

SCRIPT

SAMPLE RADIO PSA SCRIPTS – Here are some sample scripts you can provide to your local radio stations. These spots can be read “live” by an on-air announcer or recorded at a studio and given to the station in the form of CDs or cassettes.

English-Language Radio PSAs

Parent 1

Announcer: I know that as parents, we work hard to do everything right. We baby-proof our homes, put our kids in car-seats, and learn what to do in an emergency. Yet most parents don't know that children could be poisoned by lead paint in their own homes. Lead poisoning causes permanent learning and behavioral disorders, and the culprit is usually dust from peeling or chipping lead paint which goes from children's hands right into their mouths. Keep paint in good condition in your home, day care center and other places where your children live and play. Ask your doctor to test your child for lead poisoning and get your home tested too. For more information on how to address lead paint problems safely, call 1-800-424-LEAD.

Parent 2

Announcer: As parents, we try to do everything right for our children. We baby-proof our homes, put our kids in car-seats, and learn what to do in an emergency. Yet many parents never suspect that thousands of children are being poisoned by lead paint in their own homes. Lead poisoning causes permanent learning and behavioral disorders, and the culprit is usually dust from peeling or chipping lead paint. If you have young children, watch out for damaged paint and repair it immediately. For more information, call 1-800-424-LEAD.

Parent 3 (rental)

Announcer: As parents, we try to do everything right for our children. We get them immunized, use car safety seats, and learn what to do in an emergency. Yet many parents are surprised to learn that their children can be poisoned by peeling or chipping paint in their own homes. Lead poisoning causes permanent learning and behavioral problems. If you rent, report any peeling paint or water damage to your landlord. Make sure that lead hazards are repaired safely. For more information on your rights and how to protect your family, call 1-800-424-LEAD.

Consumer

Announcer: When it's time to remodel our homes, we try to do everything right, from picking a great paint color to getting the correct building permits. Yet many do-it-yourselfers are surprised to learn that their home improvements could cause lead poisoning in the children who live there. Lead poisoning causes permanent learning and behavioral problems, and a common culprit is dust from peeling or chipping lead paint. Repainting and repairs can also create lead dust. If you plan to repaint or remodel, be sure to contain and clean up paint chips and dust. After the job is finished, conduct a lead dust test to make sure the house is safe for children. For more information on lead-safe remodeling, call 1-800-424-LEAD.

SCRIPT

Spanish-Language Radio PSA

Run Time: 30 seconds

Padres

Como padres queremos hacer lo mejor para nuestros hijos. Usamos asientos de seguridad en el auto y aprendemos que hacer en una emergencia. Sin embargo, muchos padres nunca sospechan que millares de niños pueden ser envenenados con plomo en sus propias casas a través de la pintura a base de plomo que se está pelando o despegando. El envenenamiento con plomo causa problemas permanentes en el aprendizaje y comportamiento del niño. Si usted alquila, informe al propietario de cualquier pintura que se está despegando o cualquier daño hecho por la agua. HUD quiere que cada niño viva en un hogar donde el plomo no le haga daño. Llame al 1-800-424-LEAD para más información sobre como proteger a su familia. HUD está a su lado.

(This PSA is the translation of the English PSA #3)