**Radio Ad Template Scripts**

**30-second ad**

*Pre-Offer Outreach:*

OPTION 1: Hello everyone, I’m here to inform you of the Land Buy-Back Program for landowners that own at <Reservation Name>. The Program is part of a $1.9 billion settlement agreement with the Department of the Interior to consolidate fractionated land for tribal communities.  Fractionated land is a serious problem facing our community and greatly effects how our land can be used and managed.  For more information on the Land Buy-Back Program, please go to <Tribal Program Website URL **or** [doi.gov/buybackprogram](https://usg02.safelinks.protection.office365.us/?url=http%3A%2F%2Fdoi.gov%2Fbuybackprogram&data=02%7C01%7Ckfinnerty%40guidehouse.com%7Cb8e6caecced64afca9cb08d6289cf3b1%7C2c3ce5677bc34220a5c7607ad52f23cd%7C1%7C0%7C636741051930850037&sdata=DsLJp8bMVmG8MgfGvG0kaRRmzjdVXjS2SBd8k70d%2Bn0%3D&reserved=0)> or call the Trust Beneficiary Call Center at 1-888-678-6836.

OPTION 2: Greetings everyone. The Land Buy-Back Program for Tribal Nations will soon be offering fair market value to landowners of the <Reservation Name>. If you voluntarily choose to sell your ownership interest, the interest will be transferred to the <Tribe or Tribe Name>, which helps reduce fractionation and keep Indian lands in trust. To keep your contact information updated, please contact the nearest Bureau of Trust Funds Administration office or call the Trust Beneficiary Call Center at 1-888-678-6836. Thank you.

*Post-Offer Outreach:*

OPTION 1: If you are a landowner on the <Reservation Name>, you may have received an offer packet in the mail from the Land Buy-Back Program. The Program is part of a $1.9 billion settlement agreement with the Department of the Interior. If you accept the voluntary offer, you will be paid fair market value for your land interests and they will be transferred to the <Tribe or Tribe Name>. Fractionated land is a serious problem facing our community. We encourage you to bring your packet to our office located at <Address>, or go to <Tribal Program Website URL **or** doi.gov/buybackprogram> for more information.

OPTION 2: Greetings everyone. The Land Buy-Back Program for Tribal Nations is now offering fair market value to landowners of the <Reservation Name>. If you voluntarily choose to sell your ownership interest, the interest will be transferred to the <Tribe or Tribe Name>, which helps reduce fractionation and keep Indian lands in trust. Offers are due on <Date – Month Day>. For more information, please contact the nearest Bureau of Trust Funds Administration office or call the Trust Beneficiary Call Center at 1-888-678-6836. Thank you.

**60-second ad**

*Pre-Offer Outreach:*

Hello everyone, I’m here to inform you of the Land Buy-Back Program for landowners that own at <Reservation Name>. It is part of a $1.9 billion settlement agreement with the Department of the Interior to consolidate fractionated land for tribal communities. Fractionated land is a serious problem facing our community. To have the opportunity to participate in the program, you must keep your IIM account information up-to-date. Visit the BTFA office at <Address> or call the Trust Beneficiary Call Center at 1-888-678-6836 to learn more about your land and update your account today. To date, the Program has helped restore the equivalent of more than 2.8 million acres to tribal ownership. Please go to <Tribal Program Website URL **or** doi.gov/buybackprogram>for more information.

*Post-Offer Outreach:*

Hello everyone. The Land Buy-Back Program for Tribal Nations is now offering fair market value to landowners of the <Reservation Name>. The Program is part of a $1.9 billion settlement agreement with the Department of the Interior to help with the problem of fractionated land on reservations. This is a serious problem facing our community. If you have received an offer packet in the mail, we encourage you to contact us at <Tribal Program Email and/or Phone Number> or visit the Land Buy-Back office located at <Address>. All persons who *voluntarily*choose to sell an interest will receive $75 for your time *in addition to* the fair market value for interests sold. For more information, please contact us at <Tribal Program Email and/or Phone Number>.