

1976/77

I C E C A P A D E S

RADIO COMMERCIAL SCRIPT

"WEST"

ICE CAPADES "WEST" RADIO COMMERCIALS - 1976/77

ONE MINUTE SPOT

EWC-77-60-1 "What A Great Show"

RECORDED LYRICS:

(over music underscore)

CHORUS: COME TO SEE ICE CAPADES

ICE CAPADES, ICE CAPADES

WHAT A GREAT SHOW!

THINK ABOUT ICE CAPADES

ICE CAPADES, YOU'LL WANT TO GO

THINK OF ALL THE BRILLIANT STARS

YOU'LL SEE

ALL THE MUSIC YOU WILL HEAR

COMICS AND THE MAD-CAP ARTISTRY

COME AND JOIN IN THE FUN AND BE PART

OF THE GLAMOROUS ICE CAPADES

ICE CAPADES, ICE CAPADES, WOW!

SURPRISES ARE YOURS FROM BEGINNING TO END

YOU'LL WANT TO SEE ICE CAPADES OVER AGAIN

AND YOU'LL BE GLAD.....

YOU SAW THE NEW ICE CAPADES!

(Total length :45 Sec.)

MUSIC & VOICES UNDERSCORE:

(:15 Sec. for locally prepared tag)

ICE CAPADES "WEST" RADIO COMMERCIALS - 1976/77

THIRTY SECOND SPOTS

EWC-77-30-2 "Mini Great Show"

RECORDED LYRICS:

(over music underscore)

CHORUS: COME TO SEE ICE CAPADES

ICE CAPADES, ICE CAPADES

WHAT A GREAT SHOW!

THINK ABOUT ICE CAPADES

ICE CAPADES, YOU'LL WANT TO GO

(Total Length :15 Sec.)

MUSIC & VOICES UNDERSCORE:

(:15 Sec. for locally prepared tag)

EWC-77-30-3 "104 Cities"

RECORDED LYRICS:

(over music underscore)

ANNCR: LAST YEAR, ICE CAPADES WAS SEEN IN 104

CITIES BY ALMOST 5 MILLION PEOPLE. YOU

KNOW, THE WORLD OF ICE CAPADES PROVIDES

IN 2 HOURS ALL THE BEAUTY, GRACE, AND

HUMOR WE ALL WISH WERE IN THE REAL

WORLD, 24 HOURS A DAY, EVERYDAY.

ISN'T IT TIME YOU SAW ICE CAPADES AGAIN?

(Total Length :15 Sec.)

MUSIC UNDERSCORE:

(:15 Sec. for locally prepared tag)

ICE CAPADES "WEST" RADIO COMMERCIALS - 1976/77

THIRTY SECOND SPOTS

EWC-77-30-4 "Motor City"

RECORDED LYRICS:
(over music underscore)

ANNCR: I WAS BOUNCING 'ROUND MOTOR CITY

'BOUT A YEAR OR SO AGO

THERE WAS BIG ROAD SIGN SAYING ICE CAPADES

I DECIDED TO SEE THE SHOW

WELL I SAW WHAT I LIKED, AND LIKED WHAT I SAW

SO I FOLLOWED THEM 'CROSS THE U.S.

'CAUSE WHEN IT COMES TO REAL ENTERTAINMENT

GOOD BUDDY,

ICE CAPADES IS THE VERY BEST

TEN-FOUR

(Total Length :15 Sec.)

MUSIC UNDERSCORE:

(:15 Sec. for locally prepared tag)

WE-77-30-5 "Yogi's Party"

RECORDED LYRICS:
(over music underscore)

CHORUS: SEE YOUR TELEVISION FRIENDS IN PERSON

THIS YEAR AT ICE CAPADES

'CAUSE SCOOPY-DOO AND YOGI BEAR

ARE HAVIN' A PARTY

ALL THEIR FRIENDS WILL BE THERE

AND YOU'RE INVITED TO JOIN THE FUN

AT THE ALL NEW ICE CAPADES

(Total Length :15 Sec.)

MUSIC UNDERSCORE:

(:15 Sec. for locally prepared tag)

ICE CAPADES "WEST" RADIO COMMERCIALS - 1976/77

ONE MINUTE (OR THIRTY) SECOND SPOT

EWC-77-60-6 "Great Show Music Bed"
(Instrumental)

MUSIC BED ONLY

NO RECORDED ANNOUNCER
OR LYRICS

To be used where long local copy 30 to 60 seconds is required.

Can also be used for underscore with translated copy on ethnic stations.

Also for contest or promotion copy.