



# Connecting Kids to Coverage National Campaign

## RADIO PUBLIC SERVICE ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – “PEACE OF MIND”

Reach out to local radio stations to spread the word about Medicaid and the Children’s Health Insurance Program! The following scripts are designed to be read by local radio personalities when free airtime is available. Substitute your organization’s contact information/program name or use the general scripts. Be sure to provide the different lengths as stations may have varying needs.

**For tips on pitching PSAs to radio stations check out the Campaign’s [10 Tips for Putting Public Service Announcements to Work](#).**

### 10 Seconds

Medicaid and the Children’s Health Insurance Program offer free or low-cost health coverage. They give peace of mind if a child is sick or gets injured. Visit [InsureKidsNow.gov](#).

### 15 Seconds

Medicaid and the Children’s Health Insurance Program offer free or low-cost health coverage. Hospital and doctor visits are covered. They give peace of mind if a child gets sick injured. Visit [InsureKidsNow.gov](#).

### 30 Seconds

Medicaid and the Children’s Health Insurance Program offer free or low-cost health coverage. Hospital and doctor visits and more are covered. That’s peace of mind for parents if a child is sick or gets injured. And parents may be eligible for Medicaid too, even if they have applied in the past. Enrollment is always open. Visit [InsureKidsNow.gov](#) or call 1-877-KIDS-NOW.