

LITERACY “Reading: Your Window to the World”
TV and Radio Public Service Announcement :30-FINAL
(National Association of Broadcasters • Jumpstart)

VISUAL

(Children and teachers in a reading circle with a globe of the world in the middle.)

NARRATOR VOICE OVER (NAT SND OF CHILDREN READING)

READING HELPS CHILDREN DISCOVER THE WORLD AROUND THEM.

**HELPING A CHILD DEVELOP THE LITERACY SKILLS THEY NEED FOR SUCCESS IN LIFE IS
ONE OF THE GREATEST GIFTS YOU CAN GIVE.**

READ WITH A CHILD EARLY AND OFTEN, OPENING THEIR WINDOW TO THE WORLD.

ON-CAMERA-CONGRESSIONAL MEMBER

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

**TEACHING CHILDREN TO READ AT AN EARLY AGE CAN MAKE A BIG
DIFFERENCE IN THEIR FUTURE SUCCESS.**

HELP OPEN A CHILD’S WINDOW TO THE WORLD.

OR

ON-CAMERA-CONGRESSIONAL FAMILY MEMBER

**“HELLO (OR HI), I’M _____.
MY (HUSBAND / WIFE), (CONGRESSMAN / CONGRESSWOMAN
/ SENATOR)_____ AND I**

URGE YOU TO READ TO A CHILD AT AN EARLY AGE.

THAT WILL MAKE A BIG DIFFERENCE IN THEIR FUTURE SUCCESS.

HELP OPEN A CHILD’S WINDOW TO THE WORLD.

(NAB logo)

(Jumpstart logo)

For more information visit: www.jstart.org

NARRATOR VOICE OVER

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