

NAME: Tristan Spencer
TITLE: “Leading Causes of Death”
CLIENT: 2027 Radio Mercury Awards
TIME: 30 Seconds (*75 words spoken*)

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KEVIN (MIDDLE AGE MALE, SERIOUS, MATTER-OF-FACT, PENSIVE): Top 5 leading causes of death—Number 5. Someone leaving 1 second remaining on the microwave.

SFX: MICROWAVE BEEPING SOUND

KEVIN (CONTINUES MATTER-OF-FACT): Number 4. Wet socks.

SFX: SQUISHING FOOTSTEPS OF WET SOCKS STEPPING ON HARD SURFACE FLOORING

KEVIN (YELLS IN AN ACCUSATORY TONE WITH RAPIDLY INCREASING INTENSITY):
Number 3. When your SIGNIFICANT OTHER SNOOZES THEIR ALARM FOR THE 10TH TIME!!

SFX: FEMALE GASPING IN SHOCK

LUCY, KEVIN’S SIGNIFICANT OTHER (NERVOUSLY, SLIGHT EMBARRASMENT, SHEEPISH TONE): Sorry, Kev.

KEVIN (RETURNS TO MATTER-OF-FACT TONE): Number 2. Heart disease.

SFX: MALE CLEARING THROAT SOUND

KEVIN (SPEAKS IN A QUIET, SERIOUS, SOBERING TONE): This actually *is* a serious leading cause of death.

KEVIN (RETURNS TO MATTER-OF-FACT TONE): Lastly, number 1—Missing out on the chance to win

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**SFX: CASH REGISTER OPENING SOUND, KACHING PLAYS IN BACKGROUND WHILE
KEVIN SPEAKS**

KEVIN (SHIFTS TO EXCITED, PASSIONATE, INTENSE): 10 THOUSAND DOLLARS IN
THE 2027 RADIO MERCURY AWARDS!

SFX: SLOT MACHINE JACKPOT WIN, COINS FALLING (PLAYS UNTIL END)

KEVIN (TRANSITIONS TO RELAXED, CONVERSATIONAL TONE): Enter now at Radio
Mercury Awards dot com