

# RADIO

CLIENT:	WA Football Commission	DATE:	20.6.22
JOB NUMBER:	WAFC000003A, B & C		
DETAILS:	'Abuse Truths' Stop Umpire Abuse Radio Campaign		

## *'Abuse Truths' Campaign*

### Power Trip

FX: Umpire whistle

MV: *(shouting/very aggressive)*

OH COME ON UMP ARE YOU KIDDING ME?

I'VE ALWAYS STRUGGLED TO CONTROL MY EMOTIONS AND NOW I HAVE TO EMBARRASS  
MY WHOLE FAMILY BY SCREAMING AT A TEENAGER AT MY KID'S FOOTY GAME?

I USE THIS POWER TRIP TO FEEL BETTER ABOUT MYSELF!

I'M UNAWARE THAT I'M COMING ACROSS LIKE A TODDLER!

I HAVEN'T CONSIDERED THE MENTAL STRESS I'M INFLECTING BECAUSE I'VE NEVER  
STOPPED TO THINK ABOUT IT!

[Silence]

VO: **What does abusing umpires say about you?**

**Stop umpire abuse.**

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## Control Issues.

FX: Umpire whistle

FV: *(shouting/very aggressive)*

OH WHAT?

NOW I HAVE TO SHOW EVERYONE HERE MY CONTROL ISSUES?

AGAIN?

MOST WEEKENDS I END UP YELLING LIKE THIS AT AN UMPIRE BECAUSE I'VE NEVER  
THOUGHT ABOUT HOW RIDICULOUS AND OFFENSIVE IT IS!

I DON'T HAVE ENOUGH CONTROL IN MY LIFE AND I NEED TO TAKE IT OUT ON YOU!

[Silence]

VO: **What does abusing umpires say about you?**

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## **Repressed Anger.**

FX: Umpire whistle

MV: *(shouting/very aggressive)*

OH REALLY UMP?

HERE WE GO AGAIN!

I'M GONNA SHOUT IN FRONT OF ALL THESE LITTLE KIDS WITH ABSOLUTLEY NO  
AWARENESS OF HOW UPSETTING IT IS FOR THEM!

I'VE GOT REPRESSED ANGER ISSUES AND STRUGGLE WITH MY EMOTIONS!

I'VE NEVER REFLECTED ON THE FACT THIS IS YOUR JOB AND MY ABUSE IS HARMFUL!

I'M TOTALLY IGNORANT!

[Silence]

VO: **What does abusing umpires say about you?**

**Stop umpire abuse.**

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