

Radio PSA Scripts

Healthy Vision: Make It Last a Lifetime



15-second live-read radio script (general audience):

Eyesight has a huge impact on our everyday lives and is one of the senses Americans report they fear losing most. Make your vision last a lifetime. Schedule a comprehensive dilated eye exam today. For more information, visit www.nei.nih.gov/healthyeyes.

15-second live-read radio script (African American):

Did you know African Americans are at higher risk for glaucoma, a leading cause of blindness in the United States? Make your vision last a lifetime. Schedule a comprehensive dilated eye exam today. For more information, visit <http://www.nei.nih.gov/healthyeyes>.

15-second live-read radio script (Hispanic/Latino):

Did you know Hispanics and Latinos have a higher risk of losing vision or going blind due to eye disease? Make your vision last a lifetime. Schedule a comprehensive dilated eye exam today. For more information, visit <http://www.nei.nih.gov/healthyeyes>.

30-second live-read radio script (general audience):

Imagine if you lost your sight. Watching your favorite TV shows, curling up with a good book, or driving through a scenic countryside would no longer be possible. Eyesight has a huge impact on our everyday lives. Make your vision last a lifetime. Schedule a comprehensive dilated eye exam today. For more information, visit <http://www.nei.nih.gov/healthyeyes>.

30-second live-read radio script (African American):

Imagine if you lost your sight. Watching your kids grow or seeing friends and family would no longer be possible. If you're African American and over 40, or if you have a family history of eye-related diseases and conditions, you may be at higher risk of developing eye disease. Many eye diseases have no warning signs. One of the most important things you can do is to get a comprehensive dilated eye exam. Make your vision last a lifetime and schedule one today. For more information, visit <http://www.nei.nih.gov/healthyeyes>.

30-second live-read radio script (Hispanic/Latino):

Imagine if you lost your sight. The sights of family and friends enjoying a fiesta or cooking a favorite family dish would no longer be possible. Hispanics and Latinos have a higher risk of losing vision or going blind due to eye disease. One of the most important things you can do to keep your eyes healthy is to get a comprehensive dilated eye exam. Make your vision last a lifetime and schedule one today. For more information, visit <http://www.nei.nih.gov/healthyeyes>.

