



Florida Department of Health

Sexual Violence Prevention Program

RADIO SCRIPTS:

English RADIO	4 - :30
English RADIO	2 - :60
Spanish RADIO	2 - :30
Spanish RADIO	2 - :60

YUM! Design & Advertising

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Sexual Violence Prevention “Talk About It” Campaign

FINAL RADIO SCRIPTS

Topic	L	Spot	Music	T	P	REF
Men As Part of Solution	E	Better Man	full	:30	p3	BME - MP3/F - 30
Bystander/Drugs & Alcohol	E	No Excuses	no	:60	p4	NEE - MP3/F - 60
Bystander/Drugs & Alcohol	E	No Excuses	no	:30	p5	NEE - MP3/F - 30
Teen Empowerment	E	Face Facts	full	:60	p6	FFE - MP3/F - 60
Teen Empowerment	E	Face Facts	no	:30	p7	FFE - MP3/F - 30
Survivor/Center Hotline	E	Gylb	full	:30	p8	GylbE - MP3/F - 30
Men As Part of Solution	S	Better Man	full	:60	p9	BMS - MP3/F - 60
Men As Part of Solution	S	Better Man	full	:30	p10	BMS - MP3/F - 30
Survivor/Center Hotline	S	Gylb	tagonly:	60	p11	GylbS - MP3/F - 60
Survivor/Center Hotline	S	Gylb	full	:30	p12	GylbS - MP3/F - 30

L = Language (E - English or S – Spanish)
 P# = Page Number
 Length = Spot Length
 REF = Reference Number

<p><u>ENGLISH RADIO SPOTS:</u></p> <ol style="list-style-type: none"> 1. “Better Man” 2. “Get Your Life Back” 3. “No Excuses” 4. “Face Facts” 	<p><u>SPANISH RADIO SPOTS:</u></p> <ol style="list-style-type: none"> 1. “Better Man” 2. “Get Your Life Back”
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Date: 6.3.04
SVP: RADIO
Length: :30
Spot: Better Man - English
REF: BME - MP3/F – 30 – Full Music

MAN:

When she said, “stop”, I stopped.

When she said she wasn’t ready, I waited.

When I realized I had the power to control my feelings,

I became a better man.

ANNC:

Rape. Talk about it. Prevent it. Call 1-888-956-RAPE or go to f-c-a-s-v.org. A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.



Date: 5.25.04
SVP: RADIO
Length: :60
Spot: No Excuses - English
CUT: MP3 - 1
REF: NEE - MP3/F – 60 – No Music

Male Voice (almost patronizing).

You met her at a friend's party. You were having a good time but things weren't happening fast enough. So you put a little something extra in her drink. That's all. No big deal you tell yourself. She would never have cooperated on her own, so drugging her just made it easier for you, right?

Male Voice (firm).

NO. NOT RIGHT. IT'S NOT OK. There's NO excuse. In the eyes of the law, sex without consent IS rape. And if you think it's OK to drug someone with *any substance to get what you want...* If you think you have that right, maybe you'll think differently when...

SIREN. A POLICEMAN READING HIM HIS RIGHTS

You have the right - to remain silent.....(SFX: jail cell slam)

ANNCR:

Rape. Talk about it. Prevent it. Call 1-888-956-RAPE, that's 1-888-956-7273, or go to f-c-a-s-v.org for more information on sexual violence prevention, counseling and support. A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.



Date: 5.25.04
SVP: RADIO
Length: :30
Spot: No Excuses – English
CUT: MP3 - 1
REF: NEE - MP3/F – 30 – No Music

Male Voice (almost patronizing).

It was just a little extra something in her drink. No big deal.

She would never have cooperated, so drugging her just made it easier for you, right?

Male Voice (firm).

NO. NOT RIGHT. Sex without consent IS rape. And if you think it's OK to drug someone with *any substance to get what you want...* If you think you have that right, maybe you'll think differently when...

SIREN. A POLICEMAN READING HIM HIS RIGHTS

You have the right - to remain silent...(SFX: jail cell slam)

ANNCR:

Rape. Talk about it. Prevent it. Call 1-888-956-RAPE. A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.



Date: 5.25.04
SVP: RADIO
Length: :60
Spot: Face Facts - English
CUT: MP3 - 1
REF: FFE - MP3/F – 60 - Full Music

TEEN GIRL (STRONG, POSITIVE)

I don't accept the fact that I am a statistic waiting to happen.

I don't accept the fact that my friends think they can't be raped.

And, I don't accept the fact that some people just don't get it.

Why? Because I know that rapists are not just strangers lurking around the bushes at night. They're guys we meet at a party. Guys we sit next to in class. Even those guys we think are prince charming. *So what can I do to protect myself and even my friends?*

I can speak out against rape by supporting awareness activities in my community.

I can get my friends to talk about the dangers of rape and to look out for each other. Most importantly, I can keep talking about respect. The fact is, we've all got to be prepared to talk with each other about EVERYTHING, including rape. So let's face the facts together. Because rape IS REAL and it's time to start talking about it, so we can prevent it.

ANNCR: Rape. Talk about it. Prevent it. Call 1-888-956-RAPE or go to fcasv.org for information on preventing sexual violence. A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.



Date: 5.25.04
SVP: RADIO
Length: :30
Spot: Face Facts - English
CUT: MP3 - 1
REF: FFE - MP3/F – 30 - No Music

TEEN GIRL (STRONG, POSITIVE)

I don't accept the fact that I am a statistic waiting to happen.

I don't accept the fact that my friends think they can't be raped.

And, I don't accept the fact that some people just don't get it.

So what can I do to protect myself and even my friends?

I can get my friends to talk about the dangers of rape and to look out for each other. Most importantly, I can keep talking about respect. So let's face the facts together. Because rape IS REAL.

ANNCR:

Rape. Talk about it. Prevent it. Call 1-888-956-RAPE. A message from the Florida Department of Health in collaboration with the Florida Council Against Sexual Violence.



Date: 5.25.04
SVP: RADIO
Length: :30
Spot: Get Your Life Back - English
CUT: MP3 - 1
REF: GYLBE - MP3/F – 30 - Full Music

ANNCR: Female (Compassionate)

He raped you.

You know it. He knows it.

You might feel angry, afraid and alone. You might feel no one will understand
or maybe even believe you.

(Strong) But in speaking out, you take an important step

towards healing. (pause) It happened to me. If it's happened to you, *tell someone and
get your life back.*

ANNC:

To find a crisis center near you call 1-888-956-RAPE.

Rape. Talk about it. Prevent it. A message from the Florida Department of Health.



Date: 6.3.04
SVP: RADIO
Length: :60
Spot: Better Man - Spanish
REF: BMS - MP3/F – 60 - Full Music

MAN:

Cuando ella me pidió que parara, yo paré.

Cuando ella me dijo que aún no estaba preparada, yo esperé.

Cuando descubrí que podía controlar mis sentimientos, me convertí en un hombre mejor.

ANNC: La violación. Hable sobre ello. Prevéngala. Llame al 1-888-956-7273, o visite fcasv.org para más información sobre cómo prevenir la violencia sexual, para obtener consejo y apoyo. Un mensaje del Departamento de Salud de la Florida en colaboración con el Concilio de la Florida contra la Violencia Sexual.



Date: 6.3.04
SVP: RADIO
Length: :30
Spot: Better Man – Spanish
CUT: MP3 - 1
REF: BMS - MP3/F – 30 - Full Music

MAN 1:

Cuando ella me pidió que parara, yo paré.

Cuando ella me dijo que aún no estaba preparada, yo esperé.

Cuando descubrí que podía controlar mis sentimientos, me convertí en
un hombre mejor.

ANNC: La violación. Hable sobre ello. Prevéngala. Llame al 1-888-956-7273. Un mensaje del Departamento de Salud de la Florida en colaboración con el Concilio de la Florida contra la Violencia Sexual.



Date: 6.3.04
SVP: RADIO
Length: :60
Spot: Get Your Life Back - Spanish
CUT: MP3 - 1
REF: GYLBS - MP3/F – 60 – Music under Tag

ANNCR: Mujer (con compasión)

El te violó.

Tú lo sabes. Él lo sabe.

Puede que te sientas furiosa, asustada, avergonzada y sola. Puede que sientas que nadie te entiende o que nadie te cree. **(Fuerte)** Pero si hablas de ello, estás tomando un paso importante hacia la recuperación. A mí me pasó. Si te ha pasado a tí, *cuéntaselo a alguien y vive tu vida de nuevo.*

ANNC: Para obtener apoyo en un centro de crisis cercano a usted, o para conseguir información sobre la prevención de la violencia sexual, llame al 1-888-956-7273, o visite f-c-a-s-v.org. Un mensaje del Departamento de Salud de la Florida en colaboración con el Concilio de la Florida contra la Violencia Sexual.

La violación. Hable sobre ello. Prevéngala.



Date: 6.3.04
SVP: RADIO
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ANNCR: Mujer (con compasión)

El te violó.

Puede que te sientas furiosa, asustada y sola. **(Fuerte)** Pero si hablas de ello, estás tomando un paso importante hacia la recuperación. A mí me pasó. Si te ha pasado a tí, *cuéntaselo a alguien y vive tu vida de nuevo.*

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Un mensaje del Departamento de Salud de la Florida en colaboración con el Concilio de la Florida contra la Violencia Sexual.

La violación. Hable sobre ello. Prevéngala.