

Product: SAT Quick Course Video

Type: :60 second radio

Copy by: Richard Bellikoff

SFX: Ticking clock, continue under:

ANNOUNCER: SAT Testing Days are March 23rd, May 4th, and June 1st.

These could be the most important dates in your kids' lives.

Because getting into college could boil down to one thing: scoring high on the SAT exam.

Your student needs a competitive edge -- it's the SAT Quick Course Video.

Why spend thousands of dollars for tutoring, when your son or daughter can receive instruction from top educational experts in the comfort of your home?

This quality video will raise your child's SAT score by 150 points . . . money back guaranteed.

There's no time to waste. You can order the SAT Quick Course Video now for just \$39.95, plus shipping and handling.

For more information, call 1-800-SAT-0014. Credit cards and checks accepted.

That's 1-800-SAT-0014. Act now. Because time is running out.

SFX: Alarm clock rings.

ANNOUNCER: Call 1-800-SAT-0014 today.

DISCLAIMER: SAT is a registered trademark of the College Entrance Examination Board, which does not endorse or sponsor this product.

30-SECOND RADIO PSA

DREAM HALLOWEEN

by Richard Bellikoff

SFX/MUSIC: Manic laugh, organ sting

HORROR CHARACTER (DRACULA, IGOR, ETC.) (V.O.):

DON'T BE AFRAID. IT'S ONLY A DREAM. "DREAM HALLOWEEN," THAT IS. WHERE YOU CAN TRICK-OR-TREAT WITH THE MIGHTY MORPHIN POWER RANGERS, BARBIE, THE SKELETON WARRIORS, AND THE FLINTSTONES. TAKE A HAUNTED HOUSE RIDE. GET A MAKEOVER FROM THE CREATORS OF FREDDY KRUEGER. THRILL TO DAZZLING SPECIAL EFFECTS AND MAGICAL MYSTICAL ILLUSIONS. SO COME TO SANTA MONICA AIRPORT ON OCTOBER 29TH FOR A HALLOWEEN BEYOND YOUR WILDEST DREAMS.

SFX/MUSIC: Manic laugh, organ sting

V.O (Announcer): "DREAM HALLOWEEN" BENEFITS THE CHILDREN AFFECTED BY AIDS FOUNDATION. FOR TICKET INFORMATION, CALL 213-386-8014.