Lisa Jackson

Exercise 1 – Radio Advertisement Script

February 4, 2024

Production Note: The demographic for this commercial is primarily middle aged and middle-class Floridians living in East Orlando. Must fit into a 30 second slot, so the announcer needs to speak quickly.

MUSIC: AN UPBEAT GUITAR SONG FADES INTO THE BACKGROUND AT A MEDIUM VOLUME.

ANNOUNCER: Greetings from Greenway Ford! Come on in for our end of the year sale and leave your old car in 20-18! Make sure to come in soon to take advantage of up to 50 percent off select used cars. Get a 20-15 Ford Escape as low as ten thousand, two hundred, and 95 dollars! We are open Monday through Saturday from nine a.m. to nine p.m. as well as Sunday from eleven a.m. to seven p.m.

SFX: WHOOSHING SOUND PLAYS IN THE BACKGROUND.

ANNOUNCER: These deals are flying by, so come in soon and say goodbye to your old car and hello to a Ford for 2019! Questions? Call us! We can be reached at (8-8-8) 9-8-4-4-8-9-5. These prices are the lowest we’ll have for the rest of the year, come see for yourself why Greenway Ford is East Orlando’s favorite car dealership!

MUSIC: UPBEAT MUSIC FADES OUT.