



InsureKidsNow.gov

GUIDELINES FOR CUSTOMIZING PRE-RECORDED RADIO PSAs¹

The pre-recorded radio public service announcements (PSAs) can be used as recorded, or you can encourage local stations to insert your organization's contact information (program name, Web site, toll-free phone number) to customize the announcement for your State.

- **Customizing PSAs.** To customize the pre-recorded PSAs in this toolkit, approach the PSA director at your local radio station and supply your organization's program name, Web site and toll-free phone number. They will need to remove the pre-recorded national tag and record the following "local tag" at the end of the PSA. For the :20 second spot, they will begin recording at :09; for the :30 second spot, at :23; and for the :60 second spot, at :39.

[Local Anchor Tag: Locally call XXX-XXX-XXXX or visit XXX for more information.]

will replace

[Call 877-Kids-Now or visit InsureKidsNow [dot] gov today. Brought to you by the U.S. Department of Health and Human Services.]

- **Preferred Sizes, File Formats and Production Quality.** The pre-recorded versions of the PSAs are "broadcast quality." If someone other than staff at the radio station customizes them, ensure that the production quality remains high. The PSAs are currently available as MP3 and Real Audio files, formats that directors and their on-air colleagues typically prefer. If the station requests them in another format and you need help with converting the file, please contact ChildrensHealthInsuranceResource@ketchum.com. Note that some stations may prefer to use the PSA scripts to produce the full PSAs from scratch, rather than adding a local tag to the pre-recorded version.
- **Approaching PSA Directors.** If you have not previously approached PSA directors, they are those individuals at radio stations who receive and review PSAs from a variety of organizations and then select and air the ones they feel most benefit the station's listeners and community. PSA directors are typically interested in localized spots about pressing social issues, particularly those related to the needs of children. Consider providing PSA directors with a short letter that provides context about the importance of children's health insurance programs and their impact (see sample below).

¹ Adapted from PSA Director Research Study conducted by the Advertising Council, Inc. 2001



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[INSERT DATE]

Dear PSA / News Director,

Health insurance is available for many of the uninsured families in your listening area, and they don't even know it. The federal government works together with states to offer low-cost health insurance for children through the Children's Health Insurance Program (CHIP) and Medicaid. These programs serve families who cannot afford health insurance in the private market or do not have coverage available to them at work. Every state's program is unique and has individual income eligibility rules and benefits, but generally, children in families with incomes up to \$44,000 per year (for a family of four) are likely to be eligible for coverage.

There are nearly five million uninsured children in America who are eligible for CHIP or Medicaid but are not enrolled – many families don't even know that they can buy affordable health insurance for their kids.

That is why we are seeking your help to spread the word to families about the availability of health coverage and to reduce the number of children who are going without the health care that is so critical to healthy development.

Please place this PSA in heavy rotation between now and [INSERT TIMEFRAME] to help ensure millions more children get the care they need.

Thank you in advance for your support.

Sincerely,

[INSERT NAME, TITLE]

[INSERT STATE PROGRAM NAME]

INSERT FINAL SCRIPT TRANSCRIPTION HERE

:60 PSA SCRIPT

INSERT FINAL SCRIPT TRANSCRIPTION HERE

:30 PSA SCRIPT

INSERT FINAL SCRIPT TRANSCRIPTION HERE

:20 PSA SCRIPT