

# Connecting Kids to Coverage National Campaign

## TV PUBLIC SERVICE ANNOUNCEMENT (PSA) VISUAL AND AUDIO SCRIPTS – “COVERED”

:30 TELEVISION — ENGLISH

V I S U A L	A U D I O
<p><b>OPEN ON A SKATEBOARDER SAILING THROUGH THE AIR. SUPER: RELAX.</b></p> <p><b>CUT TO TEENS PLAYING BASKETBALL, A BIT ROUGHLY. SUPER: DON'T PANIC.</b></p> <p><b>CUT TO A LITTLE GIRL CANNONBALLING INTO A POOL. SUPER: IT'S OK.</b></p> <p><b>CUT TO THE POOL GIRL, NOW IN A DOCTOR'S OFFICE, WHERE SHE IS BEING EXAMINED AS HER MOTHER LOOKS ON. SUPER: FAMILIES OF FOUR EARNING UP TO \$49,200 PER YEAR MAY QUALIFY (LIMITS HIGHER IN SOME STATES)</b></p> <p><b>CUT BACK TO THE BASKETBALL PLAYERS, AND THE GIRL AND MOM AT THE POOL.</b></p>	<p><b>VOICE-OVER (MUSIC UNDER):</b> No matter where your daredevils go...</p> <p>Or what they get into...</p> <p>You can breathe easier....</p> <p>because they may qualify for free or low-cost health insurance through Medicaid and CHIP. Even if you've applied before... your kids could still be eligible for doctor and dentist visits, prescriptions and more.</p>
<p><b>CUT TO A GIRL PLAYING SOCCER, WHO KICKS THE BALL TOWARD THE GOAL. SUPER: GET COVERED.</b></p> <p><b>CUT TO THE END CARD: INSUREKIDSNOW.GOV LOGO, 1-877-KIDS-NOW. PAID FOR BY THE U.S. DEPARTMENT OF HEALTH &amp; HUMAN SERVICES. HHS LOGO.</b></p>	<p>Get your kids covered today.</p> <p>Go to <a href="http://InsureKidsNow.gov">InsureKidsNow.gov</a> or call 1-877-KIDS-NOW.</p>

**\*\*Please Note: The “Covered” PSA should not be used beyond June 12, 2019.\*\***

