

Example Gallery

Audio News Releases

Emerald Heights Office of the Mayor
Emergency Water Restrictions

Total Time: 1:42
Steve Mangel, Producer

ANNOUNCER: IN RESPONSE TO SOME OF THE MOST SEVERE

DROUGHT CONDITIONS EXPERIENCED BY THE MIDWEST IN MORE

THAN A DECADE, THE MAYOR OF EMERALD HEIGHTS, JUDITH

GOLD, HAS ISSUED AN EXECUTIVE ORDER IMPOSING LEVEL ONE

WATER RESTRICTIONS TO HELP EASE THE DEPLETION OF THE

TOWN'S WATER SUPPLY. MAYOR JUDITH GOLD:

GOLD: "While this entire region has been severely affected by this ongoing drought, our town is being especially hard hit. Although area residents have voluntarily scaled back their water usage, it is unfortunately not enough. We will continue to monitor this situation and hopefully reduce the restrictions as soon as the water supply is replenished."

ANNOUNCER: LEVEL ONE WATER RESTRICTIONS PROHIBIT THE

USE OF WATER FOR WASHING PAVED SURFACES, WATERING LAWNS,

GARDENS, LANDSCAPED AREAS, TREES, SHRUBS AND OTHER

-more-

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An audio news release script from a city government designed to persuade members of the community.

- 1** **HEADING:** Identifies the client, the slug, the date, the length of the ANR and the producer. Short, two- to three-word title slug to identify clip.
- 2** **BODY:** The script is written in all uppercase letters and triple spaced for easy reading by an announcer.
- 3** **SOUND BITES:** Quotes written in normal print and single spaced, approximately 15 seconds long. Two quotes are optimal.
- 4** **PAGE SLUGS:** At the bottom of each page, -more- indicates the copy continues on the next page. -30- or -###- or -end- indicates the end.

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Audio News Releases

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OUTDOOR PLANTS. ORNAMENTAL USES OF WATER SUCH AS ARTIFICIAL WATERFALLS, MISTING MACHINES AND REFLECTING POOLS, AS WELL AS NONCOMMERCIAL WASHING OR CLEANING OF MOBILE EQUIPMENT INCLUDING AUTOMOBILES, TRUCKS, TRAILERS AND BOATS ARE ALSO PROHIBITED.

CITY COUNCILMAN, GEORGE MAXIM, AGREES THAT THE RESTRICTIONS WILL BE HARD ON THE RESIDENTS, BUT WILL PAY OFF FOR EVERYONE IN THE LONG RUN.

MAXIM: "I was glad to see the mayor move so swiftly in setting up these water restrictions. It is important during times like these for all residents of Emerald Heights to pull together to get through this water shortage successfully."

ANNOUNCER: FOR MORE INFORMATION REGARDING THE LEVEL ONE WATER RESTRICTIONS, CONTACT STEVE MANGEL AT THE MAYOR'S OFFICE 555-2233. THAT NUMBER IS 555-2233.

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- ④ PAGE SLUGS: At the bottom of each page, -more- indicates the copy continues on the next page. -30- or -###- or -end- indicates the end.
- ⑤ CONTACT INFORMATION: Contact information read by the announcer at the end.

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Audio News Releases

Formative Enterprises
Youth Exercise Classes

Total Time: 1:18
Staci Kaufman, Producer

ANNOUNCER: AS PART OF THE NATIONAL FITNESS INITIATIVE, FORMATIVE ENTERPRISES IS BRINGING YOUTH FITNESS CLASSES TO CHILDREN OF LOW-INCOME FAMILIES ACROSS THE COUNTRY FREE OF CHARGE. CONSIDERED TO BE THE PREMIER MANUFACTURER OF YOUTH FITNESS PRODUCTS, FORMATIVE IS DONATING OVER FOUR MILLION DOLLARS IN EQUIPMENT AND TRAINING TO COMMUNITY CENTERS THAT SERVICE SOME OF THE POOREST NEIGHBORHOODS IN THE COUNTRY. JAIME MOLACK, CEO OF FORMATIVE ENTERPRISES, EXPLAINS THE PROGRAM.

MOLACK: "While children around the world use our exercise equipment every day, there are still areas in our own country where kids are forced to exercise with old, worn-out equipment. It is about time these children found out just how much fun exercise can be."

-more-

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An audio news release script from a for-profit corporation designed to inform an audience about its public service.

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ANNOUNCER: BESIDES THE SUBSTANTIAL EQUIPMENT DONATION, FORMATIVE ENTERPRISES IS ALSO ESTABLISHING YOUTH EXERCISE PROGRAMS SO KIDS IN THESE LOW-INCOME NEIGHBORHOODS WILL BE ABLE TO EXERCISE WITH THEIR FRIENDS IN A STRUCTURED ENVIRONMENT.

YOUTH DIRECTOR, JOHN PETERS, DISCUSSES THE BENEFITS OF THE NEW PROGRAM.

PETERS: "The equipment at our youth center is so old that many of the neighborhood kids have stopped coming to the center altogether. Now we have updated equipment and a new program that seem to really pique the interest of these kids."

ANNOUNCER: FOR MORE INFORMATION ON THE NEW YOUTH EXERCISE PROGRAMS AND HOW TO VOLUNTEER, CONTACT CATHERINE MORRIS OF FORMATIVE ENTERPRISES AT 1-800-555-5597. AGAIN THAT NUMBER IS 1-800-555-5597.

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- 4 PAGE SLUGS: At the bottom of each page, -more- indicates the copy continues on the next page. -30- or -###- or -end- indicates the end.
- 5 CONTACT INFORMATION: Contact information read by the announcer at the end.

Pleasantville Technical Institute

*One Academy Place
Pleasantville, Any State
12345*

*Moira McKinney
Public Information Officer
(123) 555-6789*

March 24, 1995
FOR IMMEDIATE RELEASE

Rwandan orphans will find a home off the streets, thanks to some local college students.

For five weeks, students at both Tri-County Community College and Pleasantville Tech have been giving part of their lunch money to an orphan's fund destined for Rwanda. They collected more than 15 thousand dollars for an African doctor who runs several orphanages in the capital city of Kigali.

Professor Raymond Ramashekhara ((ruh-MAH-shuh-KAH-ruh)) of Pleasantville Tech's International Studies program carried the money to Doctor Luke Balyasindu ((BAH-lee-uh-SIN-doo)). The doctor has received the PanAfrican Peace medal for his work with orphans and homeless people.

Doctor Luke tells how he will use the donation.

(SOUND BITE ... 15 SECONDS)

"We appreciate the generosity of the young people of Pleasantville, America. We will use your gift to provide a home for children who now live in the gutters. Through you, we will reflect the hope that they can grow up to be healthy and hard-working members of this nation, which itself has much hope for the future.

Doctor Luke says his orphanage will house about 150 boys.

This isn't the first time the local colleges have joined to support worthy causes. They previously raised money for a school in India and a clinic in South America.

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FIGURE 8.1

Broadcast Release With an Actuality