

egta World Radio Day 2014

Spot scripts

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These scripts are available to be translated into any language and produced for non-commercial broadcast

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Gorilla

[sound of jungle life, birdsong]

Imagine, you're in a thick forest

It's quiet, strangely quiet, just some soft birdsong up above in the trees

There, the setting is in place.

Now you see, in a clearing, a gorilla

The nature lovers among you will see a great, majestic ape

Those of you with revolutionary thoughts will see a freedom fighter

[voice-off – "viva la revolution!"]

The marketers among you will see a crazy, subversive advertising idea that will send your career stratospheric

[cheering crowds and applause]

But in the end, you all see a gorilla.

Isn't it crazy how radio gives you a unique experience?

Expectation

[slow heartbeat]

Imagine, you're in a crowd of people

The murmur of expectation is rising, it's been a long time but the news you've been waiting for will come any moment now, the name that everybody wants to know

[quiet sound of an expectant crowd]

There, the setting is in place.

Now you see the first signs. It's about to be announced

[heartbeat quickens]

Door starts to open; contender makes his way to the stage; is that a hint of smoke in the blue sky?

[Sounds of the crowd rising]

[heartbeat again quickens]

As the tension reaches a crescendo, who will it be? It is time ...

I Barack Obama do solemnly swear!

Habemus Papam, Franciscum!

His Royal Highness Prince George of Cambridge!

[baby cries]

[cheering crowds and applause]

Isn't it amazing how radio can take every listener to a different place?

Voice

Imagine a person

A person who's familiar, so familiar to you

Who carried you through a thousand triumphs, supported you through the hard times too

Who caressed you, comforted you, rebuked you at times

Some of you might see ... your mother

Others of you might see the love of their life

But all of you will only see the one person who really matters to you

Isn't it amazing how radio can create a unique image on the canvas of your imagination?