



U.S. Department of Health and Human Services  
Administration for Children and Families  
Office of Family Assistance

National  
Responsible  
Fatherhood Clearinghouse



## NRFC PSA Transcript: Cheerleader: 30 seconds

Open on an African American grandmother looking out the back window of her urban apartment. She hears something and looks down to see a big African American man doing enthusiastic cheers. She reacts as he goes through a whole elaborate routine.

**Dad:** Oh those boys are much too much, those boys are much too much! We got the spirit, we're hot, we can't be stopped! We got the spirit, we're hot, we can't be stopped! We're goanna beat 'em and bust em! Beat 'em, bust 'em-- that's our custom!

Finally reveal behind a wooden fence his little 6th grade daughter doing the cheers with him. She's in full uniform.

**Voice Over:** The smallest moments can have biggest impact on a child's life.

**Dad and Daughter in Unison: (Under Voice Over)** Beat 'em! Bust em! Beat 'em, bust 'em-- that's our custom! Let's. Get. A little bit rowdy. R-o-w-whoop-d-y

**Voice Over:** Take time to be a dad today.

**Dad: (Under Voice Over)** One more time...

**Voice Over:** Call or visit [fatherhood.gov](http://fatherhood.gov) to learn more.

On Screen : [fatherhood.gov](http://fatherhood.gov) 877-4DAD411 Ad Council logo

**Dad and Daughter in Unison:** One more time... Oh those boys are much too much, those boys...

Take Time to Be a Dad Today

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