BUILD YOUR IMAGING PACKAGE

Sample Scripts (Use only for ideas – don’t record)

For the smoothest, grooviest jazz, keep your ears tuned in to the West Coast, COOL 98.1 FM. Catch the vibe. Be cool.

In the heart of the night. All night long. Cool Jazz on Gotham's 98.1, Cool FM.

Time for some pillow talk. Let the greats whisper sweet nothings in your ear. Get some shuteye with Jazz 98.1, Cool FM.

We've got all the hits from the 80s, 90s, and whatever! You're listening to Frank FM. Today's best rock with John "The Rolling Stone” McGaffy.

Whaddya sayin'? We can't hear you!!! Pump up the jam with Frank FM.

Waking you up everyday! Tina and Darren in the morning, on Frank FM.

You're listening to Jimmy Radio, your golden oldies station - keep tuned in to Jimmy, and let the good times roll.

Take a bite out this! Jimmy's got great music, great friends, and… you guessed it, great listeners! You've found the love, and no station warms you up like Jimmy!

Jimmy, Jimmy, Jimmy… let the good times roll!

ASSIGNMENT

1. Write and submit scripts for:
   1. 5 WPPB The Pulse IDs and/or liners
   2. 5 mypulseradio.com
   3. 5 promos for your show
2. All scripts should be 3-10 seconds in length
3. All scripts must end in “WPPB The Pulse, The Pulse, or mypulseradio.com”
   1. TOP OF HOUR ID – Your Home for Carolina Country, 9:30 every night on WPPB the Pulse – Wren, Palmetto, Powdersville, BHP – streaming at mypulseradio.com
   2. STATION LINER – More Music…More GOOD Music…WPPB The Pulse
   3. SHOW LINER – Carolina Country, Every Night at 9:30, on the Pulse
4. Record your scripts, save in a folder on your computer, and submit as mp3s labeled as the following:
   1. (your name) imaging show liner (1-5)
   2. (your name) imaging Station liner (1-5)
   3. (your name) imaging ID (1-5)