

HRSA/Organdonor.gov
Organ Donor 50+ Radio PSAs
5/17/10

:60 SPOT ONE: "Poodle Skirts or Mini-Skirts"

TWO VOICES: in 50+ demographic share the lines.

MUSIC UP: Light and positive, but not tied to any era.

WOMAN: If you remember poodle skirts, miniskirts, or bellbottoms you're just the right age.

MAN: Whether you listened to Bing Crosby or Chuck Berry...

WOMAN: ... the Beach Boys, the Bee-Gees or the Beatles, we need your help.

MAN: Even if you're in your 50's, 60's, 70's, or beyond, you too can register to become an organ and tissue donor.

WOMAN: Surprised? You shouldn't be.

MAN: Any age is the right age to donate the gift of life. And the need is so great.

WOMAN: Today, thousands of people are waiting for a transplant.

MAN: But only one in three of us over the age of 50 is a registered organ donor.

WOMAN: If we all registered, imagine how many lives we could save.

MAN: How many families we could help.

WOMAN: So whether you remember the first step on the moon...or the last step of the hustle...

MAN: ...take an important step today...and learn more.

WOMAN: Get the facts. Register to become an organ and tissue donor.

ANNOUNCER MAN: Find out how at organdonor-dot-gov or call 1-866-99DONATE.
A message from the US Department of Health and Human Services, Health Resources and Services Administration.

:60 SPOT TWO: "Do Something Important."

MUSIC UP.

WOMAN: Who was your hero when you were a kid?

MAN: Whether it was Joe DiMaggio or Jackie Robinson,

WOMAN: Rosa Parks or Sally Ride,

MAN: Bogart or Brando,

WOMAN: You're just the right age...to do something important that you can be remembered for.

MAN: Even if you're in your 50's, 60's, 70's, or beyond, you can register to become an organ and tissue donor.

WOMAN: Surprised? You shouldn't be.

MAN: Today, people of all ages and even health conditions can sign up to donate the gift of life.

WOMAN: And it's so important. Every age, every ethnicity is needed.

MAN: If we all signed up, imagine the lives we could save.

WOMAN: The families we could help.

MAN: So whether you admired John Wayne or James Dean, Robert Redford or Roberto Clemente.

WOMAN: Elvis Presley or Ella Fitzgerald. Do something important that could make a real difference and change lives.

MAN: Get the facts today, and register to become an organ donor.

WOMAN: Find out how at organdonor-dot-gov or call 1-866-99DONATE.

ANNOUNCER MAN: A message from the US Department of Health and Human Services, Health Resources and Services Administration.

:30 SPOT ONE: "Liked Ike, Loved Lucy"

MUSIC UP.

WOMAN: Whether you remember poodle skirts, miniskirts, or bellbottoms

MAN:you're just the right age.

WOMAN: Whether you liked Ike or you loved Lucy...

MAN: your help is needed.

WOMAN: Even if you're in your 50's, 60's, 70's, or beyond, you can sign up to become an organ and tissue donor.

MAN: Think you're too old? Think again!

WOMAN: Any age is the right age to donate the gift of life.

MAN: Sign up today at organdonor-dot-gov or call 1-866-99DONATE.

A message from the US Department of Health and Human Services, Health Resources and Services Administration.

:30 SPOT TWO: "Who was your hero?"

MUSIC UP.

MAN: Who was your hero when you were a kid?

WOMAN: Whether it was Neil Armstrong or Louis ("Louie") Armstrong,

MAN: Roberto Clemente or Walter Cronkite, Rosa Parks or Sally Ride...

WOMAN: You're the right age to do something you can be remembered for.

MAN: Register to become an organ and tissue donor.

WOMAN: Even if you're in your 50's, 60's, 70's, or beyond...any age is the right age to donate the gift of life.

MAN: Learn how at organdonor-dot-gov or call 1-866-99DONATE. A message from the

US Department of Health and Human Services, Health Resources and Services Administration.

:15 SPOT ONE: "Learn how at organ-donor.gov"

WOMAN: Even if you're in your 50's, 60's, 70's, or beyond, any age is the right age to donate the gift of life.

MAN: Register to become an organ and tissue donor. Learn how at organ-donor-dot-gov.

WOMAN: A message from the US Department of Health and Human Services, Health Resources and Services Administration.

:15 SPOT ONE: "Learn how at 1-866-99DONATE"

WOMAN: Even if you're in your 50's, 60's, 70's, or beyond, any age is the right age to donate the gift of life.

MAN: Register to become an organ and tissue donor. Learn how at 1-866-99DONATE.

WOMAN: A message from the US Department of Health and Human Services, Health Resources and Services Administration.

:15 SPOT THREE: "Wants you to know..."

WOMAN: Any age is the right age to register as an organ and tissue donor.

MAN: Learn how today at organ-donor-dot-gov or call 1-866-99DONATE.

WOMAN: A message from the US Department of Health and Human Services, Health Resources and Services Administration.

:10 SPOT ONE: "Organ-donor.gov :10"

WOMAN: Learn how you can donate the gift of life...as an organ and tissue donor.

MAN: Go to organ-donor-dot-gov. A message from the U.S. Department of Health and Human Services, Health Resources and Services Administration.

:10 SPOT ONE: "1-866-99DONATE :10"

WOMAN: Over 50? You can sign up to be an organ and tissue donor.

MAN: Call 1-866-99DONATE. A message from the U.S. Department of Health and Human Services, Health Resources and Services Administration.

LIVE READ SCRIPTS:

:60 “FACTS” SCRIPT ONE: “ANY AGE/HOSPITALS”

How old can you be, and still donate the gift of life? What age is the right age to be an organ and tissue donor?

Think you're too old? Think again! The U.S. Department of Health and Human Services wants you to know...any age is the right age to sign up.

We're living longer, healthier lives. So more of us can be organ and tissue donors and recipients...into our 50s, 60s, even into our 80s.

And there's more you should know about donation. You should know the real facts.

For example, it's a fact – People of any age, even with certain medical conditions, can sign up to be donors.

Another fact: People who have signed up to be organ and tissue donors receive the same care in the hospital as non-donors do. Doctors work to save all lives equally.

Get the whole story about donation and sign up today. Right now is the perfect time!

Go online to organdonor-dot-gov or call 1-866-99DONATE. A message from the U.S. Department of Health and Human Services, Health Resources and Services Administration.

:60 "FACTS" SCRIPT TWO: "MAJOR RELIGIONS/NO COST"

How old can you be, and still donate the gift of life? What age is the right age to be an organ and tissue donor?

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We're living longer, healthier lives. So more of us can be organ and tissue donors and recipients... into our 50s, 60s, even into our 80s.

And there's more you should know about donation. You should know the real facts.

For example, it's a fact: Most major religions in the U.S. support organ donation.

Another fact: There is absolutely no cost for donation...either to the donor's family or the donor's estate.

Any age is the right age to make a difference and care about others.

Get the whole story about donation and sign up today. Right now is the perfect time!

Go online to organdonor-dot-gov or call 1-866-99DONATE. A message from the U.S. Department of Health and Human Services, Health Resources and Services Administration.

LIVE READ :30

How old can you be, and still donate the gift of life? What age is the right age to be an organ and tissue donor?

Think you're too old? The US Department of Health and Human Services wants you to know...any age is the right age to register. More of us are able to be donors and recipients into our 50's and beyond.

Learn more about donation. Find out about the lives you could help. Go to organdonor-dot-gov or call 1-866-99DONATE. A message from the U.S. Department of Health and Human Services, Health Resources and Services Administration.