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 musicSpeaker 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 extrainstructions 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, backgroundconversations)**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 thedemographics of the target group reflected in theeligibility criteria.  |

Abbreviations:

* VO: Voice Over
* FX: Effect