

Radio Commercials

These two commercials were written for the same school, but for different target audiences. The first, "Balanced Education," was aired on a light rock station and targeted married couples in their 30's and 40's with elementary-aged children. The second, "It's My School," was aired on a FOX talk radio whose primary listeners are older adults.

Transcript, Balanced Education (audio on eloquigroup.com, samples)

What's the largest Protestant school system in the world? Seventh-day Adventist. There's over seven thousand Seventh-day Adventist schools in the world. They all foster a balanced development for the whole student--physically, intellectually, socially and spiritually. Did you know there's a Seventh-day Adventist school in Medford? To find out why it's the best school for your child, call for a free video about the academic and spiritual excellence of Adventist education. Rogue Valley Adventist School. 773-2988.

Transcript, It's My School (audio on eloquigroup.com, samples)

Narrator: What makes a good school?

Female Elementary Student: "Lots of friends."

Father 1: "Safe environment."

Mother: "Teachers who really know my child."

Male High School Student: "Great sports, really fun musical program."

Female High School Student: "No pressure, low stress."

Father 2: "Test scores that stand out."

Mother: "I want my child excited about college."

Father 1: "Affordable. Affordable."

Narrator: Rogue Valley Adventist School has been a part of Medford since 1926. It's a great school with a strong Christian curriculum. 90% of its graduates are college-bound. It has high test scores with students generally performing at two grades above average.

Female High School Student: "I'm Allison. At first, I wasn't very excited about joining RVAS. But now, I'm really excited about going back."

Male High School Student: "I'm Tyler. I'm a senior. Been here since fourth grade. I love it. Love the handbell choir, basketball league, love my teachers."

Female Elementary Student: "Rogue Valley Adventist School is my school."

Narrator: For a great school, for quality academics in a safe environment, Rogue Valley Adventist is a good choice. Call 773-2988. 773-2988.