Radio Imaging promo & trailer scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

No Ballads Allowed

Sweeper, rock · Adult (30-45) · Neutral American · 10 seconds

[SFX: amp feedback, power chord]

No ballads. No filler. Just ten in a row that sound better loud.

Gravel, nine-seven-nine.

Turn It Up, It's Friday

Sweeper, top 40 · Young adult (18-25) · Neutral American · 10 seconds

[SFX: whoosh into beat drop]

It's Friday, the boss just left early, and the hits don't stop.

Hot Wire, one-oh-two-five.

Dirt Roads and Front Porches

Sweeper, country · Adult (40-55) · Southern US · 15 seconds

[SFX: screen door creak, acoustic guitar strum]

The songs you played on a dirt road with the windows down. The ones that were your mama's favorites. And brand-new ones you'll be singing by Sunday.

This is Prairie Fire, ninety-five-three. Real country.

Bass in Your Chest

Sweeper, hip-hop · Young adult (18-25) · Neutral American · 10 seconds

[SFX: record scratch, heavy 808]

New heat. Throwbacks you forgot you loved. And bass you feel in your chest.

Sidewalk, nine-nine-five.

The Workday Gets Easier

Sweeper, adult contemporary · Adult (30-45) · Neutral American · 15 seconds

[Music: light piano swell]

Your favorite songs, fewer interruptions, and a workday that feels a little easier from nine to five. Even on Mondays. Especially on Mondays.

This is Cove, one-hundred-point-nine. Feel-good favorites.

Songs That Never Got Old

Liner, classic hits · Mature (55+) · Neutral American · 15 seconds

Jukebox, one-oh-three-three. The songs from the roller rink, the drive-in and the first car you ever owned. They never got old. Neither did you. Well, not much.

Not on the Other Station

Liner, alternative · Adult (25-40) · Neutral American · 15 seconds

Undertow, ninety-two-seven. New music from bands you'll pretend you discovered first. Most of it you won't hear anywhere else. Some of it you'll hear everywhere in six months. Probably because of us.

Straight Talk at the Top of the Hour

Liner, news-talk · Adult (40-55) · Neutral American · 15 seconds

News, traffic and weather on the eights. Real conversations about your town, your money and your schools. And no shouting matches. Just smart, local talk from people who live here too.

NewsTalk eight-ten, KXVD.

Powered by Listeners Like You

Liner, public and community radio · Adult (30-45) · Neutral American · 15 seconds

Millrace Community Radio is run by volunteers and paid for by listeners. No corporate owner, no national playlist. Just your neighbors, playing music they love. Thanks for being part of it.

Something Good to Hold On To

Liner, Christian and inspirational · Adult (30-45) · Neutral American · 15 seconds

Rough week? Long day? Whatever you're carrying right now, you're not alone in it. Turn it up and take a deep breath.

Harbor Light, ninety-point-five. Something good to hold on to.

Gravel Quick ID

Station ID, rock · Adult (40-55) · Neutral American · 5 seconds

[SFX: guitar hit]

You're locked in to Gravel, nine-seven-nine. Play it loud.

Hot Wire Quick ID

Station ID, top 40 · Young adult (18-25) · Neutral American · 5 seconds

[SFX: zap]

Today's hits, all day. Hot Wire, one-oh-two-five!

Real Country ID

Station ID, country · Mature (55+) · Southern US · 5 seconds

[SFX: fiddle sting]

Prairie Fire, ninety-five-three. Real country, right here at home.

La Brisa Bilingual ID

Station ID, bilingual Spanish-English · Adult (25-40) · Bilingual Spanish-English · 10 seconds

[SFX: percussion roll]

La música que te mueve. The music that moves you. Ciento cinco punto siete, La Brisa. Your city, tu estación.

Sideline 1460 ID

Station ID, sports talk · Adult (30-45) · Neutral American · 10 seconds

[SFX: crowd roar, whistle]

Hot takes, cold facts and callers who are always right. Sometimes wrong, never boring. Sideline, fourteen-sixty AM.

Legal ID: News-Talk Top of the Hour

Legal ID, news-talk · Adult (40-55) · Neutral American · 10 seconds

[SFX: news stinger]

KXVD, Velden Falls. NewsTalk eight-ten. It's the top of the hour.

Legal ID: Millrace Community Radio

Legal ID, public and community radio · Adult (30-45) · Neutral American · 15 seconds

This is Millrace Community Radio, KMLZ, eighty-eight-point-nine, Harlow Creek, Nebraska, and on translator K two-oh-four-Z-X, eighty-eight-seven, Ellery Junction. Listener supported, volunteer powered, and really glad you're here with us.

Legal ID: Jukebox Classic Hits

Legal ID, classic hits · Adult (40-55) · Neutral American · 10 seconds

WJXH, Bramford. Jukebox, one-oh-three-three. Classic hits and good times, all day.

Legal ID: Prairie Fire with HD Channels

Legal ID, country with HD · Adult (30-45) · Southern US · 15 seconds

This is KQPV, Tolliver. Prairie Fire, ninety-five-three. You can also find us on KQPV HD-1. Hear old-school country on HD-2, and Sunday gospel all week long on HD-3.

Your At-Work Station

Station promo, adult contemporary · Adult (30-45) · Neutral American · 30 seconds

[Music: light pop bed]

The morning meeting ran long. The printer's jammed again. And someone microwaved fish in the break room.

We can't fix that. But we can make the rest of your day sound a lot better.

Cove plays more of your favorite songs at work, with fewer commercials every hour from nine to five.

So turn us up, a little. Your desk neighbor will thank you.

Cove, one-hundred-point-nine.

Thirty Years of Loud

Station promo, rock anniversary · Adult (40-55) · Neutral American · 30 seconds

[SFX: crowd, live guitar]

Thirty years ago, a bunch of people with bad haircuts turned on a transmitter and played something loud.

The haircuts got better. Mostly. The music never got quieter.

Thirty years of concerts, parking lot parties and songs your parents told you to turn down.

Thanks for sticking with us.

Gravel, nine-seven-nine. Thirty years of loud.

When It Matters, We're On

Station promo, news-talk storm coverage · Adult (40-55) · Neutral American · 60 seconds

[Music: low, steady pulse]

Last spring, the sirens went off at two in the morning.

The power was out across half of Velden County. Phones were dying. Trees were down across Route Nine.

And on a battery radio in a lot of basements, a voice said, 'We're here. Here's what we know.'

[beat]

Our news team stayed on the air for nineteen hours straight. Live updates from the sheriff's office. Shelter locations. A caller who needed help getting his mother out, and three neighbors who heard it and went.

That's what local radio is for.

Not a national feed. Not a robot reading headlines from a thousand miles away. People who live here, covering the place we all call home.

[music lifts slightly]

When it matters most, we're on.

NewsTalk eight-ten, KXVD. Velden Falls' news and weather station.

Harbourside FM Is Yours

Station promo, UK community radio · Adult (30-45) · Neutral British · 60 seconds

[Music: light acoustic bed]

Harbourside FM broadcasts from a little studio above Penny's Bakery on Quay Street.

Which explains why our breakfast presenter is always in a good mood. And always covered in flour.

We're on air twenty-four hours a day, and almost all of it is run by volunteers. The lad who reads the shipping news is a retired ferry captain. Our Sunday jazz show is presented by a dental nurse. The Tuesday quiz is set by a woman called Doreen, and nobody has ever beaten her.

We cover the school fêtes, the council meetings, the lifeboat launches and the football results nobody else bothers with.

Because this is your station. It always has been.

[beat]

And if you've ever fancied having a go yourself, we're always looking for new voices. Pop in, say hello, have a pastry.

Harbourside FM, one-oh-six-point-two. Your town, on air.

Front Row at the Summer Shed Tour

Contest promo, top 40 concert tickets · Young adult (18-25) · Neutral American · 30 seconds

[SFX: crowd screaming, beat drop]

The Summer Shed Tour is coming to Crestwood Amphitheater, and Hot Wire wants to put you in the front row.

Every weekday this week, listen for the siren. When you hear it, be caller nine, and you win two tickets plus a meet-and-greet before the show.

No purchase necessary. Full rules at hot wire one-oh-two-five dot com.

Hot Wire, one-oh-two-five. Front row is waiting.

Win Your Truck Payment

Contest promo, country cash giveaway · Adult (30-45) · Southern US · 60 seconds

[Music: upbeat fiddle and banjo bed]

You know the feeling.

The first of the month rolls around, the truck payment comes due, and your wallet starts doing that thing where it hides behind the couch cushions.

Well, this month, Prairie Fire wants to make that payment for you.

It's the Truck Payment Giveaway. Every weekday at seven-twenty, twelve-twenty and four-twenty, we'll play a song. If you hear three in a row by the same artist, call in. Caller ten wins five hundred dollars.

Five hundred dollars for the truck. Or the tractor. Or the four-wheeler your spouse doesn't know about yet.

We're not judging.

We'll be giving away money every weekday this month, and on the last Friday, one lucky listener wins a whole year of payments.

No purchase necessary. Must be eighteen or older. Rules at prairie fire nine-five-three dot com.

Prairie Fire, ninety-five-three. Real country, real money.

The Decade Dance Party Weekend

Contest promo, classic hits · Adult (40-55) · Neutral American · 30 seconds

[Music: a groovy bass line]

Get the platform shoes out of the attic.

This weekend, it's the Decade Dance Party on Jukebox. Name the year of the song we play, and you could win dinner for two and tickets to the Bramford Roller Disco Night.

Listen all weekend, starting Friday at five, and keep your phone close. We'll be giving away a pair every hour.

Jukebox, one-oh-three-three. Good times, all day.

The Wake-Up Crew

Show promo, top 40 morning show · Young adult (18-25) · Neutral American · 30 seconds

[SFX: alarm clock, beat kicks in]

Mornings are hard. Nikki, Dez and Big Lou make them a whole lot easier.

Celebrity gossip, the Secret Sound, and Lou's daily prank call, which this week got him banned from a pizza place. Again.

Plus the most hits in the morning, from six to ten.

The Wake-Up Crew, weekdays on Hot Wire, one-oh-two-five.

Snooze responsibly.

The Drive Home with Coach Tully

Show promo, sports talk afternoon · Adult (40-55) · Neutral American · 30 seconds

[SFX: whistle, crowd noise]

He coached for twenty-two years. He's been fired twice. And he's never once kept an opinion to himself.

Coach Tully takes your calls every afternoon from three to seven. The trades, the bad calls, the coaches who need to go. No filter, no apologies, and no hanging up on you. Unless you deserve it.

The Drive Home with Coach Tully.

Sideline, fourteen-sixty AM.

After Hours Slow Jams

Show promo, late-night R&B · Adult (30-45) · Neutral American · 60 seconds

[Music: soft keys and a slow, warm groove]

The dishes are done. The kids are finally asleep. And the city outside has gone quiet.

This is your time.

Every night from ten until two, After Hours Slow Jams brings you the songs that were made for the dark. Classic soul, smooth R&B and the slow ones you still know every word to.

[beat]

Call in with a dedication for someone special. Someone you love. Someone you miss. Someone who left a dish in the sink, but you love them anyway.

You know who you are.

Your host is Angelique Moore, and she'll keep you company through the late shift, the long drive home and the nights you just can't sleep.

So dim the lights, pour something nice, and stay a while.

After Hours Slow Jams. Weeknights at ten, on Sidewalk, nine-nine-five.

Sunday Morning Encouragement

Show promo, inspirational Sunday show · Mature (55+) · Neutral American · 30 seconds

[Music: gentle acoustic guitar]

Sunday mornings deserve a slower start.

Join Pastor Ray Whitfield and his wife Ellen for Sunday Morning Encouragement. Songs of hope, stories from listeners, and a few honest words to carry into the week ahead.

Put the coffee on. Sit by the window. Bring the whole family if they're up.

Sunday mornings from seven to ten, on Harbor Light, ninety-point-five.

Good music, good company.

Practice with these, record them, post them as demos or reels, use them in auditions. Please do not resell them as scripts. © VO Journey Academy · avosjourney.com