

Below is the script for the radio commercial. The first 21 seconds talk about the film. The last 9 seconds are left blank so you can have your information added by the radio station. The sample tags below will give you an idea of what to do. As you write your own, try to keep it simple so people can absorb it quickly. They may only hear it once.

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:30 SECOND SCRIPT [20/10]

The credibility of the Bible is under attack. Many experts say there is no archaeological evidence for events like the Exodus. They claim these stories are just myths.

But that is about to change. Twelve years in the making, the documentary *Patterns of Evidence: The Exodus* presents a pattern of evidence matching the six major events recorded in the Exodus story. (21sec)

SAMPLE TAG 1: See the critically acclaimed documentary *Patterns of Evidence* at [location name] on Friday, May 8th at 7:00pm. Learn more at [website address]. (9sec)

SAMPLE TAG 2: Watch *Patterns of Evidence* and join in the discussion. Friday, May 8th at [location name]. Doors open at 6:30pm. Learn more at [website address]. (19sec)

SAMPLE TAG 3: Watch *Patterns of Evidence* and participate in a Q&A at [location name] on Friday, May 8th. Doors open at 6:30pm. Learn more at [website address]. (9sec)