

**B&H.COM**  
**RADIO :60**  
**"THIS SITE. THAT SITE."**  
**2/19/12**

**CHARACTER:** This site. That site. Can someone please tell me where to go for cameras and video equipment?

**ANNCR.:** I can. You go to B&H.com.

**CHARACTER:** *(startled)* Who said that?

**ANNCR.:** I did.

**CHARACTER:** Who did?

**ANNCR.:** Me. The announcer.

**CHARACTER:** The announcer? Why am I talking to an announcer?

**ANNCR.:** This is a radio commercial. Who'd you expect to talk to?

**CHARACTER:** Good point.

**ANNCR.:** *(very conversational)* So where were we? Oh, yeah. *(back to announcer-like)* For a photo, video, and audio site consistently rated outstanding by its customers, you go to B&H.com.

**CHARACTER:** B&H.com? Do they have anything to do with the B&H, New York's best camera store?

**ANNCR.:** *(very conversational)* Yeah. Everything. *(back to announcer-like)* B&H.com is the ultimate website for cameras, camcorders, computers, and home entertainment equipment.

**CHARACTER:** Is that more announcer talk?

**ANNCR.:** No, it's customer talk. They consistently rate B&H.com among the best in satisfaction.

**CHARACTER:** This announcer stuff is cool. Let me try. *(clearing throat)* You go to B&H.com.

**ANNCR.:** Keep your day job.

**CHARACTER:** Good idea.

**ANNCR.:** You go to B&H.com.