

# RADIO SCRIPTS

:50/:10

## TENNIS WELCOME CENTER.COM CUSTOMIZABLE RADIO SCRIPT

The script below is a 60 second radio spot (:50/:10) which promotes the benefits of tennis and tennis welcome centers. It is intended as a live read by your selected radio station DJ's. You must customize this for your market by adding a 10 second message at the end.

CLIENT: USTA  
FORMAT: RADIO/LIVE READ  
TIME :50/:10  
TITLE: LEARN TENNIS FAST

DJ: TIRED OF THE GYM SCENE? TIRED OF RUNNING ON THAT SAME OLD TREADMILL FOR HOURS? OR LIFTING DEAD WEIGHTS OVER AND OVER? THERE IS A BETTER WAY TO LOSE WEIGHT, GET IN SHAPE AND EVEN MEET A FEW NEW FRIENDS. ALL YOU HAVE TO DO IS COME OUT SWINGING. THAT'S RIGHT. PICK UP A TENNIS RACKET AND COME OUT SWINGING. ONE HOUR OF TENNIS CAN BURN MORE CALORIES THAN ONE HOUR OF LOW IMPACT AEROBICS, WEIGHT LIFTING, HIKING OR RIDING A STATIONARY BIKE. AND DID YOU KNOW TENNIS HAS BEEN FOUND BY LEADING HEALTH AND SCIENCE INSTITUTIONS TO REDUCE CARDIOVASCULAR RISK AND IMPROVE MENTAL HEALTH AS WELL? BEST OF ALL, NOW YOU CAN LEARN TO PLAY...FAST. JUST LOG ONTO TENNIS WELCOME CENTER DOT COM, TYPE IN YOUR ZIP CODE, AND FIND A GREAT TENNIS FACILITY NEAR YOU. YOUR LOCAL TEACHING PROS WILL GET YOU IN THE GAME WITH EXCITING INTRODUCTORY PROGRAMS. OR BETTER YET, BRING YOUR FRIENDS, JOIN A GROUP PROGRAM AND MEET SOME NEW FRIENDS. LOG ONTO TENNIS WELCOME CENTER DOT COM AND SEE HOW MUCH FUN IT IS TO PLAY TENNIS, GET FIT AND COME OUT SWINGING! TENNIS WELCOME CENTER DOT COM. LEARN TO PLAY TENNIS...FAST!

If you are interested in a spanish radio script please email: [Miner@USTA.com](mailto:Miner@USTA.com)

**TENNIS. COME OUT SWINGING.**

**TENNIS WELCOME CENTER.COM**  
learn to play tennis... fast!