

Template Radio Scripts for Kansas Hospitals

:30 Radio Script #1

OPTION A: This option allows member hospitals that record their own reads to personalize the script with hospital name and community name.

ANNOUNCER:

At {HOSPITAL NAME}, we believe all Kansans deserve quality health care.

That's why we support The Bridge to a Healthy Kansas.

It's not Obamacare. It's a new solution that makes health care coverage affordable for thousands of hardworking, low-income Kansans.

Join us in building a healthier {TOWN/CITY OR COUNTY NAME} community by telling your elected officials to support this unique Kansas solution.

Contact them now at Bridge-to-a-Healthy-Kansas-dot-org.

This advertisement is paid for by {HOSPITAL NAME}.

OPTION B: This option allows KHA to pre-record the script, so hospitals will only need to produce a recording for the last line ("This advertisement is paid for by...").

ANNOUNCER:

All Kansans deserve access to quality health care.

That's why we support The Bridge to a Healthy Kansas.

It's not Obamacare. It's a new solution that makes health care coverage affordable for thousands of hardworking, low-income Kansans.

Join us in building a healthier community by telling your elected officials to support this unique Kansas solution.

Visit Bridge-to-a-Healthy-Kansas-dot-org to show your support today.

This advertisement is paid for by {INSERT HOSPITAL NAME}.



:30 Radio Script #2

OPTION A: This option allows member hospitals that record their own reads to personalize the script with hospital name and community name.

ANNOUNCER:

What is The Bridge to a Healthy Kansas?

It's a new solution for affordable health coverage for low-income Kansans.

That's important for thousands of hardworking individuals in the coverage gap.

AND for all of us, because our {TOWN/CITY OR COUNTY NAME} community thrives when our people are healthy.

{INSERT HOSPITAL NAME} supports The Bridge to a Healthy Kansas. Tell your elected officials you support it too at Bridge-to-a-Healthy-Kansas-dot-org.

This advertisement is paid for by {INSERT HOSPITAL NAME}.

OPTION B: This option allows KHA to pre-record the script, so hospitals will only need to produce a recording for the last line ("This advertisement is paid for by...").

ANNOUNCER:

What is The Bridge to a Healthy Kansas?

It's a new solution for affordable health coverage for low-income Kansans.

That's important for thousands of hardworking individuals in the coverage gap,

AND for all of us, because our community thrives when people are healthy.

The Bridge to a Healthy Kansas is NOT Obamacare, so tell your elected officials to support this unique Kansas solution.

Contact them now at Bridge-to-a-Healthy-Kansas-dot-org.

This advertisement is paid for by {INSERT HOSPITAL NAME}.

