

Charter Radio

Specs:

ANNCR1: *Female, 25-35. Smart and likable. Empathetic with the listener's plight. A little attitude shines through when talking about what a bad value Dish Network is. Delivers her part in a stream of consciousness, 2nd-person, story-telling kind of way. One thing leads to the next, to the next, to the next in a fluid way.*

ANNCR2: *Male, 35-45. Friendly and inviting; not a slick used car salesman. Able to make a retail offer sound somewhat conversational while still saying a lot of words in a limited amount of time.*

Script:

ANNCR1: (FEMALE WITH A LITTLE ATTITUDE) You're a Dish customer who can't find *The Walking Dead*, *Mad Men*, and *Breaking Bad* on your TV. So you call Dish and they tell you it's because they've dropped AMC. You say, "Oh, no you didn't." They say, "Oh, yes we did." They go on to say they've dropped Sundance Channel, WeTV, and IFC. You ask Dish why they would drop some of the most compelling, addictive, and highly touted shows on TV (in those exact words). Dish replies with words that sound scripted by a lawyer. Unsatisfied, you hit Dish with the ultimate question: "Why am I paying the same but getting less?" Not even waiting for an answer, you inform them you're going to drop something too. You then proceed to drop Dish.

SFX: Upbeat music bed kicks in.

ANNCR2: (FRIENDLY MALE) Why settle for less when Charter TV gives you all your favorite AMC shows with over 100 HD channels, ten thousand On Demand titles, and on-the-go access too! Right now, get Charter TV for just \$29.99 a month as part of the Charter Triple play. Call 1-888-CHARTER today! (FASTER) Offer ends XX/XX/12. New residential customers only. Restrictions apply. See website for details.