

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

This spot is about an adult daughter talking with her father about his recent retirement. The daughter is concerned her parents will not have enough money during her dad’s transition from his old career to a new part-time job.

SFX: *Steps, door opening*

ADULT DAUGHTER: Hi, Dad. How’s retirement treating you? (2)

DAD: Takes some getting used to, but it’s good. (4)

DAUGHTER: So what else is new? (2.5)

SFX: *Steps, door shutting*

DAD: ...I started a part-time job. (2.5)

DAUGHTER: That’s great! Will you be working enough to keep healthy food on the table? Maybe you guys should check out SNAP, just in case... (8)

DAD: Well, we’re one step ahead of you. We applied for SNAP already. And it turns out we’re eligible because of our low income, even with my part time job... (7)

DAUGHTER: Great. But aren’t you worried that Mom might want you to cook some since you’ll have more free time? (6)

DAD: *(laughs)* I’ve been warned! (2)

FEMALE ANNCER: SNAP is the new name for the federal Food Stamp Program. It helps you eat right when money’s tight. SNAP benefits can be used 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. (18)

FEMALE ANNCER: SNAP. Putting healthy food within reach. A message from the U.S. Department of Agriculture. (6)