

Cinécraft Productions, Cleveland's longest-standing production company, presents a Flashback Friday video from our archives.

One of the best ways to get information out to the public is in the form of a film or video.

In the 1950s and early 1960s, a smokestack spewing a black cloud was often used to show industrial strength, but by the 1970s air pollution was a hot topic. After the passage of the Clean Air Act in 1970, businesses had to find a way to communicate that they were good corporate citizens by meeting the standard

In this short clip from a Republic Steel film, Making Steel But Keeping it Clean, you can see how we helped tell the story of technological innovations aimed at cleaning the air. Huge and costly scrubbers were used to remove the particulates from the exhaust stacks of steel plants.

The Voice Over Narrator for this film was Paul King. Paul was a remarkable narrator. He would often read a well written industrial script in one flawless take, but a poorly written script would give him fits.

Transcription

Voice the Legendary Paul King

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A hood around the top of the furnace captures 99.9% of potential air pollutants. The pollution control system is closely monitored. The system includes huge ducts that carry dust and fumes to a high pressure scrubber. This twenty story high system prevents 200 tons of particulates from escaping into the environment each day.