

Jessica Anzai

Public Relations Techniques

Dr. Rumsey

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Type of radio station #1: NPR Collegedale, WSMC-FM 90.5

#2: KAMB Positive Family, FM 101.5

URL:#1: <http://www.cdc.gov/listeria/outbreaks/caramel-apples-12-14/index.html>

URL #2: <http://bidartapplerecall.com/>



Centers for Disease Control and Prevention

CDC 24/7: Saving Lives, Protecting People™

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**PUBLIC SERVICE ANNOUNCEMENT
OUTBREAK LINKED TO CARAMEL APPLES**

60 SECONDS

<u>SFX</u>	<u>ANNCR</u>
FAIR CARNIVAL SOUNDS	
(CHILD)	Mom, can we get caramel apples? Please?
(MOM)	Sure honey, but only if they aren't from a certain company. They just did a recall on Granny Smith and Gala Apples.
(CHILD)	Excuse me sir, are these grandma apples?
(CASHIER LAUGHS)	
(CASHIER)	You mean Granny Smith? No, all apples from the company Bidart Brothers went on recall.
(CHILD)	Why?
(CASHIER)	There's an outbreak of a disease called Listeria (leh-stare-ee-ah). It's like getting food poisoning.
(MOM)	Thanks for being informed about it.

(CASHIER)	Thanks for asking.
(CHILD)	Umm...so can I get a caramel apple still?
(CASHIER)	Of course, these are okay to eat. Here you go!
FAIR CARNIVAL SOUNDS STOP	
(ANNOUNCER)	<p>As of January 10, thirty-two people have been infected with Listeria related to commercially produced, prepackaged, caramel apples.</p> <p>Ask your retailer today if their apples are from Bidart Brothers.</p> <p>Tell others about the recall, too.</p> <p>Go to Bidart apple recall dot com for more information.</p> <p>Prevent illness and save a life in your family.</p>

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