

Client: **USDA FNS**
Project: **SNAP National Media Campaign**
Format: **Radio (PSA) :60**
Title: **“My Food—Crunchy” (general audience)**
Date/Ver: **August 6, 2009 (Final as Produced)**

Kids. Adults. Seniors. No matter who you are, good things come from eating good food. This concept emphasizes the message by featuring real people talking about a nutritious food they love, while using an announcer to position SNAP benefits as a way to keep it on the table during tough times.

SFX: *refrigerator door closing*

SFX: *crunching*

SFX: *Light music.*

YOUNG BOY: My favorite food is crunchy stuff. (*crunching*) See, isn't that cool? (6-8)

FEMALE ANNCR: When you use SNAP to introduce your kids to new foods, they might surprise you ... (6)

YOUNG BOY: I like carrots, celery, apples and cereal. They're all super crunchy and healthy! And if I run and play a lot, they'll help me get stronger, too! (9-12)

FEMALE ANNCR: SNAP is the new name for the federal Food Stamp Program. It helps families eat right when money's tight. SNAP benefits can be used at the store to buy all sorts of foods, including fruits and vegetables. So if you or someone you know has low-income, call 1-800-221-5689 for a free information packet. That's 1-800-221-5689. (20)

FEMALE ANNCR: SNAP. Putting healthy food within reach. (3)

YOUNG BOY: (*Crunching*) Mmmmm. That's good. (2)

FEMALE ANNCR: A message from the U.S. Department of Agriculture. (3)