



2009 NAIC Long-Term Care Public Service Announcement

(Commissioner on-camera tag on page 2)



1.	VIDEO	AUDIO
2.	Camera does 360 degree pan around table with 3 players sitting at a game board. Overhead shot of the game on table with logo clearly visible: 'The Long-Term Care Game'	(Male Narrator) WHEN CONSIDERING THE PURCHASE OF LONG-TERM CARE INSURANCE, DON'T LEAVE YOUR DECISIONS TO CHANCE.
3.	A hand reaches in and turns over <u>card #1</u> : <i>Spend all your assets paying for long-term care</i>	Music full (3 seconds)
4.	CU person scowling Then CU moving game piece to land on square that says "lose your turn"	WITHOUT THE RIGHT KNOWLEDGE....OR A LICENSED INSURANCE COMPANY...
5.	MS another player turns over a card. CU of <u>card #2</u> : <i>Can't pay long-term premiums. Lose coverage</i> CU person looking despondent	YOU COULD PAY A HIGH PRICE FOR A <i>WRONG</i> MOVE.
6.	WS another player turns card. CU of <u>card #3</u> : <i>Purchase unnecessary long-term care insurance. Fail to save for kid's college</i>	ONE AFFECTING <u>YOU</u> ... AND YOUR LOVED ONES.
7.	All three players look depressed and confused	Music full (2 seconds)
8.		(Commissioner OC)

1.	VIDEO	AUDIO
	Dissolve to Member w/ slow push in on camera with lower third ID State info slate	<p>PLANNING FOR LONG-TERM CARE IS <i>NOT</i> A GAME.</p> <p>GET SMART ABOUT YOUR INSURANCE CHOICES.</p> <p>FOR INFORMATION – CONTACT THE NEW HAMPSHIRE INSURANCE DEPARTMENT AT 1-800-852-3416 OR 603- 271-2261.</p>
9.	NAIC logo and web address	<p>OR GO TO INSURE-U-ONLINE-DOT-ORG.</p>