

Behind the Scenes
The Making of the Take Care of Texas PSAs with Kevin Fowler

ZC: Zak Covar
KF: Kevin Fowler
M: Unidentified Male
F: Unidentified Female

ZC: Clearly Texas is a great place to be. We thought this would be a great opportunity to get the positive message out about the improvements of air quality and water quality that we've had in Texas. Clearly life is better outside and we'd like to encourage people and we partner with our sister agency, Texas Parks and Wildlife to put on this public service announcement and encourage people to go through their facilities. Those belong to every Texan. If we can develop a way to get the message out that the environment in Texas is good and visit our web site TakeCareofTexas.Org and go outside.

M: Stand right here and this, uh...

F: One, two and three. Smile right there. One, two and...

M: The queue is yours Allen. We're rolling

M: Play back.

KF: [Singing] You gotta take care of Texas, it's the only one we've got. If you're way up in Lubbock or down in [0:55???]. Conserve water, keep the air clean. Take care of Texas, don't you know what I mean y'all.

ZC: Well it's funny Kevin Fowler kind of shows us. As you know he's a great Texan, a country music singer, passionate about the outdoors. He's a great spokesman, a great Texan and he was happy to help us. It's a good jingle. It's been in my head since I heard him first record it and I'm hoping that that will catch on across the state, it will get stuck in everybody's head and hopefully they'll look at the web site, encourage their family and kids to go outside and enjoy state parks and take care of Texas.

KF: The jingle, you know, I think I spent all of 10 seconds on it. It was an easy one to write. You know, luckily they gave me pretty much what they wanted in it and I just put it together. And I think it's really catchy. It's one of those, what I call an ear worm. You get it in your ear and you can't get it out. You know I've always been a bit outdoorsman, a big hunter, a big fisherman. And I'm big into land stewardship and water conservation. Just Texas and the environment. And it just seems like a perfect fit, you know, with these guys. You know I'm a born and bred Texan and I love Texas, I love Texas outdoors. And I think we should all do the best we can to take care of it and pass it on for future generations. Well all

Behind the Scenes
The Making of the Take Care of Texas PSAs with Kevin Fowler

I'm going to say is they had a really good hair and makeup person because I am *ugly*. If you can make this look good, you doing, you doing good. Fix that in Photoshop would you?

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

[2:19 end of video]