TV Promo 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.

The Corran Line, Season Premiere

Drama, season premiere promo · Adult (30-45) · Neutral American · 30 seconds

[Music: brooding strings. A train crosses a bridge at dusk]

The Corran family built the railroad that built this state.

Now the old man is dying, the company is bleeding money, and three grown children all think it should be theirs.

[Clip: "This family doesn't share. It inherits."]

One fortune. One empire. No room for all of them.

[beat]

The Corran Line. The new season premieres Sunday at nine, eight central, on Tallgrass.

Next Time on Halsey General

Drama, next-time-on tease · Adult (25-40) · Neutral American · 15 seconds

[Music: heartbeat monitor, tense pulse]

Next time on Halsey General...

A storm knocks out the power.

Two patients need the same surgeon.

And one of them won't make it.

[beat]

Thursday at ten.

Last Plate Standing

Reality, competition promo · Adult (30-45) · Neutral American · 30 seconds

[Music: driving beat, kitchen clatter]

Twelve home cooks.

One kitchen.

Sixty minutes on the clock and judges who've seen it all.

[Clip: JUDGE: "Is that... raw?"]

Every week, someone's sauce breaks. Someone's soufflé falls. And someone goes home.

The prize? Fifty thousand dollars and their own restaurant.

[beat]

Last Plate Standing. Brand new, Wednesday at eight on Channel Seven.

Island of Second Chances

Reality, dating show promo · Young adult (18-25) · Neutral American · 15 seconds

[Music: tropical pop]

Eight couples. Eight breakups.

One island, and nowhere to hide.

[Clip: "You brought HIM?"]

It's going to get awkward.

Island of Second Chances. Tonight at nine.

Bones of the House

Reality, home renovation promo · Adult (40-55) · Southern US · 30 seconds

[Music: banjo and handclaps. A sledgehammer hits drywall]

Sisters Lou and Rae Tolliver buy the houses nobody else wants.

Sagging porches. Leaky roofs. One that came with a free goat...

and a raccoon named Gary.

[Clip: RAE: "Well, Gary's gotta go."]

This season, they're taking on the biggest project yet: the old Calloway mansion, top to bottom.

Bones of the House. All-new episodes Saturday at noon on Hearthside.

News Six at Eleven, Tonight

News, topical promo · Adult (40-55) · Neutral American · 15 seconds

[Music: news sounder]

Tonight at eleven.

The Marrow Bay school board voted on a four-day week.

What it means for your kids, your schedule and your taxes.

News Six at Eleven.

We Live Here Too

News, image promo · Adult (40-55) · Neutral American · 30 seconds

[Music: gentle piano. Shots of a diner, a Little League game, a river]

We're at the school board meetings.

We're at the ribbon cuttings and the river cleanups.

We're there when the storm hits, and still there when the clean-up starts.

Not because it's the big story.

Because it's your story.

[beat]

Channel Four, Corran Valley.

Because we live here too.

Storm Team Four Tease

News, weather promo · Adult (30-45) · Neutral American · 15 seconds

[Music: urgent synth]

The first big storm of the season is on its way.

Storm Team Four is tracking it, street by street.

Timing, totals and what you need to know, tonight at six.

Rise and Shine Ostrander

News, morning show promo · Adult (25-40) · Neutral American · 30 seconds

[Music: upbeat acoustic pop. Coffee pouring]

Traffic before you hit the road.

Weather before you pick a jacket.

And the stories everyone will be talking about by lunch.

[Clip: CO-HOST: "Is it too early for a dance break?" CO-HOST 2: "It's never too early."]

Plus a few laughs, a little music and the best weekend picks in town.

Start your day with us.

Rise and Shine Ostrander. Weekdays from five on Channel Nine.

Saturday Mornings on Bramble Kids

Kids, block promo · Adult (25-40) · Neutral American · 30 seconds

[Music: bouncy, cartoon brass]

Pajamas? On.

Cereal? Poured.

Remote? Found it!

It's Saturday mornings on Bramble Kids!

[SFX: boing]

Ride along with Captain Sprocket! Solve the case with Detective Pickles! And blast off with the Moon Mice, brand new!

Three hours of cartoons, every Saturday.

[beat]

Bramble Kids. Where Saturday starts.

Ziggy Bloop Is Here

Kids, new show premiere · Adult (25-40) · Neutral American · 15 seconds

[Music: soft ukulele]

Ziggy Bloop is a little cloud with a big heart.

Every day, a new friend. Every day, a new color.

Ziggy Bloop, brand new, Monday mornings on Bramble Kids.

Late with Gus Pellow, Tonight's Guests

Late-night, talk show promo · Adult (30-45) · Neutral American · 30 seconds

[Music: big band swing]

Tonight on Late with Gus Pellow...

From the hit drama Ferro and Lane, Marisa Teague!

Comedian Rob Kendry!

Music from the Low Tide Saints!

[Clip: GUS: "And I'll attempt to make a soufflé live, which I've been told is a mistake."]

Plus Gus attempts to cook live, against medical advice.

Late with Gus Pellow. Tonight, after the news.

Overnight Sketch Hour, This Week

Late-night, sketch comedy promo · Young adult (18-25) · Neutral American · 15 seconds

[Music: indie synth]

This week on Overnight Sketch Hour...

A dentist who is afraid of teeth.

A cooking show hosted entirely by geese.

Overnight Sketch Hour. Saturday at eleven-thirty.

Lanternhouse Network ID

Network ID, prestige · Adult (40-55) · Neutral British · 10 seconds

[Music: three piano notes]

Stories worth staying up for.

Lanternhouse.

Bramble Kids Network IDs

Network ID, kids · Adult (25-40) · Neutral American · 15 seconds

[Read each ID separately]

[ID 1, bouncy]

Let's go! You're watching Bramble Kids!

[ID 2, silly]

Bramble, Bramble, Bramble... Kids! Okay, that's enough Bramble.

[ID 3, cozy]

Snuggle in. You're watching Bramble Kids.

Tallgrass Promo Tags

Tags, network tags and tune-ins · Adult (30-45) · Neutral American · 30 seconds

[Session: tags. Read each one separately]

1. Tonight at nine on Tallgrass.

2. Next, on Tallgrass.

3. Coming up next.

4. All-new, Thursday at eight, seven central.

5. Stay tuned.

6. Season finale, Sunday at ten.

7. Back-to-back episodes start now.

8. Catch up anytime on the Tallgrass app.

9. Brand new episodes, Fridays at eight.

10. Only on Tallgrass.

Saturday Night Feature

Movie night, film block promo · Mature (55+) · Neutral American · 30 seconds

[Music: classic orchestral fanfare]

This Saturday night, a heist that changed the movies.

Five strangers. One vault. And the perfect plan, until it isn't.

[Clip: "Nobody said anything about a second vault."]

It's the caper that started them all.

So grab the popcorn and dim the lights.

The Midnight Vault, this Saturday night at eight, on Channel Twelve's Saturday Night Feature.

The Long Coast

Documentary, series premiere promo · Mature (55+) · Neutral British · 60 seconds

[Music: gentle strings. Waves, gulls, a lighthouse horn]

There are more than eleven thousand miles of coast around these islands.

Cliffs where puffins nest by the thousand.

Fishing villages where the same families have worked the same boats for four hundred years.

Beaches that disappear twice a day.

[Clip: an old fisherman: "The sea gives you a living. It doesn't give you a choice."]

Over one year, through every season, a small crew set out to walk it.

To meet the people who live on the edge.

To find the places no road reaches.

[Music: lifts]

Nobody has walked all of it.

Until now.

[beat]

The Long Coast. A new series, starting Sunday at eight on Brightwater One.

Mostly Married

Comedy, sitcom promo · Adult (30–45) · Neutral American · 30 seconds

[Music: bright guitar]

Mia and Sam agree on everything.

They hate camping. They hate brunch. They really hate Sam's brother.

[Clip: MIA: "He's coming for a week?" SAM: "He said a weekend." MIA: "He always says a weekend."]

This week, the brother arrives.

With a tent.

[beat]

Mostly Married. All-new, Tuesday at eight-thirty on Harbor One.

Ferro and Lane

Drama, crime procedural promo · Adult (40-55) · Neutral American · 30 seconds

[Music: gritty bass]

A body on the docks.

No ID. No witnesses.

Just a badge in his pocket that doesn't belong to him.

[Clip: LANE: "Ferro, look at the name on the badge."]

Now detectives Ferro and Lane have to find a killer...

who might be one of their own.

Ferro and Lane. Tonight at ten on Channel Four.

All Episodes Friday

Streaming, binge drop promo · Young adult (18-25) · Neutral American · 30 seconds

[Music: lo-fi beat]

Eight friends. One summer house. And a secret none of them will admit to.

[Clip: "Who locked the boathouse?"]

Every episode drops at once this Friday.

So you know what that means.

[beat]

Clear your weekend.

[beat]

Cancel your plans.

Tell your mom you'll call her Monday.

The Boathouse, all episodes, Friday, only on Halfmoon.

Twelve Nights of Cozy

Holiday, programming block promo · Adult (30-45) · Neutral American · 30 seconds

[Music: soft sleigh bells and piano]

Twelve nights.

Twelve brand-new holiday movies.

Small towns, big snowfalls and a lot of very handsome bakers.

[Clip: "You came back for the festival?" "I came back for you."]

So grab a blanket, pour the cocoa and settle in.

Twelve Nights of Cozy starts December first, every night at eight on Hearthside.

Ferro and Lane Marathon

Marathon, stunt promo · Adult (30-45) · Neutral American · 15 seconds

[Music: hard beat]

Twenty-four episodes.

Twenty-four hours.

One wild case after another.

The Ferro and Lane marathon starts Saturday at noon.

Supper at Marguerite's

Lifestyle, cooking show promo · Mature (55+) · Neutral American · 30 seconds

[Music: soft jazz. A pan sizzles]

Marguerite Bellamy has been cooking for her family for sixty years.

Now she's cooking for yours.

This week: golden fried chicken, a peach cobbler with a crisp sugar crust and the secret to the perfect biscuit.

[Clip: MARGUERITE: "Cold butter, honey. That's the whole secret."]

Pull up a chair.

Supper at Marguerite's. Sundays at eleven on Hearthside.

Double or Dinner

Game show, promo · Adult (30-45) · Neutral American · 30 seconds

[Music: bright game show fanfare]

It's the show where families play trivia for dinner!

Get it right, and you double your dinner!

Get it wrong...

[SFX: buzzer]

...and you're having cold soup.

[Clip: HOST: "For a steak dinner... name the planet closest to the sun!"]

It's fast, it's funny and it's very, very hungry.

Double or Dinner! Weeknights at seven-thirty on Channel Nine.

The Corran Line, Series Finale

Drama, finale promo · Mature (55+) · Neutral American · 60 seconds

[Music: slow piano. Old footage from the first season]

Five years ago, a dying man gathered his children in a cold boardroom and asked a simple question.

Who will carry the line?

[Clip: "The railroad doesn't care who you love."]

Since then, there have been betrayals. Weddings. Funerals.

Fortunes made. Fortunes lost.

A family that has torn itself apart, again and again, for something none of them can let go of.

[Music: builds]

Now the last train is leaving the station.

Every secret comes out.

Every debt gets paid.

And only one Corran will be standing when it's over.

[beat]

One last ride.

[beat]

The Corran Line. The series finale. Sunday at nine, eight central, only on Tallgrass.

Thirteen Nights of Fright

Horror, Halloween block promo · Adult (40-55) · Neutral American · 30 seconds

[Music: creaking door, eerie organ]

Thirteen nights.

Thirteen classic horror movies.

Haunted houses. Things in the woods. And at least one very bad babysitting job.

[Clip, a scream: "It's coming from inside the cupboard!"]

So turn down the lights.

Lock the doors.

And don't look behind the couch.

Thirteen Nights of Fright. Every night in October at nine, on Channel Twelve.

Valley Public Media, Membership

Public TV, membership promo · Adult (40-55) · Neutral American · 30 seconds

[Music: soft piano]

The science shows your kids still talk about at dinner.

The concerts you'd never get tickets for.

The local stories nobody else is telling.

All of it is made possible by people like you.

When you become a member, you help keep it here for everyone.

[beat]

Valley Public Media. Thank you for watching. And thank you for being part of it.

Mostly Married, Next Week

Comedy, next-week tease · Adult (25-40) · Neutral American · 15 seconds

[Music: bright sting]

Next week on Mostly Married...

Sam promises not to buy a boat.

[beat]

He did not keep that promise.

Tuesday on Harbor One.

Tallgrass Is Changing

Network ID, rebrand image promo · Adult (30-45) · Neutral American · 60 seconds

[Music: soft guitar, slowly building]

For twenty years, you've let us into your living room.

You've laughed with our families. Cried at our finales. Stayed up too late for one more episode.

We've never taken that for granted.

[Music: building]

So this fall, we're changing.

New dramas that keep you guessing.

New comedies that feel like home.

New stories from places you've never seen and people you won't forget.

[Clip: a montage of characters: "Okay." "Let's go." "This changes everything."]

A new look. A new sound. And a lot more to watch.

[beat]

But don't worry.

Some things never change.

[Music: full]

Same Tallgrass.

Bigger stories.

Starting September fifteenth.

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