

RYR Radio Spot Concept 1 (30 sec): “RUNNER (ASK)”

Voice	MUSIC/SFX
VOICEOVER: Sometimes, being a parent is like running a race. Every second counts.	SFX: STOPWATCH ticking. Sound of a RUNNER jogging on a road or gravel track.
VOICEOVER: But when the pressure’s on, it’s easy to push things harder than they really ought to go.	SFX: STOPWATCH continues. Pace of RUNNER increases.
VOICEOVER: Stop. Rethink your reaction. Good parenting means knowing when it’s time to slow down, take a breather and ask for help.	SFX: STOPWATCH and RUNNER sounds stop.
VOICEOVER: There are resources in your community that can help you stay on top of stress and keep you and your kids moving forward as a family.	
BOY: Come on, Dad – I’ll beat you to the top of that hill!	
DAD (Sounding a little winded, but cheerful): Oh yeah? We’ll see about that!	SFX: RUNNING sounds begin again, with some laughter from father and son.
Rethink Your Reaction is campaign to promote safe and healthy family interaction from the Nebraska Child Abuse Prevention Partnership and <i>[local contact information]</i> . Visit RethinkYourReaction.org	

RYR Radio Spot Concept 2 (30 sec): “TRAFFIC JAM (Laugh)”

Voice	MUSIC/SFX
<p>VOICEOVER: Some days, being a parent is as frustrating as being in a traffic jam. There’s always so much to do, and everything just seems to get in your way.</p>	<p>SFX (layered): TRAFFIC JAM sounds, CAR HORNS. Sound of NEWS/TRAFFIC REPORT on the car radio.</p>
<p>VOICEOVER: But there are ways to keep stress from getting the better of you.</p>	<p>SFX: TRAFFIC JAM/CAR sounds continue, intensify a little.</p>
<p>MOM: BEEP!</p>	
	<p>SFX: DAUGHTER (a little girl) giggles</p>
<p>MOM: BEEP! BEEP!</p>	<p>SFX: DAUGHTER continues giggling and then begins to join in.</p>
<p>MOM and DAUGHTER: BEEP! BEEP!</p>	<p>MOM and DAUGHTER giggling.</p>
<p>VOICEOVER: Using your sense of humor sets a great example for your kids, and can even bring your family closer together when the going gets tough.</p>	
<p>MOM and DAUGHTER: BEEPITY BEEP BEEP!</p>	<p>SFX: More LAUGHTER</p>
<p>VOICEOVER: Rethink your reaction when the pressure’s on. You’ll find a little laughter can go a long way.</p>	
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RYR Radio Spot Concept 3 (30 sec): “Picture (TALK)”

Voice	MUSIC/SFX
	SFX, layering gradually: Phones ringing, office sounds, “business” conversation, television/radio talk shows
VOICEOVER: Take a minute and think about all noise we hear every day.	SFX continue to layer, increase slightly in volume
VOICEOVER: Sometimes, it’s hard to hear the things that really matter.	SFX: Through the noise, a young CHILD’S voice starts to emerge – distantly at first, but gradually louder and clearer.
CHILD: Mommy! Mommy!	SFX: background SFX/noise fades. Child’s voice becomes more distinct.
CHILD: Mommy! Look at the picture I drew!	SFX: Background noise fades entirely. CHILD’S voice now entirely in foreground
VOICEOVER: Don’t let the noise or stress over-whelm you. Rethink your reaction and stay tuned in to what’s really important in your life.	
MOTHER: This is wonderful, sweetie! Is this a picture of our family?	
VOICEOVER: Take time to talk and listen to your kids. It will make a big difference in their lives – and yours, too.	SFX: MOTHER and CHILD continue talking about picture in background, laughter.
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