

Take Heart Alaska PSA's for the Control Your Blood Pressure...for Life! Campaign

30 Second Radio Spot Script

SFX: DRUMMING SOUND IN THE BACKGROUND

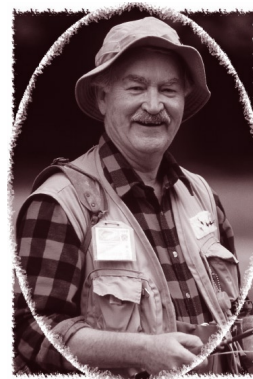
NATIVE MALE ANNOUNCER: Your heart works hard 24 hours a day, seven days a week. But, having high blood pressure makes your heart work too hard and can cause problems like heart attack, kidney failure and stroke. Control your blood pressure . . . for life! Take care of your heart with good nutrition, regular activity, a tobacco free lifestyle and medication if you need it.

SFX: NATIVE SINGING

NATIVE MALE ANNOUNCER: Your heart will thank you for years to come!

ANNOUNCER: Brought to you by the Take Heart Alaska Coalition

*Control your
Blood Pressure
For Life!*



30 Second Radio Spot Script

SFX: NATURAL SOUNDS OF WATER AND SEAGULLS

MALE or FEMALE ANNOUNCER: I love living in Alaska! The fishing here is the best I've ever known. My fishing routine is simple: pick a good spot, use good bait, and get your gear in the water as much as you can.

SFX: FISHING REEL ZINGING

MALE or FEMALE ANNOUNCER: Easy! One thing that wasn't so easy for me was taking blood pressure medications. My doctor told me to take them, but it never seemed like it was that important. But after my (friend, mother, father, etc.) had a stroke last winter, I changed my mind. For me, controlling blood pressure is as important as picking a good fishing spot! Control your blood pressure . . . for life!

ANNOUNCER: Brought to you by the Take Heart Alaska Coalition

**Take Heart
Alaska**