



PORCHLIGHT STORIES – Small Sampling of Radio Scripts

PVA - ACCESS YOUR VOTE

:15s

Voting is one of our most important civil rights. But this year, due to COVID19, it may be even more difficult for people with disabilities.

Paralyzed Veterans of America is here to help ALL people with disabilities know their voting rights.

Go to helpPVA.org for a step by step guide of how to Access Your Vote!

:30s

Do you think Voting is one of our most important civil rights? Did you know that in the last presidential election, less than half of polling places were ADA compliant?

We at Paralyzed Veterans of America aren't OK with this. This year, accessible voting may be even more difficult for people with disabilities.

Paralyzed Veterans of America is here to help. Go to helpPVA.org for a step by step guide of how to Access Your Vote.

Develop your plan now because voting options and deadlines vary state to state.

Paralyzed Veterans of America—Access Your Vote today by making your plan at helpPVA.org.

:60s

Do you think Voting is one of our most important civil rights? Did you know that in the last presidential election, less than half of polling places were ADA compliant?

Voting is one of the most important civil rights-but it isn't always accessible for paralyzed veterans and others with disabilities.

Paralyzed Veterans of America wants everyone to be able to to vote. This November voting may be more difficult than ever due to COVID-19. Especially for the disabled.



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Voters will face longer waits due to added cleaning, social distancing measures, and even location closures.

PVA wants to help people with disabilities know their rights so they can cast their vote safely and independently. Go to helpPVA.org for a step by step guide of how to Access Your Vote.

Hurry - Develop your personal voting plan now, because deadlines vary state to state. Learn your options and find what works for you.

Paralyzed Veterans and all people with disabilities deserve to have their votes counted.

Paralyzed Veterans of America—Access Your Vote today at helpPVA.org



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PVA - Holiday Hope for Heroes Radio PSA Script

:60

Narrator: The holidays are usually a time of togetherness and celebration, but COVID-19 will prevent many families from coming together this year and the situation is even more dire for paralyzed veterans who remain isolated.

Paralyzed veterans and others with disabilities are at high-risk for COVID and have been quarantined for months. The holidays could worsen their feelings of isolation, depression and anxiety unless we deliver essential support and remind them they're not forgotten.

Paralyzed Veterans of America is a lifeline for high-risk veterans that provides urgent help, emergency resources, and a variety of wellness programs to keep veterans connected.

Help us spread holiday cheer and let our veterans know they're not alone this holiday season. Join PVA and give Holiday Hope to our Heroes at pva.org/holidayhope.

:30

Narrator: The holidays are usually a time of togetherness and celebration, but COVID-19 will prevent many families from coming together this year. For paralyzed veterans and others with disabilities who remain isolated, the situation is even more dire. Pause

PVA is a lifeline that ensures high-risk veterans have the necessary resources and emotional support they need. Let our veterans know they're not alone this holiday season. Join PVA and give Holiday Hope to our Heroes at pva.org/holidayhope.

:20

COVID-19 will prevent families from coming together during the holidays, and the situation is dangerous for paralyzed veterans who remain isolated. PVA is a lifeline for high risk veterans, providing the resources and emotional support they need.

Let our veterans know they are not alone this holiday season. Give Holiday Hope to our Heroes at pva.org/holidayhope.

:15

Narrator: COVID-19 will prevent families from coming together during the holidays, and the situation is dangerous for paralyzed veterans who remain isolated.



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Let our veterans know they're not alone. Join PVA by giving holiday hope to our heroes at pva.org/holidayhope.



It all started with over 500,000 pounds of turkey.

Mmmm...turkey. And now it's a 5 billion dollar industry.

In 1953, Swanson & Sons had to figure out what to do with the company's extra turkey after Thanksgiving. They'd overestimated demand and were left with quite the challenge.

What do you do with that much turkey? There's only so many turkey sandwiches you can make.

To preserve it while they figured out what to do with it, Swanson employees loaded the turkeys into 10 refrigerated rail cars, which had to keep moving to stay cold. So the turkey took a trip from Nebraska to the East Coast and back again, and the Swanson brothers told their staff to come up with a bright idea.

Enter Gerry Thomas, Swanson salesman and former soldier.



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Thomas went on a business trip to Pittsburgh, and visited the food kitchens at Pan American Airways. This was back when airlines were all about pampering and customer service ... there wasn't any peanut and pretzel business going on back in that day ... and the folks at Pan-Am were working on how to serve hot food on flights. Thomas saw aluminum trays that had only one compartment and thought Hmmm...that's interesting. So he asked if he could take one, and he put it in his coat pocket.

On his flight back to Nebraska, he designed a three-compartment tray that would hold a meal. He sectioned everything off because he'd been in the army, and he had really bad memories of eating goop from the mess kits, when all the food would run together. This really may have been one of his more ingenious ideas. I mean, come on...you can't have your peas running into your salisbury steak, or your mashed potatoes, unless you *want* them there.

Some people feel that under no circumstances should any of their food touch, but those are the *really* sick freaks.

So Thomas got back to the office, showed the Swanson brothers what he'd come up with, and the TV Dinner was born.



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The TV Dinner was a total marketing ploy. TV sets were starting to spread into homes that could afford them...eight inch TV sets...and this was around the time that the first live color broadcast was introduced. Appliances, like refrigerators and freezers, were getting fancier and had more features. The futuristic technology of it all was just astounding people.

Imagine it; imagine the optimism and the feeling of "wow" that people were having as they began to see what technology could do. Science fiction was big then. I mean, if the TV could be invented, what else was on the horizon? If we could sit in our living room in Topeka and see what was happening in a studio in New York City, what would the world look like five, ten, twenty years down the road?

And if you remember right, TV Dinners weren't the best tasting things in the world. They were really bland, and -- okay, they were pretty terrible. I mean, the connection between airline food and TV Dinners is certainly no coincidence. But they were so cool, and so convenient.

Women were starting to move into the workforce, and this was something they could pop in the oven for a quick family meal when they got home. And single men could eat something other than a bag of potato chips for dinner. Best of all, kids could handle their own meals if Mom and Dad were busy.



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The very first TV Dinner that Swanson sold featured turkey, corn-bread dressing, buttered peas and sweet potatoes. It cost 98 cents, and took 25 minutes to cook in a 425 degree oven.

In the first year, Swanson sold ten million of them.

It wasn't long before you could get fried chicken, Salisbury steak, meatloaf, and fish and chips. And that little brownie, chocolate, gooey, whatever it was they called dessert on there.

And of course, the pot pie.

Can't you see those shiny aluminum trays now, covered with foil, and there's mom getting them out of the oven with her mitts on. And then you put them on your metal tv trays with your frosted orange or brown glass and sit in the family room to watch the evening news or Laugh-In, or The Love Boat. If you had one of them fancy houses you sunk your toes into some serious shag carpeting.

You had MAYBE three channels to choose from...MAYBE -- usually the networks, ABC, NBC, CBS. And that was if the evening was clear and the wind was blowing in the right direction. I think people got most of their exercise getting up to adjust the antenna and change the channel back and



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forth. It was either news, variety shows, Westerns, or cops (well, if you were watching Sonny and Cher, you got all of that, and more, did you not?) And the commercials always featured jingles. I'd Like to Teach the World to Sing, Oscar Mayer Has a Way with B-O-L-O-G-N-A, 'Cause I'm a Woman, Enjoli. Sure, they were incredibly cheesy, but they used to sing to you, not insult your intelligence, or sell sex.

Thomas actually took a lot of flak for his invention. Ironically, it was men who made the loudest noise about it. They wrote him hate mail because instead of slow-cooked, made-from-scratch meals, now they were getting reheated stuff for dinner. Reheated stuff that tasted like cardboard. And some people accused him of breaking down the family structure. But Thomas said even though families weren't sitting around a dinner table together anymore, they were still eating together, only now it was in front of the TV.

And he's got a point. Let me tell you some of the top shows back in 1953, the year the TV Dinner was created: I Love Lucy, the top rated show. Then you had Dragnet, You Bet Your Life, The Bob Hope Show, Ford Television Theater, and The Jackie Gleason Show.

These were shows the whole family could watch together. You don't have shows like that anymore. From the 60s to the early 80s you got shows like The Andy Griffith Show, Star Trek, The Ed Sullivan Show, Wonder Woman, Six



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Million Dollar Man, Battlestar Galactica, CHiPs, Marcus Welby, Gunsmoke, Little House on the Prairie, The Waltons, MASH, Happy Days, Mary Tyler Moore, My Two Dads (boy, today, that would have a different meaning, huh?), The Greatest American Hero, Knight Rider, MacGyver. Do you remember those shows?

I mean nowadays, what can the whole family watch together while they're eating dinner? I was going to say the news, maybe, but...come on. Michael Jackson, child molesters, bombings, abortion activists...that's not G-rated stuff they show. You watch that kind of stuff with your kids, and you're not eating, you're answering questions you really don't want to have to answer over your second helping of country fried steak and you're using the peas to shield your kids' eyes.

Today, 66 million of us eat frozen meals in front of the television. It's kind of a bummer because family meals around the table are really nice, and it's important to share time with each other. But when Mom or Dad is working late, and kids have soccer practice, and time is at a premium, it's really neat to pop something frozen into the microwave and have it come out smoking a few minutes later, so you can eat it while you surf the twenty thousand channels you have on your satellite or cable subscription plan. Sometimes life just feels really American, sitting in a recliner with a TV tray and a Hungry Man dinner in front of you.



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Gerry Thomas made history with the TV Dinner. In 1986, an original aluminum TV Dinner tray was put in the Smithsonian next to Fonzie's jacket. And in 1999, the tray got its own star on the Hollywood Walk of Fame.

Mr. Thomas died Monday, at 83 years of age, in a suburb of Phoenix called Paradise Valley.

How fitting, is that?

DATE: 01/11/06 **TITLE: CHILDHOOD PLAY/RADIO MONOLOGUE. AIR**

I want you to think back to when you were grade school. Maybe it's after school, or a weekend, or summer, but you were a kid with nothing to do, and you rode your bike down to your friend's house and asked if they could come out and play. Or maybe you and a friend sat out on the porch, and if you were lucky, some other kids showed up and you played kickball or baseball. Maybe you played tetherball, or jumped on the trampoline until you were called in for dinner. Those were good afternoons – playing in the driveway or the backyard.



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Even if you tossed around an old basketball with not much air in it, that was a good afternoon. When it was raining out, you had to find something to do inside to keep you busy. And you missed your friends.

What if you didn't have any of those memories – of being relaxed, of having free time just to hang out and be curious about stuff you saw, of feeling the wind rush past you as you rode your bike down the street? What if you never had any downtime, you never had any neighbors, and you were kind of isolated from any really good friendships? Wouldn't you be different today? Wouldn't you be a little different today if you couldn't remember the way to your friend's house backwards and forwards, with all the shortcuts in between?

It's not like it used to be. Childhood is different. Our kids have a lot more than we did growing up. But they also have so much less.

The connections are missing. Everything is automated, forced, penciled in, scheduled. No wonder they're fragile little souls; they have no practice relating to each other, learning what it feels like to be a friend, understanding how to argue and then get past the disagreement.



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It's ironic that all this new technology that is supposed to keep us closer is pushing us farther and farther away from each other. Kids don't have to talk to someone, they can send a text message. They don't have to use the telephone, they can spend hours online using instant messaging.

Kids today might not even know what a sunset looks like, but they can program computers and tick off the levels in the newest video game. They can go right to the Cartoon Network or work the picture in picture button on the remote.

But they'd have a hard time figuring out what to do with household stuff or scraps they found lying around by the creek. Used to be, kids could throw a blanket over the coffee table, rearrange some of the chairs and all of a sudden they had a fortress to defend. They'd play kick the can. They'd become cowboys and Indians, or princesses, or they'd put on camouflage, tote plastic guns and be army men. Playtime was limited only to your imagination. If you could pretend, you could play.

These days, someone else does the imagining – someone else thinks up ideas and designs video games, so all kids have to do is get home from school, and they can sit for hours in front of a screen that entertains them.



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The really sad thing is – the last true chance for kids to play is happening when they are toddlers. They go on playdates and get to be in a room with other kids their age and roam around wherever they want, while Moms and Dads talk about parenting stuff and make sure the kids don't bash their heads on anything. Those playdates are becoming the last true moments of childhood for our kids, the last taste of freedom, before the race is on to get into the best kindergarten and the pressure starts to sign up for a ton of extracurricular activities.

Kids are losing what it feels like to open their minds and let their imagination go crazy. The ability to play is one of the most important jobs of being a kid. Let parents worry about money and scheduling and what time it is; kids need to cut loose, see what it feels like to be someone else, create things. They need to dream. Childhood is a blessing.

Things don't always change for the better. There's usually a catch to the advancements we make. To get bigger houses with bigger back yards, we move farther out of town and end up a pretty good distance from our neighbors. And yeah, computers, cell phones and video games are all great. But let's not allow our kids to bypass their youth as a consequence of what we call progress. There's something wrong when going outside for a game of catch has to be scheduled, like piano lessons or doctor appointments.



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We can't lose the hope and the innocence and all the good things about childhood. Because there's no place else to get those things from. The opportunity doesn't come back.

And sometimes, the very best memories you have are the ones that happened on a day when you started out with nothing to do. And then you had the best day of your life after you shared some time with your friends.