

LET YOUR INNER VOICE OUT

RADIO ADVERTISING CAMPAIGN SCRIPTS



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Script 1: *Mid-Life Matt 45"*

SFX: Ambient sounds of a Men's Table gathering, a group of 15 or so men chatting and enjoying a meal together. Closer to mic, we hear a 50-something year old man talking to another:

GRAHAM: Hey Matt, good to see you, how'd your 50th go the other week?

MATT: Yeah... it was a great night...

GRAHAM: Good to hear! So, what's new?

MATT: Oh you know... not much.

MATT INNER VOICE: (ECHO) Not much? Just a full blown mid-life crisis! How can I already be 50? Where's it all gone? What happened to new adventures? Living in Europe? Starting a business? I just feel exhausted - no energy for anything. Maybe I'm sick? Should go to the doctor. Do I really want to know though? Probably cancer. Definitely cancer...

SFX: Echo gradually reduces and background sound increases.

MATT: ...I've gotta do something with my life before it's over; you know what I mean?

GRAHAM: (chuckles) Yeah, I know how you feel.

MATT: You do?

GRAHAM: Yeah mate I'm 58, I've been through it.

MATT: So you've been there?

GRAHAM: Most of the blokes at this table have... (fades out).

SFX: "zoom out" back to the warm sounds of general conversation.

VO: Let *your* inner voice out at The Men's Table. Search themenstable.org for details.

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Script 2: *Farmer Jack* 45"

SFX: Ambient sounds of a Men's Table gathering, a group of 15 or so men chatting and enjoying a meal together. Closer to mic, we hear a 40-50 something year old man talking to another:

IAN: All good with you, Jack?

JACK: Yeah mate. Not bad, you know? Can't complain.

IAN: How's the farm?

JACK: Yeah, all good, all good.

JACK INNER VOICE: (ECHO) Yeah, that's right Jack - *all good, all good* apart from pretty much everything. Years of drought and now it won't stop raining, lose this crop and I could lose it all. Dad'll turn in his grave, Jess'll move to the city, find a better guy, and I'll be left on my own... with the dogs. Um... that's not so bad... except... once they take the farm, I'll have nowhere to keep the dogs...

SFX: Echo gradually reduces and background sound increases.

JACK: ...mate I just don't know how I'm gonna get through this.

IAN: Yeah, I'm struggling a bit myself...

JACK: Yeah?

IAN: ...but we'll pull through mate, we always do... (fades out)

SFX: "zoom out" back to the warm sounds of general conversation.

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Script 3: *Neglected Ben* 45"

SFX: Ambient sounds of a Men's Table gathering, a group of 15 or so men chatting and enjoying a meal together. Closer to mic, we hear a 35 - 40 year old bloke talking to another:

DAVE: Hey, how are you Ben?

BEN: Yeah, yeah not bad.

DAVE: How's the family?

BEN: Pretty good I guess...

BEN INNER VOICE: (ECHO) Man, who am I kidding? Kate was all over me when she wanted to have a baby; now it's like all I'm good for is paying the mortgage. I don't even matter to her anymore. Can't believe I'm even thinking this! I mean what's next? I hit the bottle and lose my job? They'll go live with her Mum. Man, I'll lose the little fella! (PAUSES) Hey, I wonder if her mum could babysit this weekend so we can have a night away? Yeah right, bet Kate says "no"...

SFX: Echo gradually reduces and background sound increases.

BEN: ...Now listen, I mean - am I just being a bad husband or what?

DAVE: Oh mate, all I can say is it does get easier.

BEN: Yeah?

DAVE: Yes, I remember when we had our first, I was thinking exactly the same thing.

SFX: "zoom out" back to the warm sounds of general conversation.

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