**RADIO ADVERTISEMENT ORGANIZER**

**STRONG RADIO ADVERTISEMENT SCRIPTS HAVE/INCLUDE/CONSIDER:**

⃝An original approach towards “telling and selling” the product

⃝Specifically identify and unpack the product

⃝Repetition (Website, Slogan, or Product Name repeated)

⃝Jingle: (Website, Slogan, or Product Name set to a tune)

⃝Unique voices/accents

⃝Sound effects incorporated in brackets where needed

⃝Intro/Outro music

⃝Website mentioned

⃝Product Add On mentioned

**SAMPLE SCRIPT: PIZZAVILLE RADIO COMMERCIAL**

**CHARACTER**:

**Narrator:** The male narrator has a strange British accent

**Billy:** 45 year old male who has a gruff voice and is married to Suzie

**Suzie:** 42 year old female who is laid back and is married to Billy

**SCENE:**

Beach

There are seagulls and wave sound effects playing lightly in the background. The weather appears to be pleasant!

**DIALOGUE:**

**Narrator:** Billy and Suzie were at the beach one morning when they say a plane fly over head (Plane sound effect). Hanging from the plane’s tail was a banner that read: “All About Taste Event” (Seagull sound effect).

**Billy**: Suzie, I’m so hungry!

**Suzie:** So am I! (Stomach gurgling sound effect) What’s the deal with this “All About Taste Event”?

**LEARNING TARGET**

We are learning to tell and sell our product through radio advertisements

**PRODUCT NAME**

The Playground Legends (Club)

**MESSAGE**

Come join “The Playground Legends” club! Participants will have an opportunity to compete in unusual, cross grade friendly sporting events and tournaments. Winners will gain possession of our championship belt and will have their photo posted on the “Hall of Fame” portion of our website. They will also receive a gift card! These sports are not only fun but will keep you mentally and physically healthy as well!

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ RADIO ADVERTISEMENT

(PRODUCT NAME)

CHARACTERS

1)\_\_\_\_\_\_\_\_\_\_\_:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2) \_\_\_\_\_\_\_\_\_\_\_:

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3) \_\_\_\_\_\_\_\_\_\_\_:

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4) \_\_\_\_\_\_\_\_\_\_\_:

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SCENE

\_\_\_\_\_\_\_\_\_\_\_:

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DIALOGUE

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