

Radio Copy

Client: Make Smoking History

Job No: CCMS025

Date: September 2017

Description: Breathtaking/Starving/Balloon

Duration: 30 seconds

Script 1 Breathtaking

VO:

(Deep breath)

30 seconds is all the time it will take for you to get a bit of a feeling of what it's like to have emphysema. Just try this simple exercise...

All you have to do is keep talking continuously for that time without taking a single breath in.

It's amazing how quickly you'll start to feel uncomfortable and even a slight panic.

If you're a smoker it might be a taste of your future.

For help and advice on quitting, visit makesmokinghistorydotorgdotau

Script 2 Starving

SFX: Person wheezing.

SFX: Footsteps running hard.

VO:

When you're doing something strenuous... it's quite natural to get starved for air... and feel like you're about to collapse.

SFX: Footsteps running fade away but the wheezing continues.

But what if you're not doing something strenuous... what if you're struggling for air and you're just sitting in your lounge chair?

SFX: Wheezing continues.

That's what it's like to have emphysema caused by smoking.

For help quitting, visit makesmokinghistorydotorgdotau

Script 3 Balloon

SFX: Air being breathed into a balloon.

When you blow up a balloon, then release the air... it's the elasticity of the balloon contracting that gets the air out.

SFX: Air being let out of a balloon.

Your lungs work in exactly the same way...

SFX: Air being inhaled into lungs.

But if you damage them with cigarette smoke, you can destroy their elasticity...so that even breathing out becomes a terrifying and... ultimately... impossible task.

SFX: Strained wheezy exhale (or pursed lip breathing)

That's what it's like to have emphysema.

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