



Radio Script # 3

Client: C-ASIST
Title: Keep it Going!
Target Audience: Black American Males
Word Length: Body of commercial = 120 + 24 in outro = 144
Length: 60 seconds

Scene: Young Black American male voice reading this.

Audio

Did you know that since vaccinations have been available for COVID-19, young Black men have been the least likely of any group to get vaccinated? (Pause for effect)

Why?

With Blacks being hospitalized at rates nearly 3 times higher than whites . . . and dying from COVID-19 at rates nearly 2 times higher, Black people should be lining up to get the vaccine!!

Well, guess what? We are! (chuckles!)

Since the end of January, Blacks have gotten more vaccinations than Whites!

If you live in the Detroit Michigan area, you can help us keep this positive trend going!

You can get your vaccinations or your booster for free!

Just contact the good people at C-ASIST.

Please call them today!

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Outro by Black 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 C-ASIST at (734) 441-2293.