

## 6 SCRIPT SAMPLES

### **1. Client: Lava Restaurant and Hookah Lounge**

Voice over script for Real Scene TV (written on the fly)

By Lisa Mason Lee

An escape from the daily grind- Lava restaurant and hookah bar is just off of broad ripple avenue on the north side of Indy.. But you won't remember that when you step inside...

You can have a Mediterranean experience right here in Indy.

This being my first experience with hookah- I was glad to do it at the most posh hookah bar in town...

Lava's ambiance has a lovely glow where you feel classy and comfortable with your friends.

Authentic Mediterranean food, many beer and wine selections, tea and smoothies ...

Lava has about 30 hookah flavors to choose from.

Like coconut, guava, tiramisu, fantasy chocolate, cool mint, rose...

You have to try the fruit bowl hookah with pineapple, apple or orange. We had pineapple and its fantastic.

If a step away from the norm is what you're looking for- definitely check out Lava Restaurant and Hookah Lounge in Broad Ripple.

**END**

## **2. Client: Pearings (Early Fall Campaign)**

Voice over script for commercial on Indy Visitors Channel

By Lisa Mason Lee

**Breakfast:** Forget room service and take a short stroll to Pearings for a fresh, healthy start to your day here in Indy. Organic local yogurt and fruit parfaits, steal cut oats, pastries, cold cereals, locally roasted coffees and delicious freshly prepared crepes.

Treat yourself to 'Pearings!' Frozen Yogurt and Beyond.' 6 West Washington at Meridian, just a block from Monument Circle.

**Lunch:** Take a lunch break at 'Pearings! Frozen Yogurt and Beyond' during your visit in Indy. Choose from freshly prepared wraps with meats from 'Goose the Market' or a veggie version, salads, fruit and cheese, tasty smoothies or a warm sweet crepe. 'Pearings! Frozen Yogurt and Beyond' Find them at 6 West Washington at Meridian, just steps from your hotel.

**Dinner:** Indulge your sweet tooth this evening after dinner - the guilt-free way. You're going to love 'Pearings! Frozen Yogurt and Beyond.' All the heavenly flavors of your favorite desserts- whipped into lovely Frozen yogurt flavors like- Fresh Garden Strawberry , Tahitian Vanilla or Sea Salt Carmel Pretzel. You can even accessorize your FroYo with a dozen sweet toppings... Not satisfied yet? Try a fresh made to order crepe (gluten free option) with real fruit and a variety of sweet toppings.

'Pearings! Frozen Yogurt and Beyond' is located at 6 West Washington at Meridian and only blocks from your hotel.

**Frozen Yogurt Only:** Look no further for the perfect and healthy treat to cooldown. Locals know 'Pearings! Frozen Yogurt and Beyond' is the place to be. Only a few blocks from your hotel at 6 West Washington and Meridian.

Anytime of the day, stop in at Pearings for a refreshing cup of frozen yogurt- with a variety of yummy flavors to choose from like: Sea Salt Carmel Pretzel, Ooey Goey Cinnamon Roll, Garden Fresh Strawberry, Good old Apple Pie, Red Velvet Cupcake, Classic Tart and many more.

Make up your favorite mix, then sprinkle on some extra treats from the toppings bar.. and you're so good to go.

'Pearings! Frozen Yogurt and Beyond.'

**END**

### **3. MY ENTERTAINMENT MINUTE (Original Web Show)**

EP. 10, for IndyTV.com

WRITTEN AND PRODUCED BY LISA MASON LEE

BREAKING NEWS EVERYONE. MODELS EAT! WELL SOME OF THEM. ON WISH-TV'S 'PRICE IS RIGHT', ONE OF CAREY'S CUTIES TOOK ADVANTAGE OF HER ROLE AS A FAKE COP ON THE SHOW. NOT ONLY DID SHE PRESENT A SHOWCASE WITH A YEAR'S SUPPLY OF DONUTS, BUT SHE ATE THE SHOWCASE TOO. SHE ATE NOT ONE, NOT TWO, BUT THREE DONUTS WITHIN A COUPLE MINUTES! WAS THIS AN IMPERSONATION OF WHAT COPS LIKE TO DO? OR WAS THIS MODEL 'THAT' HUNGRY?! TWEET ME YOUR THOUGHTS! @\_\_\_\_\_.  
(INSERT B-ROLL OF P.I.R.)

LAST NIGHT ON THE LATE SHOW WITH DAVID LETTERMAN, LINDSAY LOHAN CAME ON TO TALK ABOUT HER ROLE IN SCARY MOVIE 5- BUT DAVE COULDN'T RESIST THE OBVIOUS JOKES ABOUT REHAB AND DRUG PROBLEMS. LINDSAY DODGED DAVE'S BULLETS AT FIRST, BUT THEN TOWARD THE END OF THEIR CONVERSATION- SHE CRACKED OPEN WHEN HE PRAISED HER FOR APPEARING ON THE SHOW THAT NIGHT- AMIDST THE BRUTAL TAUNTING.  
(INSERT B-ROLL VIDEO LATE SHOW)

OVER THE WEEKEND, MYINDY-TV 23 FAMILY FEUD AUDITIONS HAPPENED HERE IN INDY, AND THE TURNOUT WAS FABULOUS! OVER 500 FAMILIES AUDITIONED, AND ACCORDING TO THE CASTING TEAM, INDY FAMILIES KICKED SOME SERIOUS \_\_\_\_\_.  
(INSERT SARA INTERVIEW PLUS B-ROLL AUDITIONS)

AND TUNE IN NEXT WEEK TO CATCH SOME HYSTERICAL FAMILY FEUD AUDITIONS, PLUS MORE GITTY GOSSIP!

BYE!

**END**

## **4. MY ENTERTAINMENT MINUTE (Original Web Show)**

EP. 13, for IndyTV.com

WRITTEN AND PRODUCED BY LISA MASON LEE

WELCOME TO AN ALL NEW MY ENTERTAINMENT MINUTE- WHERE YOU GET YOUR WEEKLY GOSSIP SCOOP IN... A MINUTE! :)

IF CUTTING ALL OF YOUR HAIR OFF AND GETTING FRESH INK ISN'T ENOUGH TO SATISFY YOUR CRAVING FOR ATTENTION, JUST STRIP DOWN! TAKE IT FROM MILEY CYRUS WHO DID JUST THAT FOR A V MAGAZINE SHOOT. CYRUS, WHO HAS BEEN IN 'RUMORED' TURMOIL WITH HER FIANCE- ACTOR LIAM HEMSWORTH, WANTS TO SHOW YOU (UNCLE SAM POINT) THAT SHE...HAS A BODY, WITH TATTOOS AND BELTS STRAPPED AROUND IT?! ITS JUST SO INTERESTING..

(Insert B-roll)

ACTRESS CATHERINE ZETA JONES HAS COME OUT PUBLICLY TO TELL US THAT SHE IS GOING INTO TREATMENT AGAIN, FOR HER BI-POLAR DISORDER. THIS MAY BE A GOOD MOVE FOR CATHERINE, BUT WHAT ABOUT HER HUSBAND MICHAEL DOUGLAS? AS OF NOW HE GETS BOTH CATHERINES, PLUS THE OTHER CHARACTERS SHE PLAYS FOR MOVIES. IT'S LIKE A POLYGAMIST RELATIONSHIP, BUT WITHOUT THE CROWD. SEE- YOU CAN ALWAYS MAKE POSITIVES OUT OF NEGATIVES!

(B-roll video)

I CAN'T BELIEVE I'M ACTUALLY GOING TO SPEAK OF BRANGELINA AND JENN-USTIN IN THE SAME SENTENCE BUT... I AM. RUMOR HAS IT THAT JENNIFER ANISTON IS TRYING TO AVOID CLASHING HER AND JUSTIN THEROUX'S WEDDING WITH NONE OTHER THAN BRAD PITT AND ANGELINA JOLIE'S. US WEEKLY SAYS ANISTON WANTED TO HAVE IT SOONER IN THE SUMMER, BUT THEN WHEN SHE GOT WIND THAT BRANGELINA HAD SUMMER WEDDING PLANS TOO, SHE'S DECIDED TO HOLD OFF THE WEDDING DATE!

(B-roll video)

THIS MAY BE KIND OF EXCITING I'LL ADMIT, BUT NOT AS EXCITING THE WONDERFUL MONTH OF MAY IN INDY. WE'LL GET TO THAT IN UPCOMING SHOWS!

(Insert Photo of Indy 500)

THANKS FOR WATCHING! SEE YA NEXT THURSDAY!

**END**

## **5. INDIANA STATE MUSEUM**

Voice over script for holiday campaign, for WISH-TV's Indy Style

By Lisa Mason Lee

I'm Lisa the Face of MyINDY-TV 23.

Welcome to the Indiana State Museum!

Whether it's around the holidays, or anytime during the year, The Indiana State Museum always has something for everyone to see and do.

For the holidays, take the whole family to see the ISM decked out in sparkling holiday décor. Your kids will love you forever after they take a ride the memorable Celebration Crossing Train. And, don't forget to wrap up your year by attending the ISM's 'Family New Year's Eve' happening December 31<sup>st</sup> From 6-9pm.

From now until June 2, 2013, see the highly anticipated "Eternal James Dean Exhibit." This display of the legendary Hollywood silver screen icon shows you Dean's life growing up in Marion, Indiana, his acting in films, plus, his passion for motorcycles and racing.

Another Indiana legend- the late painter TC Steele, has a newly discovered and untitled painting shining under lights for your enjoyment/for you to see until April 22, 2013.

And Always open for business at the ISM--- the LS Ayres tea room. This replica of the original LS Ayres tea room, with some of the original furniture in tact, once sat in the popular department store in downtown Indianapolis. The LS Ayres tearoom is an essential piece of Indiana history that brings everyone nostalgic joy.

So what are you waiting for? Get your tickets to the Indiana State Museum now, at [IndianaMuseum dot org](http://IndianaMuseum.org).

**END**

## **6. THE WENDY WILLIAMS SHOW**

Satellite interview questions, for WISH-TV's Indy Style

HI WENDY, IT'S LISA THE FACE OF MyINDY-TV 23 IN INDY... HOW YOU DOIN?!

THE THEME FOR YOUR SHOW STARTING IN FEBRUARY IS "LIVE LIKE A STAR" MONTH. TELL US WHAT THAT'S ABOUT? (mention sweepstakes if she doesn't)

YOU HAVE HAD GREAT GUESTS ON THE SHOW IN THE PAST, WHO ARE SOME OF YOUR GUEST CELEBS FOR FEBRUARY?

WHICH ONE OF YOUR UPCOMING CELEB GUESTS MIGHT YOU PRY IN THEIR BUSINESS A LITTLE BIT MORE, OR GIVE THE TOUGHER QUESTIONS TO?

YOU ALWAYS LOOK GOOD HEAD TO TOE, HOW DO YOU DEFINE YOUR FASHION AND STYLE?

OTHER WOMEN VIEW YOU AS A STRONG, BEAUTIFUL, SMART AND CONFIDENT PERSON, WHAT ADVICE CAN YOU GIVE TO WOMEN WHO WANT TO HAVE THOSE DOMINANT CHARACTERISTICS LIKE YOU?

CAN YOU GIVE US A LITTLE TASTE OR HINT OF WHAT'S IN STORE FOR YOUR 'SPECIAL SUPERBOWL SHOW CELEBRATION?'

YOU ARE HAVING A GRAMMY TWITTER PARTY DURING THE GRAMMY AWARDS ON FEBRUARY 10<sup>TH</sup>. ARE YOUR FANS GOING TO BE ABLE TO ACTUAL TWEET WITH YOU?

CAN WE HAVE ANY HINT OR SNEEK PEAK INTO YOUR SPECIAL SUPERBOWL SHOW CELEBRATION?

THANKS FOR YOUR TIME WENDY! AND THANKS FOR THE 'LIVE LIKE A STAR' MUG AND GONZO GRAPE BUBBLICIOUS GUM!

TUNE INTO THE WENDY WILLIAMS SHOW EVERY WEEK DAY AT 4PM ON MYINDY-TV 23!

**END**