

**PODCAST HOST READ
SHOW-READY SCRIPT TEMPLATE**

HOW TO USE: Please **download** this form, fill out all fields, and provide to your SiriusXM Media Account Manager. Our Studio Resonate creative services team will review your script for typos, max word count, and show requirements. After making any necessary minor edits, we will send the script directly to the show(s).

Click here to download our [Host Read Creative Guide](#), which includes details on read type options, max word counts, and tips for writing successful scripts.

Advertiser:	
Script Name:	
Shows:	
Promo Codes:	<i>If applicable, list show-specific promo codes here.</i>

Length:

- ☐ **30 seconds** – max word count is **85 words**
- ☐ **60 seconds** – for PE reads, max word count is **120 words**; for non-PE reads, max word count is **170 words**

Read Type:

- ☐ **Verbatim Required:** I would like the host to read all scripted copy **verbatim**.
- ☐ **Ad Lib Encouraged:** I defer to the host and welcome them to put copy **(that's not bolded)** into their own words.

Personal Experience: ☐ **Yes** ☐ **No**

Note: Personal Experience (PE) reads are only available for :60 mid-roll placements, require show approval, and that product be sent in advance. The Personal Experience section of the copy cannot be scripted. Prompts and example copy are welcome.

SCRIPT

Please paste your script in the box below. Keep in mind that:

- First person language (e.g. I, me, we, our) is not allowed.
- Numbers must be written out (e.g. "1-800" should be "one eight hundred").
- For Ad Lib scripts, **bold copy that must be read verbatim**.

Introduction

- Copy copy copy
- If any copy must be read verbatim, **make sure it is bold**

Overview

- Copy copy copy
- If any copy must be read verbatim, **make sure it is bold**

Personal Experience (Required)

- This section should only be included in the case of PE reads
- Please make sure all PE direction is italicized

Call To Action (Verbatim Required)

- Please put URLs and codes in quotation marks

Notes for the Host:

Pronunciation notes go here. Please make sure emphasis is SUE-per clear.
Please include any other legal or directional notes.

Revision policy:

- Client-provided copy & direction will be considered final.
- Courtesy airchecks of Host Reads will be available upon request once live.
- Audio revisions are not available except in cases of errors with brand language or verbatim copy.