My audience is going to be people with a radio listening either at home or in the car on their way to work. The broadcast will “air” on a sports news station, so anyone interested in sports will most likely be interested in it. It is targeted towards a young to middle-aged crowd, and will include “call-in” interviews to appeal to the audience’s ethos.

**Anchor**

**Kimo**

**Interview 1**

**Interview 2**

(intro music)

**Anchor:** Good morning, Atlanta! Welcome back to 97FM Sports Atlanta. This is Liliana, serving you the hottest and most leading news. Today, we have a young man named Kimo who ran for 26 days in the London marathon! How did he accomplish this extraordinary feat? Let’s turn the show over to Kimo to hear about his long, long run.

**Kimo:** Thank you, Liliana. It is quite an honor to be on this show. First, let me start off by saying, I have still not forgiven Mr. Bryant for his very, very wrong translation. He had told me, in Japanese, I needed to run for 26 days. I did not think twice about it. I just assumed it was some extreme race you all had in London. Like a triathlon or iron man or whatever other race you do to make yourself suffer. I should have known better…

**Anchor**: (laughs) It was quite a feat you attempted (and achieved) I must say. 26 days of running is quite long. Did you ever feel like quitting? Stopping?

**Kimo**: Actually, Liliana, in Japan we train so much I was very much prepared. I entered this marathon as part of my training regimen. When Timothy told me I had to run for 26 days, I just thought the longer, the better.

**Anchor:** Well, Kimo, you definitely impressed all of us. It was a pleasure having you here to talk about your experience. We all wish you the best and will be looking out for your future endeavors in Japan

**Kimo:** Thank you for having me.

**Anchor**: Well, Atlanta, now we heard from Kimo. We will now hear from a few eye witnesses after this short commercial…

**Commercial:** (music in background)

Narrator: Usain Bolt, with a 200m time of 20 seconds. How does he do it?

Usain: Thanks to Gatorade, I can quench my thirst without having to go far.

Narrator: Drink Gatorade. It’s got what athletes crave. It’s got electrolytes!

(intro music)

**Anchor**: And we’re back! You’re still listening to 97FM Sports Atlanta. Now an interview with caller 23, Kelly, who claims to have seen Kimo pass the finish line and continue running.

**Kelly:** Thanks for having me on the show, Liliana. First off, wow. Running for 26 days? I can barely run for 26 minutes. I went to watch my husband run the race and after we decided to stay and watch the other participants. I knew Kimo from past marathons and was expecting him to be one of the first finishers; however, I saw him pass the finish line and keep on running.

**Anchor:** Did he look at all exhausted after 26.2 miles?

**Kelly:** No, not at all winded. In fact, he looked like he had just begun. When I heard later that day that Kimo was still running, according to some citizens, I was astonished. How could one man run for that long?

**Anchor:** That is a question we have all been asking. Must have some type of superpowers.

**Kelly:** That is exactly what I was thinking!

**Anchor:** Thank you, Kelly. Now for a special interview with Tom, who saw Kimo on his 20th day of running.

**Tom:** Yes, of course. Thank you. I had heard on the news that one man had misinterpreted the instructions as running for 26 days. I thought for sure he would quit after the 2nd or 3rd day. However, on my way to the market last Sunday, I thought I saw a Japanese man running through the streets. He looked exhausted, but nevertheless, kept on running. I think some of the sellers were giving him food and water as he ran. Otherwise, he would for sure have been dead by the 3rd day. Some of my other friends who live in St. Albans even claim to have seen him running through the fields over there.

**Anchor**: Did you or anyone else try to talk to him or stop him when they saw him?

**Tom:** Actually, he looked so focused on running to wherever he was going that no one had the courage to try and stop him. I, for one, was too astonished to do anything when I saw him.

**Anchor:** Very understandable. What would YOU do if you saw Kimo running through London? Well, thank you Tom for being on the show.

**Tom**: Thank you for having me.

**Anchor:** Well, everyone, that’s a wrap. Thanks for listening. See you next time for another 5 minutes of all-things sports. Your news. Our business.