



# Radio Public Service Announcement (PSA)

This sample public service announcement (PSA) script for radio models how the recommended framing strategies might be used in electronic media. The annotations explain how each strategy is being used and why.

30 SECONDS

[Rooster crows.]

[Alarm clock buzzes, followed by sound of hand hitting alarm button.]

Woman [sounding sleepy]: Just five more minutes.

Announcer 1: While some people sleep in, others start their day early.

[In rapid succession, sounds of city buses fade into sounds of fishermen and water, which fade into sounds of farm animals and a woman's voice as she herds livestock, which fade into sounds of building construction.]

Announcer 1: You know what else starts early? Learning. From birth to age five, children's brains develop rapidly, and that's the best time to help them build the foundational skills they need to be strong thinkers and doers their whole lives. Quality early learning programmes give babies and toddlers opportunities to develop critical skills by learning, exploring and interacting with attentive adults. After all, children are born to learn. If we snooze until our children reach school age, we lose our chance to make the most of their potential.

[Construction sounds resume in background.]

To build strong brains, children need a strong foundation.

[Alarm clock buzzes again.]

Woman: I'm up, I'm up!

Announcer 1: When it comes to children's learning, we can never start too early.

Announcer 2: Early means early. To learn more about what we can all do to support healthy development for all babies, right from birth, visit [www.brainbuilders.org](http://www.brainbuilders.org).

The script uses a familiar idea, waking up before sunrise, to introduce the idea that children's learning and development begins at birth, rather than when they start formal schooling (as members of the public often assume).

The *Brain Architecture* metaphor can be creatively adapted – in subtle or vivid ways – to increase people's understanding that brain development is an active (not passive) process.

Research shows the Kenyan public finds the term 'early learning' confusing. Here, the script takes time to define what 'early learning' means by specifying both the age group involved ('babies and toddlers') and the types of activities that support early brain development ('learning, exploring and interacting').

In FrameWorks' research, the phrase Born to Learn showed a positive effect on people's knowledge about and attitudes towards early learning programmes and other ways of supporting very young children's healthy brain development. Use it often to reinforce its productive effects.

Reinforcing the framing strategy through repetition – 'learning starts early', 'we can never start too early' and 'early means early' – helps make it 'sticky' or more memorable.

Every message is a chance to boost people's sense of efficacy and engagement in an issue. Remember to include a solution or an invitation to get involved.