

## RADIO SCRIPT

Informational Message: 60 Seconds.

On April 2nd, the **Cuba City School District** is asking the community to exceed the revenue cap limit for purposes of school district operations. This measure is crucial to sustain all necessary, and existing, programs and services for our students. We emphasize the importance of voters being well-informed about the referendum's specifics and the potential outcomes of its passage or failure.

For comprehensive details regarding the referendum and its implications, we encourage community members to visit our **Cuba City School District** webpage and Facebook page. Here, you will find informative documents, frequently asked questions, and video summaries addressing various aspects of the referendum.

Your informed decision on April 2nd is important to all of us in the **Cuba City School District**. Please remember that the referendum question will appear on the back of your ballot on election day. Thank you for taking the time to educate yourself on this referendum.

Actual Run Time:

- Attempt #1: 53.4 seconds
- Attempt #2: 56.2 seconds, reading intentionally slower

THOUGHTS on including our neighbors? One, they can buy their own air time. Two, does it make it seem MORE like a regional and state problem? I could go either way on this, what do you think?

In an audio format, I am concerned introducing the area schools will cause confusion. A good rule of thumb in radio is to include your organization's title in the ad three times to aid people remembering you. SOUNDS GOOD! Thank you for that!

Once we are done here, I am going to send it off to our legal team and have them give it a look.

This is looking good - my only thought would be a reminder to have voters check the back of their ballot to cast their vote on the referendum. GREAT IDEA!!! Would you mind checking your time? If you're tight on 60 seconds, it may take some careful rewording to add in. Run time looks good, see above times.

Thank you Megan!!! I'm going to send this off to legal now.

Great!

Legal thoughts from Brian Goodman of Boardman & Clark:

I think you need to strike the highlighted sentence below. It reads too much like advocacy in favor of the referendum. I would also consider whether you want to clarify the first sentence to explain you are asking the community to exceed the revenue cap limit for purposes of school district operations (or something like that). I would hate for people to think you are building a new building and vote no for the wrong reason.

**BOTH SUGGESTIONS HAVE BEEN MADE**

Draft #2: Now the last sentence is jumping out at me a little bit. Appreciating their "support" sounds a bit like, "Thanks for voting yes."

What about, "Thank you for taking the time to educate yourself on this referendum."

*Spoke with Josh Wiederholt*