

Public Radio
:30 TV
Revised 4/14/04

VIDEO	AUDIO
BLACK SCREEN	(NO AUDIO)
BLACK SCREEN WITH WHITE TEXT THAT READS “HEAR THAT?”	(NO AUDIO)
BLACK SCREEN WITH WHITE TEXT THAT READS “THAT’S THE SOUND OF NO COMMERCIALS.”	(NO AUDIO)
BLACK SCREEN WITH WHITE TEXT THAT READS “KIND OF NICE, HUH?”	(NO AUDIO)
BLACK SCREEN WITH WHITE TEXT THAT READS “NO INTERRUPTIONS.”	(NO AUDIO)
BLACK SCREEN WITH WHITE TEXT THAT READS “JUST NEWS, WEATHER, AND INFORMATION.”	(NO AUDIO)
BLACK SCREEN WITH WHITE TEXT THAT READS “PROGRAMMING THAT COVERS EVERYTHING FROM COOKING TO CAR REPAIR.”	(NO AUDIO)
BLACK SCREEN WITH WHITE TEXT THAT READS “AND IT’S COMMERCIAL-FREE.”	(NO AUDIO)
BLACK SCREEN WITH WHITE TEXT THAT READS “PUBLIC RADIO – 71.1 FM”	ANNCR V.O.: Public Radio, imagine what we can do with all that extra time.

CREATIVE STRATEGY:

To show the advantages of the commercial-free format of Public Radio.