

Dave Bolick, 510-601-9554 – sample radio script – Ohlone College

Local community college needed to raise awareness of its two-year, certificate, and transfer programs. The following radio spot emphasizes the fact that Ohlone can help get a stalled career back on track... or become the launch pad for a whole new career.

:60 Radio Spot - "Interview"

Interviewer: I see here on your resume that you have some experience with computers.

Candidate: Right, I used to work as a programmer, and I also design Web pages.

Interviewer: OK, good. What about database design?

Candidate: Well, I haven't done much of that. You see, most of what I know I learned on the job. I pick things up pretty quickly. In fact it only took me three days to learn Dreamwea..

Interviewer: ..Right. Listen, we really need somebody who already knows this stuff. But, uh, thanks for coming in. We'll keep your resume on file, and we'll let you know if anything comes up, OK?

Candidate: But I..

Interviewer: ..Good luck.

Announcer: It's a tough job market out there. At Ohlone College, we provide comprehensive career training, with two-year programs in Accounting. Business administration. Computer Studies. And much more. Plus, at Ohlone, you can also train for a new career in one year or less with one of our fast-track certificate programs. Call Ohlone today at five-ten, six-five-nine, six-thousand. Or visit our Web site, at www.ohlone.edu. Take the next step. Ohlone.

Interviewer: Next!

Casting specs:

Interviewer: male, 40s – 50s, a bit gruff, not exactly insensitive, but very businesslike.

Candidate: male, 20s – 30s, not lacking confidence, just slightly overeager in a been-out-of-work-for-a-while way.

Announcer: female, 30s, bright, non-announcer-ey.