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LCV and State Partners Launch \$250K Radio Ad Campaign in Four Districts

***** LISTEN TO THE AD HERE: <http://www.conservationpa.org/altmire-stuff/> *****
Ad Targets Representatives for Continued Support for Legislation that Blocks EPA Scientists from Enforcing Air Pollution Limits

WASHINGTON – Today, the League of Conservation Voters and state partners in Pennsylvania, Nevada and Montana jointly launched a radio ad campaign, costing nearly a quarter million, in four districts targeting representatives for supporting efforts to gut the Clean Air Act and prevent the EPA from doing its job to protect public health and reduce dangerous pollution.

“It is beyond reprehensible that Chairman Upton is leading an all out attack on the EPA’s vital clean air safeguards and that lawmakers like Representatives Altmire, Heller and Rehberg are more than willing to follow his lead,” said LCV President Gene Karpinski. “The EPA has a responsibility under the law to set air pollution limits that protect the public’s health and hold polluters accountable, and it is simply wrong for these politicians to block scientists at the EPA from doing their job in order to protect their campaign contributions from corporate polluters.”

These representatives voted for the Continuing Resolution (H.R. 1) which included amendments to block the EPA from implementing long overdue air pollution safeguards to reduce emissions of carbon, mercury, arsenic and other harmful air pollutants. They also voted for House-passed legislation (H.R. 910) to prevent the EPA from applying commonsense safeguards to curb harmful carbon pollution and protect public health, even though the companion legislation failed in the U.S. Senate the day before.

The radio ads contrast the healthy air Americans want to breathe and the polluted stuff that these Congressmen are voting for. The ads will be running this week in 8 media markets. LCV is joined by Conservation Voters of Pennsylvania, Nevada Conservation League and Montana Conservation Voters in this effort.

Radio ads will be running in the following districts:

PA-4 (Altmire): <http://www.conservationpa.org/altmire-stuff/>

This ad will be running in the Pittsburgh media market.

MI-6 (Upton): <http://www.youtube.com/watch?v=9bIARshjQww>

This ad will be running in the Kalamazoo, Grand Rapids, Battle Creek and South Bend media markets.

NV-2 (Heller): <http://www.youtube.com/watch?v=8gi369rwRdM>

This ad will be running in the Reno media market.

MT-AL (Rehberg): <http://www.youtube.com/watch?v=ZVwOlf1caBU>

This ad will be running in the Billings, Butte, Helena, Great Falls, Glendive and Kalispell media markets.

Example script:

Voices

Backup

WOMAN: Take a deep breath. Fill your lungs with clean, fresh air. MAN: Take a deep breath. Fill your lungs with Jason Altmire Stuff.	
WOMAN: Feel the fresh air nourish your cells and clean your lungs. MAN: Feel the Jason Altmire Stuff fill your lungs with arsenic, smog and mercury.	Rep. Jason Altmire voted for the final Continuing Resolution (H.R. 1) which included amendments that would block the EPA from implementing long overdue air pollution safeguards for this industry that would allow more dangerous pollutants in the air, including mercury, arsenic and lead. http://www.lungusa.org/press-room/press-releases/us-senate-must-reject-hr1.html

Make a donation
& support our work

Tell your friends
help build our base of environmental voters

Sign Up for Email
be the first to get news, endorsements & more!

Email:

1 retweet

Share

<p>WOMAN: Feel the fresh air provide your white blood cells the oxygen they need to kill bacteria, so you get healthier with every breath.</p> <p>MAN: Feel the Jason Altmire Stuff inflame the lining of your lungs, make you wheeze, cause chest pains, shortness of breath, increase your chance of an asthma attack, and other serious respiratory illnesses.</p>	<p>All information provided by the American Lung Association factsheet, "Protect Our Kids' Health, Don't Weaken the Clear Air Act." http://www.lungusa.org/assets/documents/climate-change-and-ozone.pdf</p> <p>Shortness of breath and chest pains: Horstman DH, Folinsbee LJ, Ives PJ, Abdul-Salaam S, McDonnell WF. Ozone concentration and pulmonary response relationships for 6.6-hour exposures with five hours of moderate exercise to 0.08, 0.10, and 0.12 ppm. <i>The American Review of Respiratory Disease</i> 1990; 42:1158-1163.</p> <p>McDonnell WF, Stewart PW, Smith MV, Pan WK, Pan J. Ozone-induced respiratory symptoms: exposure-response models and association with lung function. <i>The European Respiratory Journal</i> 1999;14:845-853.</p> <p>Wheezing: Triche EW, Gent JF, Holford TR, Belanger K, Bracken MB, Beckett WS, Naeher L, McSharry JE, Leaderer BP. Lowlevel ozone exposure and respiratory symptoms in infants. <i>Environmental Health Perspectives</i> 2006;114:911-916.</p> <p>Inflammation of the lining of your lungs: Mudway IS and Kelly FJ. An investigation of inhaled ozone dose and the magnitude of airway inflammation in healthy adults. <i>American Journal of Respiratory and Critical Care Medicine</i> 2004;169:1089-1095.</p> <p>Increased risk of asthma attacks:Mortimer KM, Neas LM, Dockery DW, Redline S, Tager IB. The effect of air pollution on inner-city children with asthma. <i>European Respiratory Journal</i> 2002; 19:699-705.</p>
<p>WOMAN: Feel the fresh air adjust the serotonin in your brain and improve your mood.</p> <p>MAN: Feel the Jason Altmire Stuff make you sick and ill.</p>	
<p>MAN 2: By voting to gut the Clean Air Act and prevent EPA scientists from cleaning our air, Congressman Jason Altmire protects corporate polluters who fund his campaign and leaves us breathing toxic pollutants that cause illness and death. Is that the stuff you want to breathe?</p>	<p>Rep. Jason Altmire recently voted for two pieces of legislation that prohibit the EPA's scientists from doing their job protecting public health: The Energy Tax Prevention Act of 2011 (H.R. 910) and the Continuing Resolution (H.R. 1) which included amendments that would block the EPA from implementing new air pollution safeguards and would allow more dangerous pollutants in the air, including arsenic, mercury, and carbon dioxide.</p> <p>According to the EPA, the rule reducing mercury and other harmful pollutants from cement plants would result in avoiding up to 2,500 premature deaths per year and preventing 17,000 cases of aggravated asthma, among other significant health benefits. http://www.epa.gov/ttn/atw/pcem/pcem_fs_080910.pdf</p> <p>H.R. 910 would block the EPA from setting commonsense standards limiting carbon dioxide and other global warming pollution from major sources of pollution.</p> <p>H.R. 910 roll call: http://clerk.house.gov/evs/2011/roll249.xml</p> <p>Rep. Jason Altmire has received \$322,600 in oil and other energy interests during his career. http://www.opensecrets.org/politicians/industries.php?cycle=Career&cid=N00027664&type=l</p>
<p>VO: A message from the Conservation Voters of Pennsylvania.</p>	

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