

SAMPLE RADIO SCRIPTS

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**ACCESS MORTGAGES
MORTGAGE MONSTER**

MUSIC

MEDIEVAL FANFARE

OLD MAN

Young Arthur, you slew the Big Beastie of Baberton.

YOUTH

I did master.

OLD MAN

You also smote the Humungous Homunculus of Humbie.

YOUTH

With a single stroke of my trusty sword!

OLD MAN

For your next perilous task you will not require your sword, just this...

FX

PHONE

YOUTH

It's rather small. What is it?

OLD MAN

It is a telephone! Your next challenge is the fearsome Mortgage Monster.

For it is written: "You don't need a sword or a great big stone, you can banish the beast with your telephone."

JINGLE

Call Access Mortgages on 0 8 thousand 730 280. 0 8 thousand 730 280.

FVO

Do you want a hero to banish your mortgage monster? Pick up your trusty phone and call Access Mortgages on 0 8 thousand 730 280.

You want the best mortgage for you, but you don't have time to search through the thousands of mortgage deals that are available. Access Mortgages has the skills and, more importantly, the time to do the search for you. And to find the best deal for you.

CLIENT:

BANG & OLUFSEN

TITLE:

MUSIC SYSTEM

MEDIA: RADIO (TALK 107)

MVO We could play you Mozart's Requiem in D Minor so you could hear the superior clarity of a Bang & Olufsen music system.

We could play you Mike Oldfield's Tubular Bells or anything by Pink Floyd.

But it would be pointless – unless you are listening to this commercial on a Bang & Olufsen.

To appreciate the incredible sound and the unique quality, style and design of a Bang & Olufsen music system or High Definition television, you must experience it for yourself. There's no other way.

Your nearest Bang & Olufsen showroom is at 11 Bruntsfield Place, Edinburgh.

BOUDICHE

ANNIVERSARY

WOMAN

[tone indulgent at start to 'sod men' but very bright & breezy – matter of fact]

For our first anniversary he bought me a pair of skimpy paper knickers – they seemed to amuse him – but they ripped within minutes.

For our second anniversary he got me a pair of plain white cotton briefs – it's thought that counts, I suppose.

On our third anniversary he bought me a leather Basque, which took me an hour to put on and I had to be cut out of.

Our fourth anniversary he forgot – so he slept on the couch.

It's our fifth anniversary this year – he's at a conference. So I'm going to pamper myself. I'm going to spend the whole afternoon in Boudiche. Then I'm going to go out for a meal with my friends.

And when I get home I'm going to walk around the house in the lovely new Boudiche lingerie I bought myself.

Boudiche – newly opened in Edinburgh on Frederick Street,
Opposite Oasis. www.boudiche.co.uk.

EAT SCOTLAND

EATING SCOTLAND

FX

FANCY RESTAURANT

WAITRESS

Good evening, sir and what can I get for you tonight?

DINER

To start I'll have the deep fried goujons of fresh Speyside salmon with Arran Mustard mashed potatoes.

Then I'll have the roast loin of Highland venison with organic new potatoes, caramelised shallots and a single malt Scotch whisky sauce.

For dessert a cranachen, with fresh Arbroath raspberries.

... and a deep fried Mars Bar.

WAITRESS

I'm afraid the Mars Bar is off, sir.

DINER

[SIGH] Very well.

MVO

If you're eating out in Scotland go to Eat Scotland dot com, for great places to eat and drink, with no deep fried Mars Bars.

Go to Eat Scotland dot com - A Visit Scotland quality assurance scheme.

RAY SMITH

DR RAY (ONE)

MUSIC

DR RAY'S SEVENTIES THEME TUNE STAB

ANNOUNCER

Another case for Dr. Ray...

MUSIC OUT

JANE

Dr Ray, Dr Ray, I need your help.

DR RAY

Take a seat. Tell me all about it.

JANE

I was caught using my mobile phone when I was driving. If it happens again I could lose my job! Please help me Dr Ray!

DR RAY

Don't worry. Dr Ray has the solution.

I prescribe a hands free kit with Bluetooth.

The Parrot Easy Drive hands free kit is easy and affordable at sixty-nine ninety-nine.

JANE

Thank you, Dr Ray, I feel much better.

DR RAY

I'm Dr Ray. I'm The Specialist.

ANNOUNCER

When you have a problem, you need to see the specialist. You need to see Dr Ray.

Abbeyhill Industrial Estate. Edinburgh or Mitchelston Industrial Estate. Kirkcaldy.

Or online at Ray Smith dot co dot uk.

Ray Smith In Car Solutions – The Specialists.

ABERCORN FUNERAL SERVICES

SHIRLEY

FVO Shirley has been a smoker since she was twelve.

SHIRLEY I always knew the dangers of smoking, but I didnae care. I was hard, nothing could hurt me.

I was wrong.

I was having trouble getting up stairs. I was always short of breath – so I went to the doctors.

He gave me all sorts of tests.

When he called me to give me the results he looked like a ghost. I telt him – “you look like ah feel”.

He didnae laugh.

He told me ah had a lump on ma lung. Ah wept like a baby.

FVO Shirley died one week after recording this.

If you're a smoker it's never too late to call Abercorn Funeral Services on 0800 085 0665.