

# The Art of Voice Acting

by James R. Alburger

## COMMERCIAL – DIALOGUE

1-F (PW) - 2-M (JB & Annc)

Sunland Bank and Trust

Radio :60

ANNC: Sunland Bank and Trust presents The Memo.  
(SFX: Door bursts open into bank ambience)

JB: Ms. Pepperwill !!!!!

PW: Yes, J.B.? (from a distance)

JB: What's the meaning of this memo?

PW: (approaching) About your golf membership?  
(SFX: Footsteps approach under above lines)

JB: No, this new investment plan for businesses.

PW: Oh, Sunland Bank's "Wall Street Business Fund Limited" account.

JB: You say it'll take customers away from First Enormous Bank.

PW: Sunland Bank listened to what their customers wanted...

JB: Hmpf

PW: ...And gave it to them.

JB: That's very disloyal, Ms. Pepperwill.

PW: Just facing facts, sir.

JB: Facts?

PW: The "Wall Street Business Fund" is insured by the FDIC, it's completely liquid and you can even write checks.

JB: Yes. (He's saying "So what")

PW: And it's tied to the "Wall Street Journal" prime rate.

JB: What !!! (incredulous, quickly he starts to panic)

PW: Businesses get prime mine 2.75 or 3 percent, depending on their balance. So they know their interest rate will reflect the market.

JB: (He panics) What's our rate tied to?

PW: You know... (She's happy, pleasant, believes her boss)

JB: Huh? (Quickly, he's bewildered)

PW: (Same attitude) Your lucky coin... heads we raise the rate, tails we don't.

JB: Never mind. There must be a catch to that wall street business fund.

PW: It is a limited time offer.

JB: Thank goodness! (Out of breath, terribly relieved)

ANNC: Minimum balance \$25,000. Other restrictions apply. Call or visit Sunland Bank and Trust for details.  
(SFX: Coin hits and spins)