

RADIO COPY

60-SECOND SPEC SCRIPT WITH
DIALOGUE

INSTRUCTIONS:

1 -- (SFX: TYPING)
2 -- **FEMALE:** (FRUSTRATED SIGH) I GIVE UP!
3 -- **MALE:** WHAT'S UP?
:10 4 -- **FEMALE:** I'M TRYING TO WRITE A CREATIVE AD FOR CLIFF CUTZ
5 -- TREE CARE.
6 -- **MALE:** LET ME SEE THAT. (SFX: PAPER) GOT IT. MAKE IT
7 -- ABOUT SEX.
8 -- **FEMALE:** BUT IT'S ABOUT CLIFF CUTZ TREE CARE.
9 --
:30 10 -- **MALE:** AND HIS FLYER SAYS SERVICES INCLUDE REMOVING DEAD
11 -- WOOD. COME ON, THE JOKE'S RIGHT THERE.
12 -- **FEMALE:** I CAN'T DO THAT.
13 -- **MALE:** STUMP GRINDING? YOU KNOW YOU CAN TAKE THAT ALL
14 -- KINDS OF PLACES!
15 -- **FEMALE:** AND THE BUCKET TRUCK SERVICES, PRUNING, STORM
16 -- DAMAGE, AND 24-HR EMERGENCY SERVICE?
17 -- **MALE:** MMM ... ANY TIME YOU NEED IT, BABY! NO JOB TOO BIG OR
18 -- TOO SMALL! IT SAYS SO RIGHT THERE!
19 -- **FEMALE:** GIVE ME THAT. (SFX: PAPER) YOU HAVE NO SENSE!
20 --
:60 21 -- **MALE:** HEY, I'M JUST TRYING TO GET OWNER RANDY CLIFF SOME
BUSINESS.
FEMALE: (SFX: TYPING RESUMES) LOOK, I'M JUST GOING TO
MENTION THE SERVICES AND FREE ESTIMATES, SAY CLIFF CUTZ
TREE CARE IS OFFERING 15% OFF ALL TREE WORK NOW UNTIL

SPRING, AND TO CALL 123-4567 FOR AN APPOINTMENT.

MALE: AND REPEAT 123-4567.

FEMALE: AND ADD THE SLOGAN, CLIFF CUTZ SO YOU DON'T HAVE
TO.