

Original PSA Scripts by:

Dover (NH) Youth to Youth



Alcohol PSAs

(This is not a complete list. Contact us for: additional scripts on Alcohol topics; PSA scripts on Tobacco or other drugs; to obtain a CD of original recordings; to obtain an electronic copy of scripts or other information or resources on this topic. Some PSAs and scripts and our recordings are available for free downloading on our web site

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THE PARTY HARDY PARTY-LINE

Version #1

TITLE: The Party Hardy Party-line #1

CREATED BY: Madness Productions of Dover Youth to Youth

DATE: December 1998/Jan. 2000 (Video: Jan. 2003)

TARGET AUDIENCE: Parents/Adults

FORMAT: 60 second Radio PSA

OPENING MUSIC: “It’s my Party”

LARRY: Hello folks ...we’re the “party guys” and this is the ..

BOTH: Party Hardy Party-Line!

BARRY: The radio talk show where we help you plan a great bash or a gala event.

SOUND EFFECT: Phone rings...

LARRY: ...caller are you there?

WANDA: Hello...yes...my name is Wanda... I’m planning a big high school graduation party for my son and his friends. I’ve ordered them a keg of beer... and of course I’m taking their car keys ...is there anything else I can do to make sure I am ready for this event?

BARRY: Well, ... you could update your CPR certification so you’re ready in the event a binge drinking student consumes so much alcohol... he goes into respiratory arrest.

LARRY: And speaking of arrest... set aside \$500 bail money... since providing alcohol to a minor is a misdemeanor.

BARRY: And lastly... get a life lady!

WANDA: Ohhh..... Maybe I should give this some more thought. Thanks!

LARRY: You’re welcome...

[CLOSING MUSIC – in background]

... and that’s all the time we have for today folks, be sure to join us again tomorrow for...

BOTH: the Party Hardy Party-line.

[MUSIC ENDS – cues narrator]

NARRATOR: Created and presented by Dover Youth to Youth.

GUESSING GAME

TITLE: Guessing Game
CREATED BY: Madness Productions of Dover Youth to Youth
DATE: March 2000
RECORDED: May 16, 2000
TARGET MESSAGE: Alcohol Use

TARGET AUDIENCE: Adult-Parent
FORMAT: radio PSA – 60 seconds

[Opening sound effect: Car starting/doors closing]

MOM: OK kids here we go...
DAD: it's going to be a long trip.
KID#2: I'm bored!
KID #1: let's play a guessing game!
DAD: OK... I'm thinking of something that we have at every cookout.
KID#2: Beer?
DAD: No... I was thinking of hamburgers. **[quizzical]**
KID#1: Let mom try one...

MOM: *Ok... I'm thinking of some thing that's a part of every family celebration!*

ALL KIDS: Beeeer!!!
DAD: Nooo!! ... Of course not!
MOM: Let's try again... name something that makes Dad really mad?
KID#1: Running out of beee... [answer tails off]
MOM: ... No.... Stop saying that! You kids aren't getting any of these right!
DAD: OK one more... I'm thinking of one thing that mom really likes to order when she goes out to dinner... and it's not beer.

ALL KIDS: Margaritas!
MOM: Nooo.. I don't know where you kids come up with this stuff.
KID#1: I do. [solemnly]
NAR: When it comes to alcohol; what kind of example are you setting for your kids?

TAG: Created and presented by Madness Productions of Dover Youth to Youth.

Cool?

TITLE: Cool?

CREATED BY: Dover Coalition For Youth
DATE: November 2001
FORMAT: 60-second radio PSA
TARGET: Parents/Adults

SUBJECT: Attitudes toward alcohol

[Scene: Parents at table in kitchen ... student comes in and asks parents about having a party for graduation.]

Youth: Hey mom, dad, with graduation coming up this spring, I wanted to ask you what you thought about me and my friends having a party in the back yard.

MOM: That might be OK.

Youth: And I was kinda wondering if you would buy a keg for us to have at the party

DAD: I don't know...

Youth: You could take everyone's car keys. Everyone would actually be safer... they are going to drink anyway, you know that!

At least this way you would know where everyone was... and you would know they weren't drinking and driving.

MOM: What do you think Dear?

DAD: I need to think about this ... maybe...

Youth: Ohh come on... I GUARANTEE there won't be any problems and you'd be the *COOLEST* parents in the world.

NAR #1: Let us give you something to think about....

#2: How cool would it be if a drunken student fell and injured himself?

#3: How cool would it be if a fight broke out?

#4: How cool would it be if there was a date rape?

#5: How cool would it be if a partier died from alcohol poisoning?

#6: How cool would it be if an angry parent filed a lawsuit against you?

TAG: Created and presented by the Dover Coalition for Youth.

Lock It Up!

TITLE: Lock It Up!

CREATED BY: Madness Productions of Dover Youth to Youth

DATE: August 2001

FORMAT: 60-second radio PSA

TARGET: Parents/Adults

SUBJECT: Attitudes toward alcohol & access to alcohol in the home

Moderator: Hello Everyone, Welcome to the Safety Committee ...to get started let's talk about the things we can do to protect our kids.

#1 I never let my son run with scissors

CROWD: [Polite applause... support from crowd]

#2 I always make my kids buckle up

CROWD: [Louder applause and support from crowd]

#3 I put smoke detectors in the bedrooms.

CROWD: [Louder applause and support from crowd]

#4 Well I put trigger locks on my firearms because kids are fascinated by guns.

CROWD: [Loudest support] Yeah!... OK that's good too!

#5 Now that my kids are in school I got rid of most of the booze in my home and locked up the rest so they wouldn't be tempted.

[Stunned silence 1-2 seconds]

#6 [or repeat role #4] ...you did what?!

#5 ...just for a few years until they are grown...even good kids can make a bad decision.

#3 I never thought about that... I don't pay any attention to the alcohol in my house.

Narrator: The 2000 TAP Survey of 1,600 Dover students... revealed that the number one source of alcohol... for a youth's **first** few drinks... was to steal it from their home... or the home of a friend.

TAG: Presented by the Dover Coalition for Youth

CAN I HAVE A SIP?

TITLE: Can I Have a Sip?

CREATED BY: Madness Productions of Dover Youth to Youth

DATE: March 2000

FORMAT: 30-second radio PSA

TARGET: Parents/Adults

SUBJECT: Attitudes toward alcohol use

OPENING: Party noise, multiple people talking in background, music (continues through PSA)

DAD: Hey Bob is that still your first drink...

Partier #2 Hurry up or you'll never catch us...

DAD: Larry... you aren't leaving are ya? You gotta have a drink with me
.... it's my birthday... we gotta get trashed...

Partier #3 Set 'em up Ned... I'm going to drink you under the table again...

DAD: In your dreams lightweight....

Little Girl: Daddy... can I have a sip too?

DAD: No honey... alcohol isn't good for little girls... you shouldn't be here
... go back upstairs...

Girl: Okayyyyy....

DAD: Sorry guys...let's do some shots!

[party noise fades...]

NAR: Which message about alcohol is going to make an impression on
your kids... what you say or what you do?

TAG: Created and presented by Dover Youth to Youth.

zzzzzZapper

TITLE: *Zapped*

CREATED BY: Dover Youth to Youth

DATE: January 2004

FORMAT: 60-second radio PSA

TARGET: General

SUBJECT: Attitudes toward tobacco & the tobacco industry

PARTY SCENE:

cheers* *yeah!* *dance music* *cheers

cheers throughout psa

Group Chant: Zap-It! Zap-It! Zap-It! Zap—it!!

Harvey: What's going on over there?

Melissa: Awe, Dude! He's GREAT, lets go see!

Harvey: But what's he doing? Is he going to lick that?

Melissa: Yeah man-he licks the bug-zapper! He's SO CRAZY!

Harvey: Isn't that dangerous?

Melissa: Naw, Trust me, this is HILARIOUS! You gotta watch it! He does it every weekend!

Harvey: EVERY WEEKEND!?

Melissa: yeah, or ya know, when he gets an "A" on a test- just to celebrate-to have a good time.

Harvey: But that's not safe, and—

z-Z-Z-Z-Z-Z-z-z-z-Z-Z-Z-A-A-A-A-A-P-P-P-P!!!!

***PARTY CHEERS* then die down...*

Amanda: Hey get up. Someone get him up

Richie: [dismissive] Oh he'll be okay, just give him another beer...

Davie: ... I'll get the funnel !

Narr: Alcoholism is a problem for many people. Someone who acts like they are having fun or who seems like the life of the party might be the one in need of the most help. Help your friends before it's too late.

TAG: Created and presented by Dover Youth to Youth

13 Words

TITLE: *13 words*

CREATED BY: Advocacy Team of Dover Youth to Youth

DATE: October 2006

FORMAT: PSA

TARGET: Alcohol Industry Manipulation

SFX: (Music fades out...)

ANCHOR 1: Hello folks! Your listening to radio station WY2Y.

ANCHOR 2: And now it's time for our question of the day...

ANCH 1: ... you can win \$10,000 if you are the first caller to answer today's question correctly.

ANCHR: 2 What do the following words have in common?

Voice 2: Date Rape

Voice 3: Falls

Voice 4: Violence

Voice 5: Liver Disease

Voice 6: Accidents

Voice 7: Unwanted Pregnancy

Voice 8: Depression

Voice 9: Alcohol Poisoning

Voice 10: Suicide

Voice 11: STD's

Voice 12: and Addiction

ANCHOR 1: Well – I guess the time is up and no one has answered today's question correctly. Joe, please tell us what the answer is?

ANCHOR 2: They are all words that you have never heard in a beer or alcohol commercial.

ANCHOR 1: Really???? Why wouldn't they warn us of those risks?

NARR 1: The Beer and alcohol companies spend billions of dollars a year on TV and other advertising... but have you **ever** heard them use the word addiction – or any of these other words?

NARR 2: We're warning you about the consequences of alcohol abuse because the alcohol industry refuses to. They're probably, well, just too busy counting their money.

TAG: Created and presented by Dover Youth to Youth

Because I Said So

TITLE: Because I Said So

CREATED BY: Dover Coalition For Youth

DATE: November 2001

FORMAT: 60 second radio PSA

TARGET: Parents/Adults

SUBJECT: Attitudes toward alcohol

DAD: Mornin' Hun. Why are you so upset?

MOM: Anna came home **drunk** from a party last night. I told her we'd deal with it in the **morning**.

ANNA: Hi Mum, Hi Dad (excessively sweet and cheery)

DAD: Anna you came home drunk last night?! I can't believe you would do that! That's simply unacceptable.

ANNA: What's the big deal? I wasn't **driving**... and besides... you guys drink, **why can't I?!**

DAD: ... because WE said so!

ANNA: Ohhhh come onnnnn! That's not a real reason!!

NARRATOR: if **because we said so** wasn't a good enough reason when we were kids, it isn't a good reason now... maybe you could try this approach:

- Alcohol does more damage to teens than adults because the brain is not fully developed until the age of 22, and it can reduce one's learning potential by 10%.
- Alcohol is addictive... teen drinkers are more likely to become alcoholics and problem drinkers later in life.
- Underage drinking greatly increases the risk of accidents, teen pregnancy, suicide, fights, arrests, and date rape.
- Talk to your kids about alcohol early and often... what you say matters.

TAG: Created and presented by the Dover Coalition for Youth in partnership with Dover Youth to Youth.

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