

BOYS DO — CRY

RADIO CAMPAIGN SCRIPTS



BOYS DO CRY - RADIO SCRIPT 1 - 30"

We open to the sound of male voices singing a verse of *Boys Do Cry*, to the tune of The Cure's original *Boys Don't Cry*. There's the hint of an echo, suggesting they are in an expansive space - a community hall perhaps.

SINGERS: *"Don't like to talk about it, we bottle it all up inside.
We man up like our fathers taught us, hiding the tears in our eyes"*

More male voices join in, lending themselves to the chorus.

SINGERS: *"But boys do cry, boys do cry."*

As the singers' voices fade, a male voice - speaking close to mic from within the same space - delivers our campaign line.

MV: *"When the going gets tough, get talking.
Discover more at boysdocry.com.au"*



BOYS DO CRY - RADIO SCRIPT 2 - 30"

We open to the sound of male voices singing a verse of *Boys Do Cry*, to the tune of The Cure's original *Boys Don't Cry*. There's the hint of an echo, suggesting they are in an expansive space - a community hall perhaps.

SINGERS: *"It feels good to talk about it, to free yourself up from the lies of the voice that said that men shouldn't have tears in their eyes."*

More male voices join in, lending themselves to the chorus.

SINGERS: *"Cause boys do cry, boys do cry."*

As the singers' voices fade, a male voice - speaking close to mic from within the same space - delivers our campaign line.

MV: *"When the going gets tough, get talking.
Discover more at boysdocry.com.au"*



BOYS DO CRY - RADIO SCRIPT 3 - 30"

We open to the sound of male voices singing a verse of *Boys Do Cry*, to the tune of The Cure's original *Boys Don't Cry*. There's the hint of an echo, suggesting they're in an expansive space - a community hall perhaps.

SINGERS: *"We can do most anything when together we stand side by side,
making a change for the better, stop hiding the tears in our eyes."*

More male voices join in, lending themselves to the chorus.

SINGERS: *"Cause boys do cry, boys do cry."*

As the singers' voices fade, a male voice - speaking close to mic from within the same space - delivers our campaign line.

MV: *"When the going gets tough, get talking.
Discover more at boysdocry.com.au"*



BOYS DO CRY - LYRICS

Sometimes when we're hurting, and the darkness comes and fills our mind, we feel like we're all alone, without the strength we need to find.

Don't like to talk about it, we bottle it all up inside,
we man up like our fathers taught us, hiding the tears in our eyes,

but boys do cry, boys do cry.

Your strength is not in silence, but sharing what is in your heart.

It's something to be proud of when what's there is tearing you apart.

It feels good to talk about it, to free yourself up from the lies
of the voice that said that men shouldn't have tears in their eyes,

cause boys do cry, boys do cry.

It's time for us to stand together and show our sons a different way
to turn the tide of darkness that is taking our mates' lives away.

Let's make tomorrow, the day that we start
speaking our feelings, sharing what's hurting our hearts.

[RAP]

I've been guilty of a fake smile, yeah I'm feeling fine -
life of the party but inside I don't feel alive.

Telling all of my closest that it's all good, I'm gonna be alright
cos to let them know I'm a broken soul,
that honestly is my kryptonite.

My ego he evil,
manipulate me with lies
that real men are unbreakable,
that real men don't cry.

But real men get help, and real men do cry,
I wish I had that convo with my brothers in the sky.
RIP.

We can do most anything when together we stand side by side,
making a change for the better, stop hiding the tears in our eyes,

cause boys do cry, boys do cry, boys do cry, boys do cry (repeat to fade).

