

## Sample Script: Not for Air

CLIENT: Primo's Snacks

(to be read as if by a bumbling reporter who is easily distracted and sometimes talking to someone back at the station)

MAN: Flash! People all over Memphis are being attacked by snacks! The world's gone mad! Run for your lives! What's that? Oh, we seem to have had some technical difficulties... People all over Memphis are having snack attacks. That makes more sense, actually. These snack attacks appear to be related to a local Memphis business called Primo Snacks. An overwhelming desire for Pork Rinds, Cracklins, Cheese Puffs, Cheese Curls, Hot Cheese Curls, Hot, and Bacon Cheddar Fries, Hot, and White Cheddar Popcorn, and Butter or cheese Corn Pops. That's a lot of snacks....made by folks right here in Memphis, and found all over the southeast. What's that? You can check out the wide variety of Primo's Snacks at [primosnacks.com](http://primosnacks.com). You want me to say it again? Ok..[primosnacks.com](http://primosnacks.com). Did you get it that time? The only known cure at this time is to grab a bag of Primo's Snacks and stuff your face accordingly. Until next time, Life is more delicious with a Primo's snack.