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Radio commercial script
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Music Bed

Attention: Residents of Yourtown, getting around town can be a hassle if you don't have a way to do so.

Desire: Yourtown Transit is the answer to that problem and has benefits too. Taking the bus means less need to fill up your car with gas.

Interest: Finding a place to park in town can be difficult. Riding the bus can eliminate that problem. If you end up finding a place to park you may have to pay to park there.

Action: In YourTown's local paper look for coupons for offers to take you anywhere in the city limits.