

The [[Partnership to Eliminate Child Abuse]] is launching a new PSA campaign to help the cause. This particular VO request is for the voiceover at the end of the 10 minute video that will be on their website as well as the websites of their partners. This read is approx. 2 minutes 45 seconds.

We'd like you to audition for the video as well as for the TV and radio PSAs. There will be (2) :15s, (2) :30s and (2) :60s of the TV. For radio, there will most likely be (2) :30s and (2) :60s - however the radio hasn't yet been finalized.

This campaign is for a not-for-profit and there is limited budget. We'd like to keep the budget for all (video VO, TV and radio) around \$400. The video would be used in Louisville and possibly other areas in Kentucky and Indiana, but will be posted to health care websites. The TV PSAs will be aired in Louisville and possibly other areas in Kentucky and Indiana. It's possible that the VO for TV spots will be used as radio PSAs.

We're looking for people with their own studios who can deliver edited and finished voice tracks, we'll edit and finalize spots.

Read of "Tips" should be straightforward, informational but somewhat somber.

Read of PSA excerpt - sad, somber to the point of almost creepy, but also needs to pull at the heart strings.

Excerpt of "Tips" script for audition:

Whether you're a parent, friend, neighbor, or childcare worker, you can do your part to eliminate child abuse. The following is a list of tips which, anyone can follow and warning signs that anyone can spot. Remember... you can make a difference.

- It is normal to feel frustrated when a baby or young child cries – but NO ONE should EVER shake or harm a baby or young child.

Excerpt of PSA TV for audition:

SFX: muffled birthday party sounds

SOOTHING VO: Her first piece of cake. Petting the dog and laughing when it licks her face. Her first day of school. Discovering flowers, music... boys.

She will miss all of these things because her mother's boyfriend beat her to death on her first birthday.