

**SIUE Advertising**  
**Dunham Hall, Radio Studio 131**  
**Edwardsville, Illinois**  
**BROADCAST DEPARTMENT**

**CLIENT: Proctor & Gamble**  
**PRODUCT: Crest Whitestrips**  
**WRITER: Jenee Meier**  
**LENGTH: 30**

Tired of those nasty stains on your teeth? Want that picture-perfect smile ...

SFX: CAMERA SHUTTERING

... but don't have the money to spend on those expensive dentist office tooth whitening procedures?

SFX: CASH REGISTER BELL

MX: UPBEAT GUITAR INSTRUMENTAL [UP AND UNDER]

Try Crest White strips and whiten your teeth any time, anywhere! Just 30 minutes, twice a day ... that's all it takes! And since Crest White strips contain the same enamel-safe whitening ingredient dentists use, you'll have noticeably whiter teeth in just two weeks. Guaranteed. Crest White strips.

SFX: SPARKLING EFFECT [CHIMES]

Reveal your whiter smile!

MX: FADE

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***Radio Commercial style notes to Mass Comm. students:***

***ABBREVIATION: NAT SND=Natural Sound;***

***BASIC RULES: Use Courier font, 12 point, justify all copy flush left. Every full line, with your Microsoft Word ruler set at zero and 6 1/2, times out to about five seconds. Double-space copy for easier editing and reading. Spell difficult to pronounce names phonetically in parenthesis following the name. e.g., Rio de Janeiro (Reeo-day-jen-AIR-oh), and put the emphasized syllable of the name in ALL CAPS. Put all audio and technical cues in caps to avoid accidental on-air reading. Provide running times for natural sound.***