

Radio Production

Radio Exercise #1 Creating a Radio Spot

[names:]

Objective: Students will become familiar with the concepts and techniques of radio advertising production.

For this exercise you will work with ONE partner. You will create a fifteen, thirty, or sixty second radio “**spot**” (slang for advertisement). It can be just as difficult to make a spot last 15 seconds as it is 60. It’s your choice which length to use and does not impact the grade for this project. Your finished work must be exactly 15, 30, or 60 seconds long. You will be using the application Garage Band that is on every computer. With this application you will be able to record voices and use music loops (if you wish) as background.

In class we will listen to some samples of both real ads and “spoof” ads. I will also demonstrate how to use GarageBand and where and how to save your projects.

Use the REVERSE side of this page as a worksheet to follow the steps below

Part One: In your production teams, choose or create a product to sell. Your product can be a real thing, or a made up thing. It can also be an idea, such as why someone should vote for a particular person or behave differently. Examples of this include campaign ads and public service announcements.

Who is your **target audience**? Who are you pitching your idea to? People who drive cars? High school students? Younger people? Your parents? Men? Women? Try to narrow down who the people are that you are trying to reach. This will help you design the most effective way to “get” to them.

Next, write the **copy**. Copy is the written material that will be read and spoken. The copy does not need to follow the exact order of product-target-why buy it. For instance, it could go like this:

“Kids, (target audience) be the first ones on your neighborhood (why buy it) to own a real bazooka cannon! (product)”

This basic sell is called a **hard sell** because it is a blatant pitch to convince you to buy something. On the other hand, the **soft sell** is an attempt to get you to link to the idea of pleasant enjoyment of a product. Soft sell can use humor, romance, sex, or fear to **influence** you to buy a product. That’s why they use attractive models to sell cars, or show you the excitement of driving a BMW. Examples of humor abound--the caveman ads for Geiko insurance, Budweiser beer’s talking frogs. Humor is used as a tool to get the audience to laugh along and hopefully remember the product through the funny memory. An audience doesn’t buy a product by thinking “I’ll buy Budweiser because their ads are so good”, at least on a conscious level. But they might subconsciously remember the product through the ad when they are at the store and choose that product over another one.

(over to next page)

Even the most annoying ads can be effective. Just the fact that they are so annoying can trigger a reminder about a product when it comes time for you to purchase.

For your team project you can also choose to do a public service announcement (PSA). A PSA is an ad which educates an audience to make better choices, such as anti-smoking ads, ads to encourage safe sex, ads that urge parents to be more involved with their kids. Generally radio and TV stations play PSA's for free as part of their legal commitment to serve the community.

Bear in mind that the **bolded words** in the above text may end up on a quiz.

Use this advertising worksheet to produce the copy for your ad. Then rehearse several times before submitting your written worksheet for grading and approval before moving onto the next step: using GarageBand to record your final advertisement.

Product:

Target Audience:

Why should someone buy it? (hard sell or soft sell, give the reasons/motivations)

Written copy:

radio exercise #1 grading rubric

	mastery 3	competency 2	substandard 1
content	<p>the ad has a clear product and target audience, copy is clear, well written and anyone could deliver the script</p> <p>3 x 11 = 33</p>	<p>product and/or target audience is vague, copy is sparse, needs more development</p> <p>2 x 13 = 26</p>	<p>what is the product? who is the target audience? little or no copy; incomplete or sparse</p> <p>1 x 19 = 19</p>
delivery	<p>announcing is clearly enunciated, rehearsal shows that you are ready to record</p> <p>3 x 11 = 33</p>	<p>rehearsal/audition is rushed or choppy; more work needed before you record</p> <p>2 x 13 = 26</p>	<p>if you rehearsed it doesn't show--no life or sounds like you haven't woken up yet!</p> <p>1 x 19 = 19</p>
effectiveness	<p>motivation is clear hard sell/soft sell; if people don't buy the product they sure will remember it!</p> <p>3 x 11 = 33</p>	<p>motivation isn't too clear--is it soft sell or hard sell? why would people remember this ad or buy the product?</p> <p>2 x 13 = 26</p>	<p>why would anyone be motivated to purchase this product?</p> <p>1 x 19 = 19</p>