Your PR/Marketing company has been commissioned to make a commercial promoting the use of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as a continued fuel to power a new line of power plants slated to be built across the US.

Your commercial should be 2 minutes long, no more, no less.

It should contain a mix of the following:

Stock footage of your industry.

Data/graphs/charts.

Historical usage.

Future visions.

Interviews.

It should address all information listed below.

 **COAL**

**Description of coal:**

**Renewable or nonrenewable:**

**Where coal is located:**

**How do we recover it:**

**Ways we turn coal into energy we can use:**

**Who uses coal and for what purposes:**

**Effect of using coal on the environment: Important facts about coal:**

**Data promoting the coal industry and continued use of coal:**

**Claims made by anti coal movement:**

**Response to claims made and date to support counter claims:**

**Why it should be considered for continued use.**

