



Choose Your Cover

Radio PSA Scripts

HOT AND SUNNY DAY — :30

- SFX:** *DRAMATIC MUSIC. SOUNDS OF TYPING ON A COMPUTER KEYBOARD.*
- WRITER:** IT WAS BLAZING HOT. SHE WAS ALONE BY THE POOL. THE SUN SHOWED NO MERCY ON HER DELICATE SKIN –
- SFX:** *DRAMATIC MUSIC AND TYPING STOP AS CO-WRITER INTERRUPTS.*
- CO-WRITER:** ACTUALLY, SHE WAS WEARING SPF 15 SUNSCREEN.
- SFX:** *DRAMATIC MUSIC AND TYPING SOUNDS START UP AGAIN.*
- WRITER:** *(SLIGHTLY ANNOYED)* IT WAS BLAZING HOT. SHE WAS ALONE BY THE POOL FULLY PROTECTED FROM THE UNMERCIFUL SUN –
- SFX:** *DRAMATIC MUSIC AND TYPING STOP AS CO-WRITER INTERRUPTS.*
- CO-WRITER:** NOT REALLY, ONLY STAYING OUT OF THE SUN COULD DO THAT. BUT COVERING UP WOULD HELP.
- WRITER:** *(ANNOYED)* ANYTHING ELSE?
- CO-WRITER:** JUST CHOOSE YOUR COVER.
- ANNOUNCER:** REDUCE YOUR RISK OF SKIN CANCER. CHOOSE YOUR COVER: USE SUNSCREEN – SPF15 OR HIGHER, A HAT, SUNGLASSES, A COVER UP... EVEN SHADE. BROUGHT TO YOU BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION.

UV RAY — :30

- ANNOUNCER:** UV RAY WAS LAST SEEN HURLING TOWARDS EARTH.
- SFX:** *A BASEBALL GAME: CROWD NOISES; OCCASIONAL ROAR; BAT HITTING A BALL; VENDORS YELLING.*
- UV RAY:** I ALWAYS FIND A FEW AT THE OLE BALL GAME. YES... THOSE GUYS – UNPROTECTED!! BINGO!
- SFX:** *LASER SOUND, THEN A LOUD HUMMING SOUND*
- TEENAGE GUYS:** *(IN UNISON)* OW!
- TEENAGE GUY 1:** WE'RE SUNBURNED!
- UV RAY:** *(MANIACAL LAUGH)*
- SFX:** *A SWOOSHING SOUND.*
- UV RAY:** NOW, THAT GIRL IN ROW B...
- SFX:** *LASER SOUND, THEN A FEEBLE PLINK.*
- UV RAY:** *(FUMING)* SUNSCREEN AND A HAT!
- YOUNG WOMAN:** BEAT IT, UV RAY! A FEW SERIOUS SUNBURNS CAN INCREASE MY RISK OF GETTING SKIN CANCER.
- UV RAY:** *(FURIOUSLY MAD)* I HATE PUBLIC AWARENESS!
- SFX:** *SWOOSH.*
- ANNOUNCER:** UV RAY: YOUR SKIN'S WORST ENEMY. CHOOSE YOUR COVER! BROUGHT TO YOU BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION.

Radio PSA Scripts

BY THE POOL — :30

SFX: AT A PUBLIC POOL: SPLASHING, LAUGHING AND OTHER POOL SOUNDS.

WOMAN 1: THIS IS ALL I NEED IN LIFE. SUN AND SWIM.

WOMAN 2: I'M WITH YOU.

WOMAN 1: UGH. THERE'S THAT WOMAN AGAIN.

WOMAN 2: EVERY SUMMER.

WOMAN 1: SHE'S SOOOO RED.

WOMAN 2: SUN SPOTS... LEATHERY SKIN... KINDA SCARY.

WOMAN 1: SHE LOOKS LIKE YODA.

WOMAN 2: NO WONDER. SHE'S HERE EVERY DAY.

WOMAN 1: YEAH. (PAUSE, THEN SLOWLY REMEMBERING) BUT WE ARE, TOO...

WOMAN 2: WE'LL NEVER LOOK LIKE THAT.

WOMEN: (ALMOST UNISON) NAH.

ANNOUNCER: THINK AGAIN. EVEN A FEW SERIOUS SUNBURNS CAN INCREASE YOUR RISK OF SKIN CANCER. CHOOSE YOUR COVER – SUNSCREEN SPF 15 OR HIGHER, A HAT, SUNGLASSES, COVER UP, EVEN SHADE. BROUGHT TO YOU BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION.

SCORE WITH SUNSCREEN — :30

SFX: A SOCCER FIELD: SOUNDS OF SOCCER TEAM AND THEIR COACH GETTING READY FOR A GAME

COACH: OKAY TEAM, GOT YOUR GEAR? WATER? SHINGUARDS....? SUNSCREEN?

GIRLS: (CHORUS OF) "SUNSCREEN???!?! WHADYA MEAN?"

"THAT'S BOGUS..."

"NO WAY..."

"WHAT'S UP WITH THAT?"

COACH: YOU LOOK GOOD OUT THERE...LIKE A BUNCH OF MIA HAMMS. BUT NO SUNSCREEN, NO WAY YOU'LL BE ABLE TO PLAY TOMORROW.

GIRL 1: COACH, I WON'T GET BURNED.

COACH: EVEN IF YOU GET PINK NOW, THINK HOW RED YOU'LL BE TONIGHT. THAT MEANS TOO SORE TO PLAY TOMORROW. GRAB THE SUNSCREEN NOW!

GIRL 2: I HAVE SUNSCREEN – WHO NEEDS IT?

GIRL 3: OKAY.

GIRL 1: (BEGRUDGINGLY) OVER HERE.

GIRL 3: (EXCITED) HEY, DON'T HOG IT!

GIRL 2: PASS IT BACK, MAN!

SFX: GIRLS TALKING OVER EACH OTHER. VOICES FADE OUT AS ANNOUNCER SPEAKS.

ANNOUNCER: GETTING BURNED CAN COST YOU MORE THAN THE TITLE. IT CAN ALSO LEAD TO SKIN CANCER. SO CHOOSE YOUR COVER AND WEAR SUNSCREEN THAT'S SPF 15 OR HIGHER. BROUGHT TO YOU BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION.

STRAIGHT TALK — :30

YOUNG WOMAN: THEY ALWAYS SAY "SUNBURN'S BAD"... "YOU'LL GET WRINKLES"... "CANCER"... WHADDYA DO?... TOTALLY AVOID THE SUN?

YOU THINK, "WHY WORRY? I'M YOUNG."

THAT'S WHAT I THOUGHT TIL I HEARD ABOUT A MILLION PEOPLE WILL GET SKIN CANCER THIS YEAR...

SOME WILL HAVE MELANOMA, THAT KIND OF SKIN CANCER CAN BE DEADLY.

EVEN A FEW SERIOUS SUNBURNS CAN INCREASE YOUR RISK OF GETTING SKIN CANCER.

SO WHEN YOU'RE OUT, USE SUNSCREEN – SPF15 OR HIGHER, A HAT, SUNGLASSES, A COVER UP, EVEN SHADE...

CHOOSE YOUR COVER...IT'S EASIER THAN YOU THINK.

ANNOUNCER: BROUGHT TO YOU BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION.