



Choice® Weather Master – Radio Scripts

(Copy for pre-recorded or announcer-read 30-second radio spots:)

Effective choice

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“A lot of things about farming are hard, and sometimes that includes the water. Hard water can reduce the performance of many crop chemicals, but that’s why Nutrien Ag Solutions offers Choice® Weather Master.”
(Continue subtle music bed - Music crescendos appropriately)	“Choice Weather Master is an effective water conditioning agent made to enhance the solubility and mixability of herbicides, including all glyphosate formulations. And that helps maximize your weed control performance.”
(Music up and out.)	“For more details, just ask your Nutrien Ag Solutions dealer about Choice Weather Master water conditioner.”

Better results

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Is hard water making it harder for you to grow a great crop? Many crop chemicals are negatively affected by hard water, and that’s why you need Choice® Weather Master.”
(Continue subtle music bed - Music crescendos appropriately)	“Choice Weather Master is a powerful water conditioning agent that improves the solubility and performance of chemicals in tank mixes.”
(Music up and out.)	“If you want better results from what you spray, start with better water in the mix . . . by adding Choice Weather Master from your Nutrien Ag Solutions dealer.”



Technically speaking

AUDIO CUES	AUDIO (masculine, confident, direct & technical)
(Instrumental music bed up and under subtly, using generic country sound)	"Hard water in a tank mix can reduce crop chemical performance, but Choice® Weather Master can help."
(Continue subtle music bed - Music crescendos appropriately)	"Choice Weather Master is a specially formulated, chelated conditioning agent that locks onto hard water cations like calcium and magnesium. That improves the solubility and mixability of the products in your tank, which allows you to maximize your chemical's performance. Choice Weather Master also lets you replace ammonium sulfate in the mix."
(Music up and out.)	"Ask your Nutrien Ag Solutions dealer for Choice Weather Master today."