

Example Scripts for Commercial Sponsorships Promotional Spots

These are example of scripts that fulfill KGEM’s policies for non-commercial underwriting credits. Please note that the on-air appearance and overall effect of each credit and credit sequence must be in keeping with the noncommercial nature of KGEM. The complete policies are available from KGEM’s Executive Director.

10 seconds spots are provided for Gold sponsors and 15 seconds for platinum, titanium and diamond. Donor levels below that only provide graphical underwriting credits. Refer to KGEM’s chart of commercial sponsors *airtime benefits* for information on airtime period, length, primetime and aggregate spots and other related benefits.

Example #1 – “We’re a community partner”

(15 seconds)

| VIDEO | AUDIO |
|---|--|
| <p>ACME plumbing worker in uniform helping to hand out food to a needy family.</p> <p>ACME plumbing president handing a “big check” to Boys & Girls club’s Executive Director.</p> <p>Shot of acme plumbing vehicle driving into a neighborhood, pan to reveal hillsides. The following graphic over the hillsides.</p> <p>Graphic: “ACME Plumbing” “555-5787” “www.acmeplumbing.com”</p> <p>FADE OUT</p> | <p>Light music under entire spot</p> <p>VOICEOVER: <i>“Acme plumbing is proud to support the Monrovia community through regular support of the Boys and Girls Club, Foothill Unity Center, Monrovia Schools Foundation</i></p> <p><i>and others.</i> <i>Acme Plumbing, as your neighbor, we’re proud help.”</i></p> <p>END</p> |

Example #2 – “We have a proud Monrovia history.”

(10 seconds)

| VIDEO | AUDIO |
|---|---|
| <p>Old Acme Plumbing Pictures (Black and white or faded).</p> <p>picture of original ACME plumbing car</p> <p>dissolve to picture of Acme Plumbing office (current)</p> <p>Graphic (over above photo): “ACME Plumbing” (logo) “555-5787” “www.acmeplumbing.com”</p> <p>FADE OUT</p> | <p>Light music</p> <p>President Voiceover: “My dad started Acme Plumbing in 1932, at that time he worked out of his car, things are a little different these days but we’re still proud to be serving Monrovia.”</p> <p>END</p> |

Example #3 “We’re Monrovians”

(15 seconds)

| VIDEO | AUDIO |
|---|--|
| <p>Shot of president talking to camera</p> <p>Shot of Al in his plumber uniform</p> <p>Shot of sue answering phone at reception desk “ACME Plumbing” sign clearly visible behind her.</p> <p>dissolve to: Graphic: “ACME Plumbing” (logo) “555-5787” “www.acmeplumbing.com”</p> <p>FADE OUT</p> | <p>President: “Hi, I’m John Smith, president of ACME Plumbing, I’ve lived in Monrovia for 35 years.”</p> <p>Al: “Hi, I’m Al and I’ve lived in Monrovia for 10 years.”</p> <p>Sue: “Hi, I’m Sue and I just moved to Monrovia.”</p> <p>END</p> |

Example #4 “We support KGEM”

(10 seconds)

| VIDEO | AUDIO |
|---|--|
| Shot of president talking to camera dissolve to: Graphic: “ACME Plumbing” (logo) “555-5787” “www.acmeplumbing.com” FADE OUT | President: “KGEM plays an important role in providing information as well as a forum for constructive dialogue within Monrovia, as the president of ACME Plumbing we are proud to support KGEM.” Music In END |

Example #5 “What we like about Monrovia (testimonial).”

(10 seconds)

| VIDEO | AUDIO |
|--|--|
| ACME plumbing president talking to someone off camera. dissolve to: Graphic: “ACME Plumbing” (logo) “555-5787” “www.acmeplumbing.com” FADE OUT | President: <i>“Monrovia Canyon is wonderful, my daughter likes playing in the stream up there, its great that Monrovia have decided to protect our hillsides.”</i> Light music in Voiceover: <i>“KGEM TV thanks ACME Plumbing for their support.”</i> END |

Example #6 “KGEM Correlation, humorous.”

(15 seconds)

| VIDEO | AUDIO |
|---|--|
| <p>Extreme Close Up of pipes being connected together, (Acme Plumbing clearly visible on a wrench) hand turning on faucet water coming out of shower head pull back to reveal shadow of person in shower and hand with knife</p> <p>pull back further to reveal youth operating various film equipment and a youth DIRECTOR</p> <p>dissolve to: Graphic: “ACME Plumbing” (logo) “555-5787” “www.acmeplumbing.com”</p> <p>FADE OUT</p> | <p><i>sounds of wrenches, metal,</i></p> <p><i>squeaky faucet water,</i></p> <p><i>scream</i></p> <p>Director, “<i>CUT!</i>” (youth laughing)</p> <p>Voiceover: “<i>ACME Plumbing, a proud supporter of KGEM’s work with youth.</i>”</p> <p>END</p> |