

# OU Health PSA Radio & Television Scripts

The following scripts are designed for PSA (public service announcement) style media in your local markets. Feel free to modify them to best suit the current situation, your market, and include any relevant call to action.

OU Health is utilizing these scripts in the Oklahoma City market to increase awareness through partner media placements, social media, and digital media.

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## OPTION 1

Measles is back, and highly contagious — one person can infect up to 90% of unvaccinated people nearby just by breathing the same air. It's not just a rash; it can cause pneumonia, brain swelling, and even death. The best defense? The MMR vaccine. It's safe, effective, and protects you and those around you.

Measles moves fast. Get vaccinated now.

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## OPTION 2

Measles spreads fast — one cough, one sneeze, and it lingers in the air for hours. It can cause high fever, a painful rash, even serious complications like pneumonia and brain swelling. But one tiny shot stops this big problem. The MMR vaccine is safe, proven, and effective at preventing measles before it spreads.

Measles moves fast. Get vaccinated now.

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## OPTION 3

Measles is a tough opponent—it spreads fast, doesn't play fair, and can take you out of the game with a fever, a painful rash, and serious complications. Just one person can infect nine out of ten unvaccinated people around them. But Oklahomans know how to protect their team. Your best defense? The MMR vaccine. It blocks measles before it can score, keeping families safe.

Measles moves fast. Get vaccinated now.