

Media Scripts

Radio scripts allow you to tell your story. You can raise public awareness about the importance of trees, green spaces, and nature while educating your community about your program and promoting your events. Here are three templates, each using a different benefit of green spaces, for you to determine which connects with the broadest audience.

You can download these example media scripts on our website at spreadingroots.org.



Universal

Imagine a community where community gardens grow, trees offer shade and protect water quality, and green spaces provide a peaceful place for connection and introspection. Oh, and these benefits are for everyone to enjoy. That's what the Spreading Roots initiative is all about. We're on a mission to improve communities and lives. It starts by preserving and protecting the spaces where we live. And we want you to join us. Come to <EVENT> on <DATE> to learn more about our work and how together we can help our community and residents thrive. Dig into our initiative on <WEBSITE>. We know that the roots of a community hold it together. So, let's build a stronger foundation together. We'll see you at <EVENT> on <DATE>.

Economic Resilience

Imagine a community where residents don't simply plant trees or grow green spaces; they mindfully invest in the vibrancy of their community. This is a place where every act of beautification – from cultivating a community garden to implementing green infrastructure – counts toward economic resilience - from job and revenue creation to energy savings and so much more. That's what the Spreading Roots initiative is all about. We're on a mission to build a more resilient community that we can enjoy for years to come. And we want you to join us. Come to <EVENT> on <DATE> to learn more about our work and how together we can help our community and residents thrive. Dig into our initiative at <WEBSITE>. We know that the roots of a community hold it together. So, let's build a stronger foundation together. We'll see you at <EVENT> on <DATE>.

Community Well-being

Imagine a community where every resident has access to nature...where people have a sense of pride in their green spaces and use them as invaluable places to connect, learn, and collaborate. Places where they can make new friends, meet up with old ones, or simply unwind. That's what the Spreading Roots initiative is all about. We're on a mission to unite people around a common cause in common spaces that enrich, engage, and inspire. And we want you to join us. Come to <EVENT> on <DATE> to learn more about our work. Dig into our initiative on <WEBSITE>. We know that the roots of a community hold it together. So, let's build a stronger foundation - and a deeper connection - together. We'll see you at <EVENT> on <DATE>.

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Health

Imagine a city where trees stand tall, providing shade and fresh air... where gardens grow, and everyone feels connected to the earth and land. That's what the Spreading Roots initiative is all about. We're on a mission to improve our community's health and happiness by planting and caring for more trees and preserving our green spaces. And we want you to join us. Come to <EVENT> on <DATE> to learn more about our work. Dig into our initiative on <WEBSITE>. We know that the roots of a community hold it together. So, let's build a stronger foundation together. We'll see you at <EVENT> on <DATE>.

Equity

Imagine a city where every resident has access to green spaces... where gardens grow, and everyone feels connected to the earth and land. That's what the Spreading Roots initiative is all about. We're on a mission to build up our community by planting and caring for more trees and preserving our green spaces. And we want you to join us. Come to <EVENT> on <DATE> to learn more about our work. Dig into our initiative on <WEBSITE>. We know that the roots of a community hold it together. So, let's build a stronger foundation together. We'll see you at <EVENT> on <DATE>.

Youth

Imagine a city where our youngest residents can experience the wonder of nature... where they can grow gardens, get their hands in the dirt, and learn about the earth and land. That's what the Spreading Roots initiative is all about. We're on a mission to build up our community by planting and caring for more trees and preserving our green spaces. And we want you to join us. Come to <EVENT> on <DATE> to learn more about our work. Dig into our initiative on <WEBSITE>. We know today's children are future leaders of our community. So, let's nurture them together. We'll see you at <EVENT> on <DATE>.

Media Scripts

National Movement

Intro

Caller: Hello! This is <Name> from Spreading Roots. Am I speaking with <Recipient's Name>?

Recipient: Yes, this is <Name>. How can I help you?

Purpose

Caller: Great! I'm reaching out to tell you a little bit about a national initiative called Spreading Roots. It's designed to support urban forestry led by the people and for the people. Because we know that greater access to nature can dramatically improve people's lives. And yet, there is a drastic inequity in who has access to it. So, we're giving people a voice in creating and preserving the right green spaces in our neighborhoods. Because then we can create a better community that we all can enjoy.

Highlighting Mission

Caller: Our mission is to <INSERT MISSION STATEMENT>.

Engagement

Caller: Have you ever thought about the benefits of having more green spaces in <PLACE>, like <INSERT BENEFITS>?

Invitation

Caller: We're inviting community members to join us in our upcoming <EVENT> on <DATE> at <LOCATION>. It's a fantastic opportunity to get involved, meet other people who care about our town, and help us create a more vibrant community.

Call-to-Action

Caller: Would you be interested in joining us for the event or learning more about Spreading Roots and our community initiatives? Your support can make a real difference.

Closing

Caller: Thank you so much <NAME>. We appreciate your time and your interest. Feel free to visit our website or contact us at <NUMBER> for more details. I'm really looking forward to making positive changes in our community with you!

Umbrella

Intro

Caller: Hello! This is <Name> from Spreading Roots. Am I speaking with <Recipient's Name>?

Recipient: Yes, this is <Name>. How can I help you?

Purpose

Caller: Great! I'm reaching out to tell you a little bit about <NAME>, a local initiative that's part of the national Spreading Roots campaign that supports urban forestry led by the people and for the people. We know that greater access to nature can dramatically improve people's lives. And yet, here in <PLACE>, there is a drastic inequity in who has access to it. So, we're giving people a voice in creating and preserving the right green spaces. Because then we can create a better community that we all can enjoy.

Highlighting Mission

Caller: Our mission is to <INSERT MISSION STATEMENT>.

Engagement

Caller: Have you ever thought about the benefits of having more green spaces in <PLACE>, like <INSERT BENEFITS>?

Invitation

Caller: We're inviting community members to join us in our upcoming <EVENT> on <DATE> at <LOCATION>. It's a fantastic opportunity to get involved, meet other people who care about our town, and help us create a more vibrant community.

Call-to-Action

Caller: Would you be interested in joining us for the event or learning more about Spreading Roots and our community initiatives? Your support can make a real difference.

Closing

Caller: Thank you so much <NAME>. We appreciate your time and your interest. Feel free to visit our website or contact us at <NUMBER> for more details. I'm really looking forward to making positive changes in our community with you!