# **“Dead Air” Radio Ad :24/:06**

SFX: (Music up and under.)

SFX: (Dinner party sounds. Laughing. Ice in glasses. Music playing. People talking.

Utensils touching dinnerware.)

SFX: (Lightning strikes. Gasps. Sound of audio stopping.)

SFX: (:03 of dead air)

SFX: (Light generator turning on sound.)

SFX: (Sound of audio powering back up.)

SFX: (Light applause and cheering from dinner guests. Party ensues.)

ANNCR: You just experienced a dinner-party power outage. But with a Cummins home standby generator, the power is restored in seconds.

Call your local Cummins dealer to see which generator is right for you.

Cummins.

SFX: (quiet generator starting and running) Powering your life.

(:06 Dealer tag)