

Client: **USDA FNS**
Project: **SNAP National Media Campaign**
Format: **Radio (PSA) :60**
Title: **“¿Conoces a alguien?” (“Know Someone?”) (Hispanic audience)**
Date/Ver: **August 7, 2009 (Final as Produced)**

This spot is meant to reach individuals who know someone who may be eligible for SNAP benefits, or may be eligible themselves. The spot encourages them to learn more about SNAP and to view their current situation with a positive outlook for the future.

SFX: *Música.*

Light music.

FEMALE ANNOUNCER: ¿Conoce a alguien que está pasando por tiempos difíciles? ¿Conoce a alguien que no puede comprar comida nutritiva para su familia? Bueno, tal vez esas personas son elegibles para participar en un programa llamado SNAP. (15)

Do you know someone who is having a rough time trying to make ends meet? Do you know someone who has trouble putting healthy food on the table for their family? Well, they may be eligible for a program called SNAP.

FEMALE ANNOUNCER: SNAP es el nuevo nombre del Programa Federal de Cupones para Alimentos. Les da beneficios a personas de bajos ingresos para que puedan seguir comprando alimentos saludables aun cuando el dinero escasea. (10)

SNAP is the new name for the federal Food Stamp Program. It provides benefits to people with low-income so they can still buy healthy food when money is tight.

FEMALE ANNOUNCER: SNAP le entrega una tarjeta electrónica que podrá usar en la tienda para comprar todo tipo de alimentos, incluyendo frutas y verduras. (7)

SNAP provides an electronic card that you can use at the store to buy all sorts of foods, including fruits and vegetables.

FEMALE ANNOUNCER: Si quiere saber más acerca del programa SNAP y cómo solicitar estos beneficios, llame al 1-800-221-5689. Repito, 1-800-221-5689. SNAP. Alimentos saludables a su alcance. Un mensaje del Departamento de Agricultura de los Estados Unidos. (20)

To learn more about SNAP and how to apply, call 1-800-221-5689. That's 1-800-221-5689. SNAP. Putting healthy food within reach. A message from the U.S. Department of Agriculture.