

## NLT Sustainability Messaging Radio Scripts

### **BECOME A STEWARD RADIO SPOT (0:30)**

The pristine beauty of North Lake Tahoe attracts millions each year and that beauty continues to be preserved by people like you. When you take the Traveler Responsibility Pledge, you take a step in becoming a steward of Lake Tahoe. Leave each space better than you found it by participating in a community clean-up and using public transportation like TART.

Learn more about the pledge at [GoTahoeNorth.com](http://GoTahoeNorth.com). This tip is sponsored by Travel North Tahoe Nevada and the North Lake Tahoe Resort Association.

### **RESPECT THE ENVIRONMENT RADIO SPOT (0:30)**

An abundance of natural beauty surrounds North Lake Tahoe. Join us in taking the Traveler Responsibility Pledge to respect and preserve our environment. Be mindful of your eco-footprint by making sure you throw away trash, use a reusable water bottle and stay on trails. And remember to leave no trace behind by packing out what you brought in.

Learn more about the pledge at [GoTahoeNorth.com](http://GoTahoeNorth.com) and take action today. This tip is sponsored by Travel North Tahoe Nevada and the North Lake Tahoe Resort Association.

### **STAY EDUCATED RADIO SPOT (0:30)**

Being in North Lake Tahoe means you get to learn her secrets. Join us in taking the Traveler Responsibility Pledge to stay educated on how to enjoy Lake Tahoe safely. Simple steps like checking the weather before you head out exploring and signing up to receive both county and state text alert warnings about road conditions will help make your next adventure that much more enjoyable.

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### **KEEP WILDLIFE WILD RADIO SPOT (0:30)**

The profound beauty and peace of North Lake Tahoe belong to all - to humans, animals and plants that reside here. Join us in taking the Traveler Responsibility Pledge to keep our wildlife wild. Make your promise to keep your distance, to never feed the animals, and to always be "bear aware." It will keep you and the environment around you safe.

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### **BE FIRE SAFE RADIO SPOT (0:30)**

Exquisite natural beauty like North Lake Tahoe's is well worth preserving. The environment and our communities deserve our attentive care. Pledge to be fire safe all year-round by signing up for regional fire alerts, not using fireworks and making sure you burn in only approved areas. Put your fire out by soaking, stirring, and feeling the ashes before you dispose of them properly.

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### **DEMONSTRATE MINDFUL TRAVEL RADIO SPOT (0:30)**

The true beauty of North Lake Tahoe comes from far more than what you see. Take part in the Traveler Responsibility Pledge and make your promise to be mindful in your travels by being kind to all you see, having patience with our local businesses and opting for other outdoor options if your first pick looks too crowded. Do all you can to create a positive North Lake Tahoe experience.

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