



## **:30 Radio Script**

**CLIENT:** FDOH  
**JOB #:** FDOH-861 Quitline  
**DESCRIPTION:** Cessation Spot- Caller Perspective  
**DATE:** 6/18/10

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**SFX:** Soft background music. Moving and emotional, but not sappy.

**Male Ann cr:** Since 2001, the Florida Quitline has helped thousands of Floridians to beat their tobacco addiction completely free of charge. Here's what a few of them had to say:

**Caller 4:** (Latino Male, 30's) I've been tobacco free for two weeks now. Thank you guys.

**Caller 3:** (Female, 20's) I really got a lot out of the conversation. It was amazing how the Quit Coach really showed sincere concern and interest.

**Male Ann cr:** If you're thinking of quitting tobacco, call 877-the letter U-CAN-NOW and talk to one of the Florida Quitline's Quit Coaches today.

**Male Ann cr:** Visit [FloridaQuitline.com](http://FloridaQuitline.com) for details.

**Male Ann cr:** Brought to you by Tobacco Free Florida. Be Free.