

# Free Audio News Release (ANR) Script Template

This template will help you craft a compelling 60-second ANR script. Remember to write in a conversational tone and keep it concise!

## Introduction (Up to 10 seconds)

- **Hook:** Grab your audience's attention with a surprising fact, a relevant quote, or a compelling question.
  - (e.g., "Did you know that [insert statistic related to your news]?"
  - OR
  - "[Quote about your news from a relevant source]. Today, we're excited to announce...")

## Body (Up to 40 seconds)

- **State Your News:** Briefly explain the core message of your ANR.
  - (e.g., "We're thrilled to announce the launch of our new [product/service name]! It will revolutionize the way you [benefit of your product/service].")
- **Highlight Key Details:** Include 1-2 key details that elaborate on your news.
  - (e.g., "The new [product/service name] features [unique feature 1] and [unique feature 2].")
- **Sound Bite (Optional):**
  - If applicable, include a short sound bite from a relevant source (e.g., company executive, industry expert) to add credibility.
  - (e.g., "[Name of source], our [position of source], says, '[Quote from source]'")

## Conclusion (Up to 10 seconds)

- **Summarize and Call to Action:** Briefly summarize your main point and tell listeners what to do next.
  - (e.g., "In short, the all-new [product/service name] is here to [benefit]. Visit our website at [website address] to learn more!")

## An Example Script to Get You Started

**(Hook):** Did you know that 92% of Americans still listen to the radio every week?

**(Body):** Today, we're excited to announce the launch of our brand new service, **[Service Name]**! **[Service Name]** allows you to **[benefit of service]** effortlessly. With **[Service Name]**, you can finally **[another benefit]**.

**(Sound Bite (Optional)):** Our CEO, **[Name of CEO]**, says, "**[Quote from CEO about the benefits of the service]**."

**(Conclusion):** Don't miss out on the future of **[industry]**! Visit our website at **[website address]** to learn more and sign up for **[Service Name]** today!

### Tips:

- Replace the bracketed information with your specific details.
- Time yourself as you read the script to ensure it stays within 60 seconds.
- Practice reading your script aloud to perfect your delivery before recording.