**Radio Interview Script - DRAFT**

***5 Minutes Air Spot***

***with***

***Imperium Assist CEO – CEO (Name)***

***Sunshine Radio’s 5am Project***

**Radio Host James** – Welcome back to Sunshine Radio’s 5am Project, it is quarter to 6 here in Melbourne and it has just hit 10 degrees on your hump day morning.

We are here this morning with CEO the CEO of Imperium Assist to talk about a new app that is being released this week. The app has been designed to help us through this hard virus time we are experiencing in Melbourne at the moment. CEO can you tell us a bit about the name of the app to start with, what does Imperium Assist mean and stand for?

**CEO** – Good morning James and thank you for having me on the show this morning. Imperium Assist was thought of by one of our founding staff members, Caroline. Imperium means absolute power and that is what we are trying to do here, assist people to gain power in this time of crisis.

**Radio Host James** – Ooo yes, I like it CEO, such a great idea and name, tell me more about the app and what people will use it for.

**CEO** – Well James we are seeing and hearing stories of people and businesses struggling every day on the news, radio or even just as we walk down the street. I only saw yesterday a new figure of heightened depression rates and we just want to help people get though this crisis and anything like this that happens in the future like the bushfires earlier this year. So the app will be compatible to any android or ios device, you can just download it and have access to support chat rooms with others in similar situations, mental health professionals such as psychologists, access to handy tips and tricks to get through the crisis such as isolation essentials for COVID-19 and access to government updates and news about the crisis.

**Radio Host James** – This sounds like a great tool to help people out at the moment CEO, I like where you have gone with this idea. You were telling me in the add break about a volunteer element on the app, can you explain that to our listeners?

**CEO –** Yes absolutely, there is a volunteer’s section in the app where people can sign up to help others out who are doing it a bit tougher than themselves. For example, during COVID-19 the volunteer might go and do some food shopping for those in isolation or during the bushfires they might have organised some bedding and shelter for people. It provides a way for people that can and want to help, a way to communicate with those affected and assist them.

**Radio Host James** – So CEO, you are saying that if we have any listeners out there this morning that want to help, they should download the app and become a volunteer and try and help.

**CEO -**  Yes absolutely, if you feel like you want to help out in this crisis or any in the future download the app, its called Imperium Assist and see what you can do.

**Radio Host James** – So CEO can you tell me, does the app cost anything?

**CEO –** Yes James it is absolutely free for all that need support and for volunteers, the app is completely funded by both the government and health organisations so there will be no payment for the app and no “upgrade to premium here” pitches once you have downloaded the app.

**Radio Host James** – That’s awesome CEO, nothing worse than the old upgrade here pitch in an app. I have just had some questions come in from some of our listeners would you like to answer a few?

**CEO -**  Yes absolutely go ahead.

**Radio Host James** – ok great, first up, Jesse would like to know how hard it will be to use the app, she isn’t very good with technology but does have a smart phone, can you answer that one for Jesse?

**CEO -**  Hi Jesse, thank you for your question. Being user friendly was one thing we invested a lot of time and resources in and was one of our key goals. We wanted people of all technology skill levels to be able to use the app so we have tried to make it as simple and easy to use as possible. This may need a bit more work as we get some feedback in, and we are willing to make changes as requested by consumers.

**Radio Host James** – Thanks CEO. Another question from Peter, he would like to know if this is just for people in Melbourne or if it is an Australia wide app?

**CEO –** Ah great question Peter, that is something I should have mentioned earlier, this app will actually be worldwide. When you first download the app, it will ask for your country and language. Once you are into the app you can select state, for example Victoria, and then narrow it down to a post code so you are talking to people with the same issues as you in your area and the volunteers will also be close to you and able to help with more ease.

**Radio Host James** – This sounds like such a great service CEO but unfortunately that is all we have time for this morning, thank you so much for your time CEO and everyone get on downloading Imperium Assist from your app store and start helping each other.

**CEO –** Thank you for having me James and thanks to everyone for your questions.