DCP AQuIP Toolkit

# Radio Advertisement Script Template

The radio template is comprised of two sections: audio and notes. The audio section includes music/sound effects, dialogue, and speakers. The notes section includes any extra instructions regarding the script. This template is for creating a 30-second ad.

| **AUDIO** | **NOTES** |
| --- | --- |
| Music: Background music  Speaker 1: Dialogue:  [Insert Tagline], [Insert Positioning Text], and/or [Insert Facts].  We are seeking [Insert Population Criteria], to participate in any of our [Insert Trial].  [Insert Additional Promotional Information].  [Insert Call to Action]! [Insert Phone] and visit [Insert Web Link]. | [Insert any extra instructions here.] |

Some abbreviations for radio scripts can include**:**

* VO: Voice Over
* FX: Effect
* NAT SOUND: Natural Sound

# Radio Advertisement Script Sample

| **AUDIO** | **NOTES** |
| --- | --- |
| **Sound FX:** Restaurant Noises (Plates, silverware, background conversations)  **Man:**  Alright, love you. I’m heading over to the doctor’s office.  **Woman:**  Oh, I didn’t know you had an appointment? Everything okay?  **Man:**  Everything’s fine. I’m just going over to look into that clinical trial I mentioned the other day.  **Woman:**  Oh, right. It’s on cancer prevention?  **Man:**  Yeah. After my Dad’s scare, I wanted to see what I can do to help. And from what I read, this trial is a great way.  **Woman:**  I have some time this afternoon, could I come with you?  **Man:**  Definitely! They’re looking for all kinds of people.  **Narrator/VO:**  If you are interested in learning more about cancer prevention trials in your area, contact the xyzClinic at [phone, URL, etc.].  Why wait? You can Make a Difference. Help Prevent Cancer Now. | Scene occurs at restaurant.  Actors represent the demographics of the target group reflected in the eligibility criteria. |

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