

10SEC RADIO SPOT NOTES :

HERE ARE THE EDITED 10SEC SPOTS AS PER THEIR REQUESTED EDITS.

THE 'JENNIFER SPOT' IS AS TIGHT AS IT CAN GET WITHOUT FURTHER EDITING, STILL A SECOND OVER, AND SOUNDS UNNATURAL.

A BETTER EDIT WOULD BE:

"GOLDS GYM MEMBER AND FITNESS INSTRUCTOR, JENNIFER MARNELL, 'I USED TO WEIGH 300 POUNDS; IF I CAN LOSE 180 POUNDS, YOU CAN LOSE JUST 20.' GOLDS GYM, KNOW YOUR OWN STRENGTH."

^^THE ABOVE EDIT WOULD FIT THE TIME AND ADDRESS THE UNNATURAL SOUNDING EFFECT THAT FOLLOWED THE OMISSION OF THE WORDS "MEMBER &" FROM THE BEGINNING OF THIS SPOT. THE 'M' IN GYM AND THE 'M' IN MEMBER ARE CONNECTED IN THE NATURAL READ.

^^I HAVE INCLUDED MY SUGGESTED "ALTERNATE SCRIPT EDIT" FOR YOUR CONSIDERATION.

NOAH