



## ***Sample Radio Scripts***

Here are two radio spot scripts for your use. The first is a 30-second script and the second a 60-second script. Complete each announcement, making sure that your changes do not push your advertisements over 30 or 60 seconds. Then deliver your announcements to local radio stations or mail them with a cover letter that explains your event.

### ***30-Second Spot Script***

Whether cruising, fishing, sailing or waterskiing, the boaters of (NAME OF COMMUNITY) and thousands of other waterfront communities across the United States know boating is the best family-friendly activity to get you outdoors and active. On (DATE OF NMD), (NAME OF MARINA) National Marina Days: Summer of Giving to experience the fun of boating first-hand. For details, call (MARINA PHONE NUMBER).

### ***60-Second Spot Script***

Whether cruising, fishing, sailing or waterskiing, the boaters of (NAME OF COMMUNITY) and thousands of other waterfront communities all across the United States know boating is the best family-friendly activity to get you outdoors and active. On (DATE OF NMD), your local marinas will host a celebration for National Marina Days: Summer of Giving so you can experience the fun of boating first-hand. Among the events planned are:

- (LIST EVENT #1)
- (LIST EVENT #2)
- (LIST EVENT #3)

For more details on National Marina Days celebrations near you, call (NAME OF MARINA) at (MARINA PHONE NUMBER).

*National Marina Days is a joint production of the Association of Marina Industries and Discover Boating.*

*Welcome to the Water on National Marina Day is a joint production of  
the Association of Marina Industries and Discover Boating.*