Toolkit Radio Script Templates
October 1, 2020
FINAL

Explore Responsibly :30

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

It's fun to explore Montana, but best to explore responsibly. [Insert your tourism organization name] reminds you to plan ahead. Check for closures and have backup plans. Always give people space, and wear a mask when you can't. Be respectful of guidelines, the land and other people. Explore locally and support our communities. And protect the outdoors by helping keep it clean. For more ways to explore responsibly, go to [insert your URL].

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

It's fun to explore [insert your tourism area], but best to explore responsibly. Remember to plan ahead. Check for closures and have backup plans. Always give people space, and wear a mask when you can't. Be respectful of guidelines, the land and other people. Explore locally and support our [communities or community]. And protect the outdoors by helping keep it clean. For more ways to explore responsibly, go to [insert your URL].

*Use this script for **Plan Ahead** messaging:*

When you go out and enjoy [Montana or your tourism area], it's important to explore responsibly. One way to do that is to plan ahead. Check for closures or limited services before arriving. Pack your own water, food, trash bags and anything else you might need. And if your destination is too crowded, have a backup plan. For more ways to explore responsibly and be Montana Aware, go to [insert your URL].

*Use this script for **Keep Space** messaging:*

When you go out and enjoy [Montana or insert your tourism area], it's important to explore responsibly. One way to do that is to remember to keep space. Stay six feet away from others. If you're in crowded spaces, indoors or out, wear a mask. And avoid big groups by sticking with your family or household. For more ways to explore responsibly and be Montana Aware, go to [insert your URL].

*Use this script for **Be Respectful** messaging:*

When you go out and enjoy [Montana or insert your tourism area], it's important to explore responsibly. One way to do that is to remember to be respectful. That means respecting guidelines to help keep yourself and others safe, respecting the land and helping preserve our natural wonders, and respecting people and local communities by helping protect public health. For more ways to explore responsibly and be Montana Aware, go to [insert your URL].

*Use this script for **Explore Locally** messaging:*

When you go out and enjoy [Montana or insert your tourism area], it's important to explore responsibly. One way to do that is to explore locally. Pick a place as your basecamp, and choose local adventures in the area. And while you're at it, support local businesses to help our [communities or community]. For more ways to explore responsibly and be Montana Aware, go to [insert your URL].

*Use this script for **Protect the Outdoors** messaging:*

When you go out and enjoy [Montana or insert your tourism area], it's important to explore responsibly. One way to do that is to protect the outdoors. When giving others space, watch where you step and don't go too far from the trail. Pack up your trash and minimize your impact. And remember to always keep a safe distance from wildlife, too. For more ways to explore responsibly and be Montana Aware, go to [insert your URL].