

# Apple Co-Op Radio Scripts

---

Apple® //c Co-op Radio

**:60 Live Announcer Radio -- "20 Gifts"**

ANNCR: When you buy an Apple IIc Personal computer this holiday season, the folks at (DEALER NAME) will give you 20 gifts you'll be happy to return. They're 20 certificates that can save you over \$300 when you enhance your Apple computer system. You'll be able to save money on things like a printer, telephone modem, all sorts of software -- even an AppleMouse. (DEALER NAME) really wants to get you and your family started with a computer that'll suit everyone's needs, and the Apple IIc may be just the computer you've been looking for. It's a more powerful version of the leading computer used in schools, the Apple IIe. It can run over ten thousand different programs, so it can do anything from teaching little kids to running not so little businesses. Best of all, the Apple IIc will teach you how to use the Apple IIc -- it comes with the best step-by-step introductory course of any personal computer -- free. The people at (DEALER NAME) will be happy to answer all your computer questions. If you qualify, they'll even be able to give you an Apple Credit Card -- good for up to \$2500 in credit, instantly -- and you won't have to pay a nickel until February. So come down to (DEALER NAME), located at (DEALER ADDRESS), and get twenty gifts from Apple -- for many happy returns.

# Apple Co-Op Radio Scripts

---

Apple® //c Co-op Radio

**:60 Live Announcer Radio -- "Christmas Card"**

ANNCR: Did you remember to get a Christmas card for (DEALER NAME) this season? You didn't? Well, you must have been very busy, because they've got a great Christmas card waiting for you. It's the Apple Credit Card. Just show up at (DEALER NAME) anytime this holiday season with one of your major credit cards and an appropriate amount of yuletide cheer, and you could qualify for up to \$2500 in credit instantly. Use your Apple Credit Card to take home the Apple IIc Personal Computer -- a more powerful version of the leading computer used in schools, the Apple IIe. By itself, the IIc weighs less than eight pounds, but it can run over 10,000 programs. And when you buy one before January 15th, (DEALER NAME) will even throw in over \$300 in certificates to help you complete your computer package with things like a printer, modem, all kinds of software -- even an AppleMouse. Best of all, you can take home your Apple computer the same day credit is approved -- and you don't have to pay a nickel until next February. It's an easy way to give someone you care about -- like yourself -- an Apple for Christmas. So come down to (DEALER NAME), located at (DEALER ADDRESS), for one of the best cards you'll get this Christmas -- the Apple Credit Card.

# Apple Co-Op Radio Scripts

---

Apple® //c Co-op Radio

**:60 Live Announcer Radio -- "Perfect Present"**

ANNCR: Are you one of the millions of Americans who will fall victim to Christmas Shopping Syndrome? That uneasy feeling in your stomach that comes from running out of good gift ideas? Well, the folks at (DEALER NAME) have the perfect solution. It's the Apple IIc Personal Computer. The Apple IIc is a more powerful version of the leading computer in schools, the Apple IIe. And since it can run over 10,000 programs, it can do something useful for every member of your family. The people at (DEALER NAME) will be happy to show you some of those 10,000 programs in action -- from simple learning programs to advanced business programs. And if you buy an Apple IIc this holiday season, (DEALER NAME) will give you over \$300 in certificates that can help you complete your Apple computer system with things like a printer, phone modem, all kinds of great software -- even an AppleMouse. If you qualify, you can even get an Apple Credit Card -- good for up to \$2500 in credit instantly, so you can get the IIc home for Christmas, and not start paying for it until February. So come down to (DEALER NAME), located at (DEALER ADDRESS), and pick up the perfect present, the Apple IIc, before Christmas Shopping Syndrome strikes you!