

## Public Service Announcements

### AVMA SPAYING AND NEUTERING PSA

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1. SFX: PUPPIES BARKING, KITTENS MEWING (3 SECONDS).
2. MUSIC: N/A
3. AVMA REP: (VOICEOVER LAST SECOND OF MEWING ONLY)  
(SERIOUS TONE)Thousands of homeless cats and dogs are euthanized every week. Many puppies and kittens don't even have a chance to grow up. The lucky ones are taken by rescue organizations, but (EMPHASIS) most (END EMPHASIS) of these organizations are over-crowded. The unlucky pets end up in kill-shelters only to be euthanized when the shelter runs out of space.  
(TONE LIGHTENS TO FRIENDLY) What can (EMPHASIS) you (END EMPHASIS) do to help? Be a responsible pet owner. By spaying and neutering your pets, you're making sure (EMPHASIS) your (END EMPHASIS) pet isn't contributing to the population explosion.

AVMA SPAYING AND NEUTERING PSA CONT.

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When is the right time to spay or neuter your pet? If your pet is an adult, (EMPHASIS) any time (END EMPHASIS) is the right time. For puppies and kittens, talk to your vet.

(SLIGHT PAUSE – 1 SECOND)

Please have your pet spayed or neutered. For more information, visit AVMA.org or talk to your local veterinarian.

(GENTLE) Your (EMPHASIS) pets (END EMPHASIS) will thank you.

4. SFX:

CAT PURRING (2 SECONDS).

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AVMA: HEARTWORM ISN'T JUST FOR DOGS

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1. SFX: MEOWING (3 SECONDS)
2. MUSIC: N/A
3. AVMA REP: (FRIENDLY TONE) Fluffy sounds like he would like a treat. How about a treat that prevents heartworms? You're probably already giving your dog heartworm preventatives, but what are you doing for Fluffy?
4. SFX: MEOW FROM CAT (1 SECOND)
5. AVMA REP: (INFORMATIONAL BUT FRIENDLY) Cats suffer and die from heartworms just like dogs. Even indoor cats are at risk. All it takes is one bite from an infected mosquito. You won't know your cat is infected until symptoms appear, and then your cat is as likely to die from the treatment as it is from the heartworms.  
  
The American Veterinary Medical Association recommends monthly heartworm preventatives for indoor (EMPHASIS) and (END EMPHASIS) outdoor cats.  
  
Please help your cat stay heartworm-free by giving it a monthly heartworm preventative. It may mean the difference between life and death. Visit AVMA.org for more information.

Peyton M. Creadick  
Writing Across Media

(GENTLE) Your (EMPHASIS) pets (END EMPHASIS)

will thank you.

4. SFX:

CAT PURRING (2 SECONDS)

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1. SFX: BARKING AND MEOWING (2 SECONDS)
  2. MUSIC: N/A
  3. FLUFFY: (ANXIOUS TONE)I didn't mean to get out. I saw another kitty, and I wanted to play. Then, I couldn't find you, but (EMPHASIS) someone (END EMPHASIS) found me and locked me in (EMPHASIS) here (END EMPHASIS).
  4. SFX: CAGE DOOR SLIDING AND CLANGING SHUT (2 SECONDS).
  5. FLUFFY: (LONGINGLY)I want to go home.
  6. SFX: MEOWING (1 SECOND)
  7. ANNOUNCER: (INFORMATIONAL) Have your pet micro-chipped. It could mean the difference between life and death. Visit AVMA.org for more information.  
(GENTLE) Your (EMPHASIS) pets (END EMPHASIS) will thank you.
  8. SFX: CAT PURRING (2 SECONDS)
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Peyton M. Creadick  
Writing Across Media

:30 SECOND SPOT

LIVE COPY (ANNOUNCER)

PET VACCINATIONS ARE ONE OF THE EASIEST WAYS TO HELP KEEP YOUR PET HEALTHY, AND FOR RABIES, IT'S THE LAW. ONE BITE FROM AN INFECTED ANIMAL, AND YOU OR YOUR CHILD WOULD HAVE RABIES. KEEP YOUR FAMILY AND YOUR PETS SAFE BY MAKING SURE ALL YOUR PET'S VACCINATIONS ARE UP TO DATE. VACCINATING IS QUICK AND EASY, AND IF MONEY IS A PROBLEM, THERE ARE MANY LOW COST VACCINATION CLINICS AVAILABLE. VISIT [AVMA.ORG](http://AVMA.ORG) FOR MORE INFORMATION. YOUR PETS WILL THANK YOU.

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:30 SECOND SPOT

LIVE COPY (ANNOUNCER)

DO YOU GO EVERY SIX MONTHS FOR A DENTAL CLEANING? DID YOU KNOW MOST DOGS AND CATS HAVE SIGNS OF DENTAL DISEASE BY AGE THREE? TOOTH PROBLEMS CAN ALSO LEAD TO OTHER COSTLY AND PAINFUL HEALTH PROBLEMS FOR YOUR PET. THE AMERICAN VETERINARY MEDICAL ASSOCIATION RECOMMENDS REGULAR DENTAL CHECK-UPS AND HOME DENTAL CARE FOR ALL CATS AND DOGS. TALK TO YOUR VET ABOUT THE BEST WAY TO CARE FOR YOUR PET'S TEETH. VISIT [AVMA.ORG](http://AVMA.ORG) OR [PETDENTAL.COM](http://PETDENTAL.COM) FOR MORE INFORMATION. YOUR PETS WILL THANK YOU.