

## **2004 Sweetcorn “Entertainment Dysfunction” :60 radio spot**

(Slow, light music in and under)

Serious Male Voice: “Recently I started having...problems. I couldn't get in the game. Special times never turned into the right time. I was suffering from ED...entertainment dysfunction. So I went to my doctor, and my doctor told me about the Chatham Sweet Corn Festival.”

(Faster, more modern music in and under)

“It turns out that the Sweetcorn festival has been helping both men and women with ED for over 30 years. And it's all-natural!

Announcer: It's the 31st Annual Chatham Jaycees Sweetcorn Festival, July 16<sup>th</sup> and 17<sup>th</sup> in Chatham Community Park. Featuring music by Cinnamon Toast Funk and the Lost Boys on Friday night, Area 51 and F5 on Saturday. Plus a kids area, the Illinois Championship Cow Chip Throw, the Tour de-Corn bicycle rally, helicopter rides, great food, Pepsi, Miller beer, piles of terrific sweet corn, and more!

Serious Male Voice: The Chatham Sweetcorn Festival. It worked for me. It can work for you.

Announcer (fast): The FDA has not evaluated the Sweetcorn festival. May be habit forming. Sponsored by Godfather's Pizza, Miller beer, Marine Bank, SH Wireless, Meijer, United Community Bank, Pepsi, Crossroads Ford and Illinois National Bank.