



Healthy Soils Radio Public Service Announcement Scripts (Soil Talk & Shop Talk)

Soil Talk: 60-seconds

Radio host #1: Okay, Mike is calling from Davenport. Go ahead Mike you're on Soil Talk.

Caller: Yah, guys. The engine isn't performing like it should and I'm wondering what's going on?

Radio host #2: Mike, do you have high porosity and aggregates? Is there a porous medium for gas exchange?

Caller: Umm. I don't know.

Radio host #1: Hey, look, Mike, if you want performance, you've got to find out if it's good under the hood.

Caller: Okay. Okay. How?

Radio host #2: Stop by your local USDA Natural Resources Conservation Service office, Mike. They can help you super charge your soil and get that engine cranking it out for you.

Radio host #1: Hey, we're all out of time Mike, hey thanks for your call. Gotta go. Thanks everyone for listening to Soil Talk.

ANCR: Find out what you can do maximize your farm's production engine – its soil. Through soil health management systems you can lower input costs, increase yields and drought protect your farm. Stop by your local Natural Resources Conservation Service office today. Brought to you by NRCS and this radio station.

ShopTalk: 60 seconds

Passer by: Oh. Nice engine! Supercharged?

Mechanic: Yep.

Passer by: High porosity and aggregates?

Mechanic: Yep.

Passer by: Porous medium for gas exchange?

Mechanic: Ah uh.

Passer by: Microbial catalytic potential and repository for carbon and nitrogen?

Mechanic: Check. Check and check!

Passer by: Oh man that is good under the hood. And to think I used to be impressed with Hemmi's!

ANCR: So when was the last time you looked under the hood at your farm's production engine – at your soil? Is it as healthy and productive as it can be? Stop by your local USDA Natural Resources Conservation Service office today to find out – and Unlock the Secrets in Your Soil. This message brought to you by NRCS and this radio station.