Radio Script Templates
August 5, 2020

Montana Aware Overview :30

Use this script if you'd like to address statewide travel:

VO: What does it mean to be Montana Aware? It's like when you hike a trail or ski down a mountain—if you travel in Montana during COVID-19, it's important to stay safe and help protect others. [Insert your tourism organization name] reminds you to know your destination's local public health guidelines before you hit the road and to follow safety measures to help slow the spread. By being Montana Aware, we can all help keep residents and visitors safe. Learn more at [insert your URL].

Use this script if you'd like to be more specific to your tourism area:

VO: We all know what it means to be aware, but what does it mean to be Montana Aware? It's like when you [insert local activity] or [insert local activity]—if you travel in [insert your tourism area] during COVID-19, it's important to stay safe and help protect others. That means know our local public health guidelines before you arrive and follow safety measures to help slow the spread. By being Montana Aware, we can all help keep residents and visitors safe. Learn more at [insert your URL].

Note: If using above script, try to keep the word count below 85 words. For local activities, stay general and try to keep phrases under four words (ex. hike a trail; ski down a mountain).

Know Before You Go :30

Use this script if you'd like to address statewide travel:

VO: Thinking about traveling in Montana? Before you hike, bike, fish or explore, [insert your tourism organization name] reminds you to first follow these important safety measures: know the local public health guidelines before arriving at your destination. Understand some services and destinations may be limited. And if you are sick, stay home. By being Montana Aware, you can help slow the spread of COVID-19 in our state. Find the latest safety measures, health precautions and resources at [insert your URL].

Use this script if you'd like to be more specific to your tourism area:

VO: Thinking about traveling in [insert your tourism area]? Before you [insert local activity], [insert local activity], [insert local activity] or explore, you should first follow these important safety measures: know our local public health guidelines before arriving. Understand some services and destinations may be limited. And if you are sick, stay home. By being Montana Aware, you can help slow the spread of COVID-19. Find the latest safety measures, health precautions and resources at [insert your URL].

Note: If using above script, try to keep the word count below 85 words. For local activities, stay general and limit to one-word verbs (ex. hike, fish, canoe, etc.).

Protect Our Health :30

Use this script if you'd like to address statewide travel:

VO: We do lots of simple things to protect ourselves while traveling. Like carrying a map, sticking with our group, or knowing how to act around wildlife. When traveling in Montana during COVID-19, [insert your tourism area] reminds you to also wear a mask, social distance yourself, wash and sanitize your hands, avoid touching your face, and cover coughs and sneezes. Protect yourself and others by staying Montana Aware, and help slow the spread of COVID-19 in our state. Learn more at [insert your URL].

Use this script if you'd like to be more specific to your tourism area:

VO: We do lots of simple things to protect ourselves while traveling. Like carrying a map, sticking with our group, or knowing how to act around wildlife. When traveling in [insert your tourism area] during COVID-19, you should also wear a mask, social distance yourself, wash and sanitize your hands, avoid touching your face, and cover coughs and sneezes. Protect yourself and others by staying Montana Aware, and help slow the spread of COVID-19. Learn more at [insert your URL].