**East Tennessee Historic Center Radio Script**

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| Advertiser: East Tennessee Historic Center | Target: The target audience are both males and females ages 35-45 years old who are married and have 1-3 kids. They have a bachelor’s degree and a white-collar job where their salary is between $36,000-$46,000. |
| Run Date: 4/7/2022 | Strategy: The approach is product with a focus on USP and the appeal is rational with a focus on USP. |
| Length: 30 seconds | Key Consumer Benefit: Feature: East Tennessee Historic Society has free lectures that often feature guest speakers and are open to the public. Benefit: Customers can gain knowledge about their local area for free. |

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| SFX: | QUIET SOUND OF PEOPLE TALKING AN WALKING AROUND THE MUSEUM |
| MUSIC: | OLD TIMEY SOUTHERN MUSIC PLAYING QUIETLY IN BACKGROUND |
| Announcer: | Come visit us at East Tennessee Historic Center located on South Gay Street in downtown Knoxville. We offer free lectures that often feature guest speakers and are open to the public. Teachers listen up, here at East Tennessee Historic Center we also hold seminars specifically to help you make lesson plans that incorporate material on East Tennessee. Admissions to the museum are only $10 for adults, $8 for seniors 55 and older, and free for children 16 and under. Visit our website www.easttnhistory.org or call us at (865) 215-8801. Local History. East Tennessee Historic Center. |
| MUSIC: | OLD TIMEY SOUTHERN MUSIC FADES OUT AS AD ENDS |