Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ VSMP AM/PM:\_\_\_\_\_\_\_\_\_

# Two Column Script Template – Product Advertisement Project

This template is comprised of two sections: Audio and Video. The Audio section includes music/sound effects, dialogue, and speakers. The notes section includes any extra instructions regarding the script.

This template is for creating a 30-second ad.

| **AUDIO** | **VIDEO** |
| --- | --- |
| Music: Background music  Speaker 1: Dialogue:  [Insert Tagline], [Insert Positioning Text], and/or [Insert Facts].  We are seeking [Insert Population Criteria], to participate in any of our [Insert Trial].  [Insert Additional Promotional Information].  [Insert Call to Action]! [Insert Phone] and visit [Insert Web Link]. | (What part of the video is being played; scene and time stamp) |

Some abbreviations for radio scripts can include**:**

* VO: Voice Over
* FX: Effect
* NAT SOUND: Natural Sound