

Appendix A 7d:
Sample Stage-Based Radio Advertisement- Maintenance

**Sample Stage-Based Radio Advertisement
Maintenance**

SOUND: Restaurant noises - plates, cutlery,
waiters/waitresses taking orders.

MAN: So, what are you going to order?
The menu looks great.

WOMAN: I'm not sure. I think I will
have a salad and a bagel.

MAN: You mean you're not going to
have any of the cheese garlic bread?

WOMAN: Well, I have been trying to
cut back on fat lately

MAN: But isn't ok to eat the things you like
once in awhile?

WOMAN: Yes, but I'm afraid I'll slip right back
into my old ways of eating.

MAN: Here, this looks interesting this flyer was
attached to my menu.

WOMAN: "FOOD STEPS: A Guide for People Who Want
to Keep A Low Fat Way of Eating. Sounds just like me.

MAN: It's free and everything is mailed to you.
No preaching, no gimmicks and no meetings to attend!

ANNCR: FOOD STEPS is new, it's unique and it's free.
FOOD STEPS truly understands the way you want to eat.

If you want to know more about FOOD STEPS,
please call: _____