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PSA Script

PR Techniques Class

Secondhand Smoke PSA

Time: 30 seconds

Radio Station: Mainstream/POP

Source: <http://www.cdc.gov/vitalsigns/tobacco/>

Did you know that twenty-five percent of all non smoking americans, and forty percent of children in america are exposed to secondhand smoke? Four hundred infants and 41,000 adult nonsmokers die every year from SHS. No level of secondhand smoke exposure is safe. Never let you are your children around public places where smoking is allowed, and educated your children on the dangers of tobacco. A message from the Centers for Disease Control and Prevention.

Dangers of Smoking PSA

Time: 30 seconds

Radio Station: Country

Source:

http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/

Are you a male smoker? If so, your risk for developing lung cancer is 23 times higher than those who never smoke. Smoking causes more deaths each year than alcohol, HIV, illegal drug use, car crashes, and firearms combined. That's ten times more than all deaths in the history of every war fought by the United States. If you are struggling with tobacco addiction call 1-800-QUIT-NOW, or visit smokefree.gov for information on how to quit. A message from the Centers for Disease Control and Prevention.