

[2:23 end of video]