



Radio Script # 2

Client: C-ASIST

Title: What about Granny?

Target Audience: Black Americans

Word Length: Body of commercial = 132+24 in outro = 156

Length: 60 seconds

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

Audio

Woman # 1: You know what?

Woman # 2: What?

Woman # 1: You and I have not been to see Grandma in over a year!

Woman # 2: No way! It's not been that long!

Woman # 1: Oh, yes it has!

Woman # 2: Well, Grandma may be 87, but she sure is good at making us feel guilty!! **(Both laugh. Ha! Ha!)**

Woman # 1: So, when we going to visit her?

Woman # 2: (Hesitantly with guilt) Uhhh. We have a problem! I never got a COVID-19 vaccine!

Woman # 1: No, you have the problem! I got my free shots from C-ASIST.

Woman # 2: **See what??**

Woman # 1: From C-ASIST! They're located near Detroit.

Woman # 2: Well, nothing bad happened to you after you got your vaccine!

Woman # 1: Other than Granny Harris making me feel guilty! **(Both laugh. Ha! Ha!)**

Women # 2: Well, if you can do it, so can I! How do I get my vaccine from C-ASIST?

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