Radio Script Assignment

Create a :60 radio ad that uses all of the "Rules" of radio advertising that we discussed in class:

(Brainstorm in class)
- repeat name of product/service at least 6x
- write the way people talk. Not the way they write.
- Repeat the call to action. Give the audience a clue that you want them to get ready for the number…etc.

Also: did your group use:
- Proper format/abbreviations
- Clear pitch
- Proper length

The ad can be for a product or a service. YOU CHOOSE. Decide on this FIRST.

Students do this activity in 1 class period.

Groups are determined randomly, using the "ESLRS" sentences

Groups work for 40 minutes to create scripts

Practice and time the scripts

Groups present their ad to the class,

Audience critiques the ad based on the radio rules…audience picks out the "context, content, conclusion, parts of a radio ad, etc…