

Client: UNICEF

TIME: 60 seconds

Hannah Anderson, Media Spokesperson
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October 19, 2015

Woman V/O: IN THE NEXT FIVE MINUTES, A CHILD WILL DIE AS A RESULT TO
VIOLENCE. VIOLENCE AGAINST CHILDREN IS EVERYWHERE.

WHO ARE THESE CHILDREN?

Children's Voices: "I'm your daughter. I'm your son. I'm your student. I'm your
brother. I'm your sister. I'm just a kid and I'm scared."

Women V/O: 6 OUT OF 10 CHILDREN GLOBALLY ARE SUBJECTED TO PHYSICAL
PUNISHMENT. VIOLENCE AGAINST CHILDREN IS VISIBLE, BUT YOU
CAN HELP MAKE IT VISIBLE. UNICEF SUPPORTS CHILD
PROTECTION IN MORE THAN 50 COUNTRIES. LEARN MORE ABOUT
WHAT UNICEF IS DOING IN EACH COUNTRY AT WWW.
UNICEF.ORG. GET CREATIVE AND SPREAD AWARENESS IN YOUR
COMMUNITY. LEARN WHAT YOU CAN DO TO HELP. JOIN US IN THE
GLOBAL MOVEMENT TO END VIOLENCE AGAINST CHILDREN. IT'S
IN OUR HANDS TO MAKE THE INVISIBLE VISIBLE. FOR MORE
INFORMATION VISIT WWW.UNICEF.ORG/ENDVIOLENCE.

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TIME: 30 seconds

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Childs Voice: "The kids in my class keep asking about the bruises on my arms. If I tell, my mom will hit me again."

Woman V/O: 4 OUT OF 5 CHILDREN AGES 2 TO 14 ARE SUBJECTED TO SOME

KIND OF VIOLENT DISCIPLINE IN THEIR HOMES. GET TOGETHER

WITH OTHERS TO FIND OUT HOW VIOLENCE AFFECTS THE

CHILDREN IN YOUR COMMUNITY. VISIT WWW.UNICEF.ORG TO

LEARN HOW YOU CAN JOIN THE GLOBAL MOVEMENT.

Client: UNICEF

TIME: 10 seconds

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Announcer: VIOLENCE AGAINST CHILDREN IS EVERYWHERE. JOIN THE GLOBAL
MOVEMENT TO END IT NOW. WWW.UNICEF.ORG/ENDVIOLENCE HAS
INFORMATION ON HOW TO MAKE A DIFFERENCE.

J352: Radio PSA Messaging Worksheet Hannah Anderson

Name of your organization: UNICEF

Charitable mission: “ All children have a right to survive, thrive and fulfill their potential- to the benefit of a better world. That means equal access to services and care; working to achieve gender fairness and equality; working with children and adolescents to amply their concerns; and it means understanding the global situation facing children everywhere.”

Messaging:

1. Identify **two key core values/messages** that you think your organization would want to communicate:

“Child rights begin with safe shelter, nutrition, protection from disaster and conflict and traverse the life cycle: pre-natal care for healthy births, clean water and sanitation, health care and education.”

UNICEF works in over 190 countries and is supported entirely by voluntary funds.

2. Identify **two additional messages** you think your organization should convey through the PSA:

UNICEF has set out on a 15-year global agenda for every child who is suffering from one of the following: child protection, child survival, education, humanitarian action, and gender equality.

Children around the world are in need. Donate what you can today.

3. **Do a little research:** Find some **statistics** that could help back up your messages:

16,000 children die everyday from preventable or treatable causes.

56% of the 35 million living with HIV are girls.

Every five minutes, somewhere in the world, a child dies as a result to violence

2.4 million children lack access from proper sanitation.

Nearly half of all deaths in children under the age of 5 are due to malnutrition

Radio Distribution List:

1. SiriusXM, advertising@siriusxm.com, Wealthy/Older people who have the station programmed into their vehicle.
2. Pandora, submit your information, people who spend most of their day in the office/ at a desk.
3. Spotify, submit your information, a younger/ hip crowd who are likely to spread awareness on the spot and spend a bit of time on their phones
4. Z-100, submit your information, younger adults who are potentially a single parent and would feel obliged to talk about the situation with others in their community.
5. K-Love, submit your information, older teens/young adults looking to make an impact.
6. I heart Radio, submit your information, anyone who is tuned into a radio in the car that is apart of I Heart Radio.
7. Air 1, submit your information, families and those who are generous/donate
8. AFR, faq@afa.net, christian families in the south
9. The Fish, segark@1041thefish.com, Christian youth/young adults
10. BBC, submit your information, upper-class families

I chose these stations primarily based off what type of people I thought would be impacted by the content of the message. The first 3 stations require a monthly payment or subscription and they target the various demographics of 8-5 employees, young adults looking to make an impact, and people with a higher income. The Christian radio stations on the list are projected specifically at people who like to give back or who will recognize the announcement as something important to think about or donate to. The rest of my stations are targeted at younger adults, mostly female and potentially a single parent, who would feel inclined or motivated to discuss the severity of violence against children in their community.