

Appendix A 7b:

Sample Stage-Based Radio Advertisement - Contemplation

Sample Stage-Based Radio Advertisement Contemplation

SOUND: lunchroom sounds

WOMAN: Well, fried chicken, fries and chocolate cake? That's a healthy lunch.

MAN:: Yeah, I know it's not the greatest. My wife has been after me to cut back on the amount of fat I eat. She's worried because there's a lot of heart disease in the family.

WOMAN: It's not such a bad idea.

MAN: Yeah, but I wouldn't know where to start.

WOMAN: Well, my husband just started the FOOD STEPS program. It's helped him to take a good look at the way he eats and how it could affect his health. It's seems like a neat program. Maybe you could try it.

MAN: I really don't have time for anything like that.

WOMAN: But it's all through the mail, there are no meetings to attend, it's even free! It's not preachy either.

MAN: Where do I get this FOOD STEPS program?

ANNCR: FOOD STEPS is new, it's unique and it's free. It understands the way you want to eat.

If you want to know more about FOOD STEPS,
please call: _____