



“WHERE WE STAND”

Sample Script for “Live” Appearance in DVD

The CCA encourages you to adapt the sample script below to highlight your organization and focus on issues that will resonate with the local audience. A 3 – 5 minute script is recommended although you can expand it further. Ideally it should not exceed 10 minutes. The CCA is happy to film and include exterior footage of your organization or you can provide some video footage you already have for inclusion.

Opening Remarks

Hello, I’m (host name), (host title) of (hosting organization). We are pleased to bring this video to you to help you gain a greater understanding of the country in which we live.

[You are encouraged to include a personalized but objective description of your organization. Many organizations choose to use this segment to highlight their facilities, mention the communities they serve, discuss the organization’s outreach efforts in their community, encourage students to pursue careers in health care, and/or encourage students to make healthy lifestyle decisions.]

This video addresses one of the important, but complex issues with which our government must deal – the health and well-being of its people. We hope this video will help you better understand the information used by our government to make decisions that can impact our daily lives. And we hope it will also help you recognize the role you can play in maintaining your health and well-being through lifestyle choices.

Understanding these matters will make you more aware of what it means to be an American -- in this particular example, what it means from the perspective of your well-being and your health.