

## **RADIO MERCURY - Student Radio - Wear a Mask - “Careless Whisper” :60**

Idea: This radio spot will use ASMR and close microphone proximity to demonstrate how droplets could get too close to you.

**ANNCR:** Some people just don't want to wear a mask, and we can't force them, but since they don't mind throwing their droplets everywhere, I'm sure they won't mind me getting really close right now....

ANNCR GET UP REALLY CLOSE TO THE MIC AND TALKS ASMR-STYLE, WHILE WHISPERING.

**ANNCR:** ..like super close. So much for personal space, huh? Imagine me whispering in your ear. what if I actually was? I bet you would really like to have your mask on... Do I have a mask on? Am I one of the 40 percent of people who are asymptomatic, \*tongue tick\* too many questions and we are only strangers.

ANNCR BACKS UP AWAY FROM THE MIC AND TALKS LOUDER

**ANNCR:** Now social distancing feels safer, doesn't it? But if I am not wearing a mask and you aren't either...

ANNCR GETS UP CLOSE TO THE MIC AND WHISPERS IN OUR EAR AGAIN.

**ANNCR:** This is what it feels like... My droplets, your droplets, all merging together. Could we call it, say, a careless whisper?

ANNCR BACKS UP AWAY FROM THE MIC AND TALKS NORMAL

**ANNCR:** Epidemiologists have proven that masks help to lower the spread of the disease. For your health and the ones around you, do your task wear a mask.