

PREVENT CANCER "Take the Time"
TV and Radio Public Service Announcement :30-FINAL
(National Association of Broadcasters • Prevent Cancer)

VISUAL

(A FAMILY IS GETTING READY TO SEND THE KIDS OFF TO SCHOOL, EATING BREAKFAST, MAKING SCHOOL LUNCHES, WITH A PROMINENT CALENDAR ON THE WALL.)

NARRATOR VOICE OVER

WE'RE ALL BUSY, BUT OUR HEALTH COMES FIRST.

VOICES (WIFE TO HUSBAND AS SHE POINTS TO HER MAMMOGRAM APPT. ON CALENDAR)

"I'VE MADE MY MAMMOGRAM APPOINTMENT. REMIND ME, WHEN IS YOUR COLONOSCOPY?"

NARRATOR VOICE OVER

SCREENING INCREASES THE CHANCES OF DETECTING CERTAIN CANCERS EARLY, WHEN TREATMENT CAN BE MOST EFFECTIVE.

MAKE TIME TO SCHEDULE YOUR SCREENING APPOINTMENT NOW.

ON-CAMERA-CONGRESSIONAL MEMBER

"HELLO (OR HI), I'M (CONGRESSMAN / CONGRESSWOMAN / REPRESENTATIVE / SENATOR) _____.

TALK TO A DOCTOR ABOUT YOUR RISK FACTORS TO DETERMINE WHAT SCREENINGS ARE BEST FOR YOU. MAKE YOUR APPOINTMENT TODAY, AND KEEP IT!

OR

ON-CAMERA-CONGRESSIONAL FAMILY MEMBER

"HELLO (OR HI), I'M _____ MY (HUSBAND / WIFE), (CONGRESSMAN / CONGRESSWOMAN / SENATOR) _____ AND I

URGE YOU TO TALK TO YOUR DOCTOR ABOUT THE CANCER SCREENINGS YOU MAY NEED.

MAKE YOUR APPOINTMENT TODAY, AND KEEP IT!

(NAB logo & Prevent Cancer logo)

For more information visit: <http://preventcancer.org>

NARRATOR VOICE OVER

THIS MESSAGE BROUGHT TO YOU BY THE NATIONAL ASSOCIATION OF BROADCASTERS AND THIS STATION.