

BROADCAST & RADIO

Radio Scripts

Written for Windham Mountain Club · 2025–26 Season

Radio copy has to work without visuals, land in seconds, and sound like a real person speaking. These three spots were written for Windham Mountain Club covering the ski season, the fall golf program, and the annual pass sale. Each has a distinct tone suited to its audience and objective.

SPOT 1 — WINTER / COMMUNITY

Duration: :60

Tone: nostalgic, warm, community-driven. Objective: drive ski season visits and reinforce brand loyalty.

Windham Mountain isn't just where we ski. It's where we grew up, where we learned, where we cheered each other on. It's where winter mornings turn into lifelong stories and cherished friendships. Year after year, Windham Mountain has been the heartbeat of our town — a place for passing down stories, making new ones, and keeping winter alive. This winter, come carve fresh tracks, meet friends by the fire, and keep the tradition alive. Because no matter the season, no matter the changes, Windham Mountain Club will always be your mountain. We'll see you out there.

SPOT 2 — FALL GOLF

Duration: :45

Tone: warm, accessible, community-inclusive. Objective: drive tee time bookings and position WMC as a community gathering place.

Fall in Windham is made for gathering with friends, soaking up the colors, and enjoying a round of golf you won't forget. At Windham Mountain Club, our course is open to everyone in the community — whether you're a seasoned player or just out for some fresh mountain air. Bring your neighbors, make it a family day, or sneak in nine holes after work. The crisp air, the mountain views, and the changing leaves make every swing feel special. Reserve your tee time today at WindhamMountainClub.com. Windham Mountain Club — your course, your community, your mountain.

SPOT 3 — PASS SALE

Duration: :30

Tone: informative, urgent, community-forward. Objective: drive pass purchases during the annual sale window.

Windham, it's time. March 6th through 8th is Windham Mountain Club's Pass and Program Sale for the 26/27 season, featuring the best prices of the year. Season pass prices remain the same as last March. Windham Mountain Club is built on generations and is proud to continue supporting our community. WAJ K through 12 season passes are free. New this year, the Local Business Pass has expanded to include all employees of participating local businesses. Visit the Windham Mountain Club website and lock in the best rates of the year by March 8th.