

LOCAL CHAMBER RADIO AND PODCAST SCRIPTS: SELF-RECORD TEMPLATES



Below are audio scripts for individual chamber staff and members to record on their own for paid placements. Built from the same narrative arc and tone as the Chambers Change Things campaign anthem video, sized down for a :30 and a :15 spot.

These two scripts are built so any chamber can record its own version of the anthem video for promotional use. Customize the script by filling in your information in the bracketed fields.

HOW TO USE THIS TEMPLATE

- Fill in every bracket with your own chamber name, town, and one real, verifiable outcome.
- Read it warm and conversational, not announcer-fast. Talk the way you would to a neighbor.
- Hold a beat before "Chambers change things."

30-SECOND SCRIPT (AIM FOR 50-75 WORDS)

SCRIPT	READ / DELIVERY NOTES
Some towns wait for the future. [YOUR TOWN] builds it.	Cut in with confidence, no slow build-up.
Because our future gets decided right here, close to home.	Slow down slightly on "right here." This line should feel personal, like you are talking about your own street, not a press release.
[YOUR PROOF POINT: one real, recent, verifiable win, in a single sentence.] Example: "This year, we helped forty local businesses open their doors."	Use only a number and outcome you can stand behind.
We are [YOUR CHAMBER NAME]. We're building a future for [YOUR TOWN/REGION].	Let it land plainly, not like a slogan.
For every neighbor who calls [YOUR TOWN] home.	Let the pace pick up just slightly here.
[YOUR CHAMBER NAME] changes things.	"Chambers change things" closes it, plain and steady.
Some towns wait for the future. [YOUR TOWN] builds it.	Cut in with confidence, no slow build-up.

SCRIPT	READ / DELIVERY NOTES
We champion the jobs, the schools, the projects, and the neighbors who call [YOUR TOWN] home.	
Because chambers change things.	Let it land plainly, not like a slogan.
We are [YOUR CHAMBER NAME].	Let the pace pick up just slightly here.

FILLING IN THE BRACKETS

- [YOUR TOWN]: the name of your town, county, or region, spoken the way locals actually say it.
- [YOUR PROOF POINT]: one sentence, one real result. Jobs created, businesses opened, a program launched, a ribbon cut. If you do not have a confirmed number, use one of the fallback lines:
 - “Every day, we put local businesses first.”