



Healthy Soils Radio Public Service Announcement Scripts

Healthy soil, healthy benefits: 30 seconds

ANCR: Healthy soil can help protect your farm from drought, improve production and protect soil and water resources. Plus, healthy soil can lower input costs – and that can lead to a healthier bottom line for your business.

Contact your local Natural Resources Conservation Service office today – and Unlock the Secrets in Your Soil. This message brought to you by the NRCS and this radio station.

Healthy bottom line: 30-seconds

ANCR: When it comes to a healthy bottom line for your farming operation, nothing helps like healthy soil. Producers who use soil health management systems report lower input costs – while maintaining or even improving their yields. Plus, those systems help with drought protection and soil and water conservation.

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Soil Health Game Show: 60-seconds

(Rapid fire pacing.)

SFX: Applause, fading

“I’ll take ‘Dig a Little. Learn a Lot,’ for 30 bushels.”

Host: Soft and crumbly.

SFX: Buzzer

Host: Tom

“How does healthy soil feel to the touch?”

Host: Correct.

“‘Dig a Little.’ for 40 bushels.”

Host: “Sweet and earthy.”

SFX: Buzzer

Host: Tom

“What does healthy soil smell like?”

Host: Yes. Go again.

“ ‘Dig a Little.’ for 50 bushels.”

Host: “Dark, porous and alive.”

Buzzer

Host: Tom

“What does healthy soil look like?”

Host: “You win!” (Wild applause and cheering.)

ANCR: Understanding the basics and benefits of healthy soil can make your farm a winner, too – through lower input costs, better yields and drought protection, which can lead to a healthier bottom line for your business.

Contact your local Natural Resources Conservation Service office today to find out how you can Unlock the Secrets in your Soil. This message brought to you by USDA’s Natural Resources Conservation Service and this radio station.