



Connecting Kids to Coverage National Campaign

RADIO PUBLIC SERVICE ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – “YOUTH SPORTS”

Reach out to local radio stations to spread the word about Medicaid and the Children’s Health Insurance Program! The following scripts are designed to be read by local radio personalities when free airtime is available. Substitute your organization’s contact information/program name or use the general scripts. Be sure to provide the different lengths as stations may have varying needs.

For tips on pitching PSAs to radio stations check out the Campaign’s [10 Tips for Putting Public Service Announcements to Work](#).

10 Seconds

Don’t let your kids get sidelined this season by a lack of health insurance. Medicaid and CHIP offer free or low-cost options. Visit [InsureKidsNow.gov](#) to learn more.

15 Seconds

Don’t let your kids get sidelined this season by a lack of health insurance. Medicaid and CHIP offer free or low-cost health coverage for kids and teens. Visit [InsureKidsNow.gov](#) to learn more. Enrollment is always open.

30 Seconds

Don’t let your kids get sidelined this season by a lack of health insurance. Medicaid and CHIP offer free or low-cost health coverage for kids and teens. Physicals and regular visits are covered along with immunizations, dentist visits, hospital care, mental health services, prescriptions, and more. Visit [InsureKidsNow.gov](#) or call 1-877-KIDS-NOW to learn more about your coverage options so your kids will be ready to play ball.