

Below is a list of Shop Small Radio Ad scripts for you to use for the KNUJ Radio Ads. The goal of these ads is to extend gratitude and appreciation to the local and surrounding communities for their support in shopping small and shopping local.

Feel free to choose an ad below that best represents your businesses message, feel free to edit and individualize the scripts, and, feel free to create your very own ad! Each businesses ad needs to be kept at 15 seconds – have fun!

### **Shop Small Radio Ad Scripts:**

This is \_\_\_\_\_ from \_\_\_\_\_, thanking you for shopping small this holiday season and all year long. When we shop local, eat local, spend local, and enjoy local we help to keep New Ulm a shopping destination. Keep the cheer here!

This is \_\_\_\_\_ from \_\_\_\_\_, thanking you for making the choice to support local small businesses. Locally owned, independent merchants return 68% of their income to our community. Spend it here and get more back!

This is \_\_\_\_\_ from \_\_\_\_\_, thanking you for shopping small this holiday season and all year long. Every time we spend money locally with a small business, we're casting a vote for the kind of city we want to live in; let's put our money where our house is. Merry Christmas!

This is \_\_\_\_\_ from \_\_\_\_\_, thanking you for supporting New Ulm's Small Businesses. I'm a small business owner, my customers and employees are my stakeholders, and they are the ones I strive to make happy; and behind the success of every small business, there is a family. Thank you for shopping local, Merry Christmas!

This is \_\_\_\_\_ from \_\_\_\_\_, thanking you for supporting New Ulm's Small Businesses. Many small businesses like ours have online shopping for your convenience; big things come in small boxes, lets buy from small businesses this holiday season and keep the cheer here! Merry Christmas!

This is \_\_\_\_\_ from \_\_\_\_\_, thanking you for supporting New Ulm's Small Businesses, Retailers, and Restaurants. You can't buy happiness, but you can buy local. Lets keep the cheer here, Merry Christmas!

This is \_\_\_\_\_ from \_\_\_\_\_, thanking you for supporting New Ulm's Small Businesses, Retailers, and Restaurants. Small Businesses are the heartbeat of our neighborhood, the spine of our local economy, and the spirit of our beautiful town. Let's keep the cheer here this holiday season; Happy Holidays!

This is \_\_\_\_\_ from \_\_\_\_\_, thanking you for supporting New Ulm's Small Businesses. When we shop local we are investing in our local economy and preserving our City of Charm and Tradition. Keep the Cheer Here; Merry Christmas!