

Blood Donation “We Need”

TV and Radio Public Service Announcement :30-FINAL-11/21/18

(National Association of Broadcasters • America’s Blood Centers)

VISUAL

(A montage of faces, reflecting different shapes, sizes, ethnicities, ages, genders explaining why they need blood, featuring a narrator and three main players overlapping in their statements. Various family pictures to the side graphically indicate why they need blood to be donated. The stat “every two seconds someone needs blood” remains on screen for the entire spot with heart monitor SFX throughout.)

NARRATOR

“EVERY TWO SECONDS SOMEONE NEEDS BLOOD.”

PERSON #1

“I NEED BLOOD TRANSFUSIONS FOR MY CANCER TREATMENTS.

NARRATOR

WHAT IF HE WAS YOUR BROTHER?

PERSON #2

“I NEEDED NINE UNITS OF BLOOD WHEN MY BABY WAS BORN.”

NARRATOR

WHAT IF SHE WAS YOUR MOTHER?

PERSON #3

“I NEEDED TEN UNITS OF BLOOD AFTER A CAR ACCIDENT.”

NARRATOR

WHAT IF HE WAS YOUR SON?

ON-CAMERA-CONGRESSIONAL MEMBER

“HELLO (OR HI), I’M (CONGRESSMAN / CONGRESSWOMAN / REPRESENTATIVE / SENATOR) _____.”

WE’LL ALL KNOW SOMEONE WHO NEEDS BLOOD AT SOME POINT, NOT JUST WHEN DISASTER STRIKES. DONATE BLOOD TODAY SO OTHERS HAVE TOMORROW.”

OR

ON-CAMERA-CONGRESSIONAL FAMILY MEMBER

“HELLO (OR HI), I’M _____.”

MY (HUSBAND / WIFE), (CONGRESSMAN / CONGRESSWOMAN / SENATOR)

_____ AND I WILL KNOW SOMEONE WHO NEEDS BLOOD AT SOME POINT, NOT JUST WHEN DISASTER STRIKES. DONATE BLOOD TODAY SO OTHERS HAVE TOMORROW.”

(NAB logo) (America’s Blood Centers logo)

For more information visit: www.americasblood.org

NARRATOR VOICE OVER

This message brought to you by the National Association of Broadcasters and this station.