



**Centers for Medicare and Medicaid Services
National Medicare Multi-Media & Education Campaign
Radio Ad Script**

Network radio-Golf :30

(sfx: golf course ambiance)

- middle-age man: My dad and I are playin' nine holes and talking about the new Medicare Prescription Drug Coverage.
- Dad: He's sayin' this year I have to pay attention to my new Medicare & You Handbook when it comes in October.
- Man: That's right! There's a section in the back that'll tell you all about the new coverage and tell you what plans you can choose from.
- Dad: Is it gonna tell me how long you're gonna stand there before you putt?
- Anncr: Sign-up for Medicare Prescription Drug Coverage begins November 15th. Call 1-800-MEDICARE or visit medicare dot gov. Paid for by the U.S. Department of Health and Human Services.