

Coronavirus Response Campaign Audio Script Template

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

Content:

- High-Risk :60
- High-Risk :30
- General Public :60
- General Public :30

HIGH-RISK AUDIENCE (60 Seconds)

This is an important message about coronavirus. With coronavirus still spreading, those who are most likely to get seriously ill must take extra precautions.

You are at higher risk for getting seriously ill:

- If you are over 65...
- Or if you have any serious underlying medical conditions...
 - Like heart disease,
 - Chronic lung disease (like asthma),
 - Diabetes,
 - Or you are undergoing cancer treatment

If you're at higher risk for getting seriously ill, it's essential you take extra care to protect yourself:

- Stay home
- Avoid close contact with others
- Stay 6 feet apart from others if you must go out
- Wash your hands frequently with soap and water for 20 seconds.
- Avoid touching your face.
- Disinfect frequently touched objects like doorknobs and light switches.

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

In challenging times, the choices you make are critical and their impact is significant.

Help slow the spread of coronavirus.

Visit [coronavirus.gov](https://www.cdc.gov/coronavirus) for the latest information from the CDC.

That's [coronavirus.gov](https://www.cdc.gov/coronavirus)

And help protect yourself today.

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And their impact is significant.

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GENERAL PUBLIC (60 Seconds)

This is an important message about coronavirus.

We must all remain committed to slow the spread.
Taking care of ourselves, and not putting others in harm's way...

Even people who aren't showing symptoms can still spread the disease, so it's important for everyone to take precautions.

To help 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.
- Avoid touching your face.
- Wash hands frequently with soap and water for 20 seconds.
- Cough or sneeze in a tissue, then throw it away.
- Disinfect frequently touched objects.
- 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.

We're all in this together.

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Help protect yourself and others today.

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