



## Winter Free Fishing Weekend Radio Message Scripts

Radio can be an easy way to promote your Winter Free Fishing Weekend for little to no cost. Simply contact your local radio station(s) and ask if you or an on-air personality can record a 30 or 60-second spot that will promote your event.

Below are suggested scripts for those spots. All you need to do is provide your information/details in the highlighted parts.

### 30-Second

Looking for something fun to do outside this February? Have you ever considered ice fishing? Join **<insert name of organization>** on **<insert date>** at **<insert location>** for a fun opportunity to participate in ice fishing – and the best part is, you don't need to purchase a license to do so!

Come and have some fun as part of the Winter Free Fishing Weekend – an annual tradition for people of all ages across the state of Michigan.

For more information, visit **w w w dot Michigan dot gov slash free fishing** or call **<insert local phone number>**.

### 60-Second

Do you like to go ice fishing? Would you like to go ice fishing for free?

On Saturday, February **??** and Sunday, February **??** you can fish anywhere in the state without purchasing a fishing license as part of this year's Winter Free Fishing Weekend. This weekend is an annual tradition for people of all ages across the state of Michigan.

Please note all fishing regulations still apply for those two days.

Join **<insert name of organization>** on **<insert date>** at **<insert location>** for their Winter Free Fishing Weekend event. **<Insert two brief sentences about your event – be concise but offer great details.>**

Let's all go fishing this February! For more information, visit **w w w dot Michigan**

dot gov slash free fishing or call <insert local phone number>.