

Coronavirus Response Campaign
TV Script Template

Please note: Before creating TV materials, any mentions of the Ad Council or CDC brands or logos will need to be reviewed and approved on an individual, case-by-case basis. If you are interested in mentioning or including those logos, please reach out to bcreamer@adcouncil.org with your name, company, and any assets details. Otherwise, if you're not including the Ad Council or CDC brands, you are welcome to follow the below templates.

Content:

- Lower Risk :60
- Lower Risk :30
- Lower Risk :15

LOWER RISK (60 Seconds)

We must all remain committed to slow the spread of coronavirus.

Taking care of ourselves, and not putting others in harm's way...

Especially those already at **higher risk of getting seriously ill** -- including **people over 65** or **those with underlying medical conditions**.

Follow your state and local government instructions around stay at home orders.

If you must be out, **avoid crowded areas, stay 6 feet (or 2 arm lengths) away from others** and wear a face covering.

Wash hands **frequently** with **soap and water** for **20 seconds** – especially after being in public spaces.

Avoid touching your **face**.

Cough or sneeze in a tissue, then **throw it away**.

Disinfect frequently touched objects.

And if you have symptoms of fever, dry cough and shortness of breath, **call your health care provider before going** to their office.

Slowing coronavirus means taking care of ourselves while also protecting others.

Even if you're not at high risk, these steps should be taken to help slow the spread of coronavirus.

We are all in this together.

For more information visit [coronavirus.gov](https://www.coronavirus.gov)

LOWER RISK (30 Seconds)

We must all remain committed to slow the spread of coronavirus.

Taking care of ourselves, and not putting others in harm's way...

Especially **people over 65** or **those with underlying medical conditions**.

Follow your state and local government instructions around stay at home orders.

If you must be out, **avoid crowded areas, stay 6 feet (or 2 arm lengths) away from others** and wear a face covering.

For more information...

Visit [coronavirus.gov](https://www.coronavirus.gov)

We are all in this together.

LOWER RISK (15 Seconds)

We must all remain committed to slow the spread of coronavirus.

Follow your state and local government instructions around stay at home orders.

If you must be out, **avoid crowded areas, stay 6 feet (or 2 arm lengths) away from others** and wear a face covering.

We are all in this together.

[SUPER] [Coronavirus.gov](https://www.coronavirus.gov)