

Live Announcer Scripts for Reaching Adults 65+

A live read is when a DJ or an announcer either reads or ad-libs a piece of information about a product – in this case your lifestyle change program. Speak with your local radio stations and provide these live radio scripts for them to use when the opportunity arises.

FOR RELEASE:	[Include the date on which the station can begin using the announcement]
CONTACT:	[Include the name and telephone number of the person who can confirm the script is valid and answer any questions the radio station might have]
KILL DATE:	[Include the date after which your announcement is no longer valid]
LIVE ANNOUNCER RADIO:	“Don’t Let Age Define Your Health: Prevent Type 2 Diabetes with the National Diabetes Prevention Program”

:60 LIVE ANNOUNCER:

YOU HAVE IMPORTANT REASONS TO STAY HEALTHY—YOUR FAMILY—YOUR FRIENDS—YOUR HOBBIES ... DON’T LET TYPE 2 DIABETES INTERFERE WITH YOUR GOLDEN YEARS... NOW IS THE TIME TO MAKE PREVENTING TYPE 2 DIABETES A PRIORITY... [ORGANIZATION’S] LIFESTYLE CHANGE PROGRAM CAN HELP...YOU’LL WORK WITH A TRAINED LIFESTYLE COACH AND HAVE A STRONG SUPPORT NETWORK WITH OTHERS IN THE PROGRAM... YOU’LL LEARN HOW TO MAKE LASTING CHANGES TO LIVE A HEALTHIER LIFE...LOSE WEIGHT—AND MAINTAIN YOUR QUALITY OF LIFE...GROUPS MEET [INSERT MEETING SPECIFICS, TIME AND DAY] FOR A YEAR...BECAUSE LEARNING NEW HABITS TAKES TIME... IF YOU HAVE OR ARE AT RISK FOR PREDIABETES... THIS PROVEN PROGRAM CAN HELP...LEARN HOW YOU CAN PREVENT TYPE 2 DIABETES...VISIT WWW—DOT—[ADD YOUR PROGRAM’S URL]...YOU’RE NEVER TOO OLD TO FEEL YOUNG...TAKE CHARGE OF YOUR HEALTH AND YOUR LIFE...

:30 LIVE ANNOUNCER:

YOU HAVE IMPORTANT REASONS TO STAY HEALTHY—YOUR FAMILY—YOUR FRIENDS—YOUR QUALITY OF LIFE... THAT’S WHY YOU DON’T HAVE TIME FOR TYPE 2 DIABETES...IN [ORGANIZATION’S] LIFESTYLE CHANGE PROGRAM YOU WILL LEARN HOW TO MAKE LASTING CHANGES TO REDUCE YOUR RISK FOR TYPE 2 DIABETES—A TRAINED LIFESTYLE COACH WILL HELP YOU—LEARN HOW TO LOSE WEIGHT AND BE MORE PHYSICALLY ACTIVE—IT’S NEVER TOO LATE TO PUT YOURSELF FIRST... IT WORKS! FIND OUT MORE AT WWW—DOT—[ADD YOUR PROGRAM’S URL]...

:15 LIVE ANNOUNCER:

PREVENT TYPE 2 DIABETES FOR THE THINGS THAT MATTER MOST TO YOU...[ORGANIZATION’S] LIFESTYLE CHANGE PROGRAM PROVIDES A TRAINED COACH TO HELP YOU CHANGE THE WAY YOU EAT AND BE MORE PHYSICALLY ACTIVE...LEARN MORE AT WWW—DOT—[ADD YOUR PROGRAM’S URL]...

