



Radio Script # 1

Client: C-ASIST

Title: Will Life Ever Get Back to Normal?

Target Audience: Black Americans

Word Length: 146 in commercial plus 24 in outro = 170

Length: 60 seconds

Scene: Two, young adult, sisters (Black Americans, same family) chatting together at home.

Audio

Woman # 1: (frustrated) I am so tired of this pandemic!

Woman # 2: Me too! It's been more than 2 years now! When we gonna get back to normal?

Woman # 1: Well, you know what Aunt Latrice always says about getting back to normal.

Woman # 2: **Umm hum.** I know what she says. But she can be bossy!

Woman # 1: Well, I guess that working in an ICU for 20 years gives her that right.

Woman # 2: (With emphasis). Aunt Latrice always SAYS: If we want to get back to "normal" (*Both women in unison*)
Everyone should get their COVID-19 shots, including the booster! (Ha! Ha! Ha! Both laugh together).

Woman # 1: Hey, you got your vaccine yet?

Woman # 2: No. You?

Woman # 1: Yeah, I got mine a few days ago – for free - from C-ASIST.

Woman # 2: **See what?**

Woman # 1: From C-ASIST.

Woman # 2: Well, I know one thing ...I am ready for **some normal.** How do I get a vaccine from this C-ASIST?

Woman # 1: (excitedly!) **Girl, it's about time!** Aunt Latrice will be so happy!

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Outro by Male Voice: C-ASIST is located in **Garden City Michigan.** Call (734) 441-2293 to get your free COVID-19 vaccine. Once again, that's (734) 441-2293. Call (734) 441-2293.