

## USE THESE SAMPLE SCRIPTS TO PRACTICE

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**TYPE:** Internet Commercial

**DIRECTION:** Conversational, Friendly

**SCRIPT:** Looking for a well-balanced checking account? Bank SNB's Relationship Checking comes with everything you want and some things you might not expect, like discounted closing costs on your mortgage. Click to learn more.

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**TYPE:** Business Video Tag

**DIRECTION:** Narrator, Believable, Friendly

**SCRIPT:** Doctors and Hospitals are Linked . To get the best treatment , you should make a selection of the right doctor who treats you at the right hospital.

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**TYPE:** Animation Video

**DIRECTION:** Aggressive / Strong / Military

**SCRIPT:** The X800 is light weight and compact with adjustable focus beam and 1-2000X zoom. Plus built in SOS strobe settings. ShadowHawk was proudly designed in the USA. Support is always available from our team in California.

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**TYPE:** E-Learning

**DIRECTION:** Casual, Educational

**SCRIPT:** Walking through the hospital lobby these days, you might think you were walking through the United Nations. We're proud to be a global destination for the best pediatric medical care in the world – and for years, our international patient population has been growing.

The secret to providing the best possible care is not just to provide excellent medical treatment, but to provide it in a way that is sensitive to the cultural needs of our patients and their families.

Thank you for your dedication to making this hospital a place where all patients and their families are welcomed and supported.

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**TYPE:** Business Presentation

**DIRECTION:** Friendly, Professional

**SCRIPT:** We don't have to tell you how inherently dangerous construction of power transmission projects can be – dramatic heights, live wires, remote or densely populated locations – all of these factors contribute to the level of risk or danger in our business.

The challenges for safety on these projects are tremendous. Construction sites are very dynamic and require constant vigilance for changing conditions.

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**TYPE:** Video Games

**DIRECTION:** 1940's newsreel, announcer

**SCRIPT:** Among the ashes of a cowardly attack on the Land of Freedom, the American spirit cannot be quashed as an unlikely new hero rises to take up the good fight.

Agent Maggie Draper answers the call.

A celebrated field Agent, She is a master of combat, firearms, and knows just how to deliver a hammer blow to the enemies of justice.

Yes, those enemies must surely be trembling today as the name of a new hero rings clear against their machinations.

Maggie Draper, Lady Justice!

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**TYPE:** Videogame Trailer

**DIRECTION:** Haunting, Confident, Wise

**SCRIPT:** This place... was once my home...

Now no more than another world caught in the constant maelstrom of war...

It's fields trampled by a thousand armoured boots the mountain mud broken only by the corpses of yesterday, and before Swathes of desert littered with the bodies of the infinite fallen.

It has been consumed, like all others, by a million warring soldiers. And yet in every raging battle, amongst a thousand of their brothers or comrades  
Heroes are rising...

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**TYPE:** Training Video

**DIRECTION:** Authoritative, Engaging

**SCRIPT:** Welcome to TPI Composites safety video!

Here at TPI, safety is our core value. This video has been created to ensure your safety while visiting our facility.

When entering facility please check in with the Receptionist and sign the visitor's book.

After you sign in your safety escort will prepare you with a visitors badge, safety vest, glasses, and hearing protection. These items **MUST** be worn at all times.

Here are some important safety guidelines while visiting TPI. Please be sure to steer clear of any barricades and production areas.

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**TYPE:** Political Spot

**DIRECTION:** Political, Aggressive, Authoritative

**SCRIPT:** The Economist wants you to believe that Russia's ruble is undervalued by nearly 70 percent, and that China's yuan is undervalued by 46 percent.

Benn Steil found that both currencies are undervalued by just 5%.

The Economist Big Mac Index is fueling the flames of non-existent currency wars.

Benn Steil wants you to know the truth.

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**TYPE:** Commercial

**DIRECTION:** Live Sports Announcer

**SCRIPT:** AND WE'RE BACK IN SEATTLE AT CENTURYLINK FIELD.

AS ALWAYS, THE DRAMA OF THE SEASON IS BUILDING EXCITEMENT.

YOU CAN BET THE SEAHAWKS WILL BE PUTTING ON A HECK OF A SHOW FOR THE 12S TODAY.

TIGHT END LUKE WILLSON IS CHARGED UP.

IT LOOKS LIKE SEATTLE'S GOING WITH A SPREAD OFFENSE HERE.

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**TYPE:** Documentary

**DIRECTION:** Calm, Deep

**SCRIPT:** The darkness starts to build  
as the empty roads echo a tick of a freewheel  
Heavy wind brushing against my face  
There is no escape  
I hear the force calling my name  
I feel the rush in my veins  
I need to speed up  
So I can slow down

## USE THESE SAMPLE SCRIPTS TO PRACTICE

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**TYPE:** Documentary

**DIRECTION:** Authentic, Motivational

**SCRIPT:** Hunger and malnutrition compose the #1 health risk worldwide. At least 6,200 children die each day due to hunger related causes.

We are Feed My Starving Children, a Christian non-profit dedicated to seeing every child and person around the world healthy, nourished and whole in body and spirit.

We believe no child should go hungry. Every child deserves a nutritious meal, every day.

Feed My Starving Children produces three special meal formulas developed by scientists to reverse and prevent malnutrition.