

**LET YOUR INNER VOICE OUT**

**RADIO ADVERTISING CAMPAIGN SCRIPTS**



# LET YOUR INNER VOICE OUT

## Script 1: *Mid-Life Matt 45"*

**SFX:** Ambient sounds of a Men's Table gathering, a group of 15 or so men chatting and enjoying a meal together. Closer to mic, we hear a 50-something year old man talking to another:

**GRAHAM:** Hey Matt, good to see you, how'd your 50th go the other week?

**MATT:** Yeah... it was a great night...

**GRAHAM:** Good to hear! So, what's new?

**MATT:** Oh you know... not much.

**MATT INNER VOICE:** (ECHO) Not much? Just a full blown mid-life crisis! How can I already be 50? Where's it all gone? What happened to new adventures? Living in Europe? Starting a business? I just feel exhausted - no energy for anything. Maybe I'm sick? Should go to the doctor. Do I really want to know though? Probably cancer. Definitely cancer...

**SFX:** Echo gradually reduces and background sound increases.

**MATT:** ...I've gotta do something with my life before it's over; you know what I mean?

**GRAHAM:** (chuckles) Yeah, I know how you feel.

**MATT:** You do?

**GRAHAM:** Yeah mate I'm 58, I've been through it.

**MATT:** So you've been there?

**GRAHAM:** Most of the blokes at this table have... (fades out).

**SFX:** "zoom out" back to the warm sounds of general conversation.

**VO:** Let *your* inner voice out at The Men's Table. Search [themenstable.org](http://themenstable.org) for details.

## LET YOUR INNER VOICE OUT

### Script 2: *Farmer Jack* 45"

**SFX:** Ambient sounds of a Men's Table gathering, a group of 15 or so men chatting and enjoying a meal together. Closer to mic, we hear a 40-50 something year old man talking to another:

**IAN:** All good with you, Jack?

**JACK:** Yeah mate. Not bad, you know? Can't complain.

**IAN:** How's the farm?

**JACK:** Yeah, all good, all good.

**JACK INNER VOICE:** (ECHO) Yeah, that's right Jack - *all good, all good* apart from pretty much everything. Years of drought and now it won't stop raining, lose this crop and I could lose it all. Dad'll turn in his grave, Jess'll move to the city, find a better guy, and I'll be left on my own... with the dogs. Um... that's not so bad... except... once they take the farm, I'll have nowhere to keep the dogs...

**SFX:** Echo gradually reduces and background sound increases.

**JACK:** ...mate I just don't know how I'm gonna get through this.

**IAN:** Yeah, I'm struggling a bit myself...

**JACK:** Yeah?

**IAN:** ...but we'll pull through mate, we always do... (fades out)

**SFX:** "zoom out" back to the warm sounds of general conversation.

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## Script 3: *Neglected Ben* 45"

**SFX:** Ambient sounds of a Men's Table gathering, a group of 15 or so men chatting and enjoying a meal together. Closer to mic, we hear a 35 - 40 year old bloke talking to another:

**DAVE:** Hey, how are you Ben?

**BEN:** Yeah, yeah not bad.

**DAVE:** How's the family?

**BEN:** Pretty good I guess...

**BEN INNER VOICE:** (ECHO) Man, who am I kidding? Kate was all over me when she wanted to have a baby; now it's like all I'm good for is paying the mortgage. I don't even matter to her anymore. Can't believe I'm even thinking this! I mean what's next? I hit the bottle and lose my job? They'll go live with her Mum. Man, I'll lose the little fella! (PAUSES) Hey, I wonder if her mum could babysit this weekend so we can have a night away? Yeah right, bet Kate says "no"...

**SFX:** Echo gradually reduces and background sound increases.

**BEN:** ...Now listen, I mean - am I just being a bad husband or what?

**DAVE:** Oh mate, all I can say is it does get easier.

**BEN:** Yeah?

**DAVE:** Yes, I remember when we had our first, I was thinking exactly the same thing.

**SFX:** "zoom out" back to the warm sounds of general conversation.

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