



June Lake Radio Concepts

1. Quieter

This script communicates the laid back aspect of June Lake, while still mentioning activities and the shuttle.

(Very low-key - quiet production, subtle sound effects under, perhaps a subtle musical sting with the name and positioning at the end)

Shhhh. Hear that?

(silence)

Its snow, falling at June Lake.

Out here things are a little quieter. You might hear skates on a frozen lake. Cross country skis gliding. Kids laughing, building a snowman.

There is a free weekend and holiday shuttle to Mammoth. But a lot of folks just like to stay and unwind right here.

June Lake - A deeper mountain experience.

Book and save on your next stay at VisitJune.com

2. A Few Miles

This script communicates that June Lake is really quite close, yet a world apart.

(Easygoing voice, mellow music under - perhaps acoustic guitar style)

A few miles up the road is a place so friendly, even the Snowmen wave.

A place your family can skate, cross country ski, snowshoe, snowmobile or just sit.

A few miles up the road you can stay a little cheaper, sleep a little easier and get a free shuttle to Mammoth on weekends and holidays.

A few miles up the road, you'll find a deeper mountain experience.

June Lake.

Book and save on your next stay at VisitJune.com

3. Online Questionnaire

This script lets us deliver a whole list of activities and benefits, with a bit of fun.

(High-speed delivery, announcer-style)

Welcome to the June Lake Radio survey.

Do you like the following:

Snowshoeing, snowmobiling, snow sledding, cross country skiing, backcountry skiing, ice skating, snowball fights, snowman making, or just sitting inside and watching it snow.

Did you know June Lake has a free weekend and holiday shuttle to Mammoth?

Do you like saving money on accommodation?

Are you tired of answering irritating surveys?

If you answered yes to any of these, congratulations. You qualify for a Deeper Mountain Experience.

Go online to VisitJune.com to book your next stay at June Lake.

4. June Lake Report (series)

In this concept, we would produce an intro and extro donut, with a music bed in the middle. A local spokesperson would phone in with updates, special events, local interest and fun small town charm.

(Music Intro)

Hey, snow lovers, it's time for the June Lake Deep Mountain Experience Report.

(Local report, phoned in)

Well, the ice rink was shoveled off, and Bob says the skating is good. Everybody says hi. The Winter Festival is coming up February first to third, and we have some great accommodation deals at VisitJune.com. And remember, There's a free weekend and holiday shuttle to Mammoth so you can ski big and still stay with friends.

(Extro)

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