

Creative Concept: This radio commercial is a high intensity, high production value spot, driven both by the copy and a combination of industrial, alternative and slam music.

The elements will be edited in fast-paced cuts, similar to a MTV video style or fashion commercials. The voices are overlaid along with reverb, the equivalent of snap zooms and jump cuts for the ears.

The **bold type** is the primary copy, the copy in **italics** is a second female voice jump cut underneath the Male Announcer.

MALE ANNCR: **Are you a player, then make an entrance at, The Theatre Night Club...(optional intro/sentence phrasing--Ft. Lauderdale's newest night club raises the curtain on the best time in town?)...(unmask yourself - second voice (sexy female) underneath/dark/mysterious/ reverb)...****The Theatre, the stage is set...(unmask yourself - female voice) The Theater, defy convention, five bars in 30,000 square feet of non stop, slam glam, techno popin' space...(a beat)...***(the theatre, unmask yourself,-- a little giggle at the end of this series)*

The Theater, treats you like a star *(unmask yourself - second voice (sexy female) underneath/dark/mysterious/ reverb) ...Champagne pit, Cigar and International Beer lounge...*

Total for Seg: approx: :25

ANNCR: Wednesday's is Rock'em, Sock'em Night at the Theater Night Club with Professional Boxing...if you got the guts, we got the gloves to face your best friend or arch enemy, settle an old score, or start a new one...*(Ring Announcer in the background -- in this corner-- crowd roars/cheers-- all this is underneath previous sentence copy)* **If the punches don't knock you out, the Ring Girl competition will with up to \$500 in cash prizes for the top contenders with the sexiest suspenders...**

Segment time: :19

(cut to different music)

ANNCR: If slammin's your thing, the Prop Room upstairs, a nightclub within a nightclub, is the ultimate alternative experience...

Seg Time: :06

Tag: The Theatre Night Club, (the Theater/reverb) is located on Federal Highway, just north of Oakland Park Blvd...The Theater, cause life is a stage, come make your play...

(the theatre, unmask yourself,-- a little giggle at the end of this series)

Seg time: :10

TOTAL SPOT TIME: :60

Date: September 24, 1996

Memo to: Greg Miller

Memo from: Jeff Mustard

Re: Radio Copy--Theater Night Club

Dear Greg:

Here is a first strike on the spot, and quite frankly, I am pleased with it, I certainly hope you like it as well.

I realize it's a first cut, but I think it captures the audio sensibility we discussed, as well as brand/image notion, including the specifics of Wednesday Night Boxing.

I think the second voice underneath the male announcer gives the spot some distinction as well as dimension with respect to our attempt to capture an "alternative" edgy street sound.

You're a one-of-a-kind player, you belong at the Theater, cause life is a stage, come play...