

Activity 7 - Radio Ad

Time: 20 minutes

Objective: Students begin to create the outline of their radio ad by learning about the different forms of radio ads and power words and phrases.

Step 1: Instruct students to take out the handout called, “Radio Ad Made Simple” and give them 1 minute to read over the first page.

Step 2: In order for students to get ideas for their radio ad, play some model examples of ads and have them discuss why each one was a “prize winning ad”.

- One resource for model ads is: <http://www.radioheardhere.com/funny-ads-2008.htm>
- Good ads to use are:
 - 2008 Ads
 - Left –Right
 - Snow Watch 2
 - 2007 Ads
 - Badonkadonk
 - Songs
 - Direct TV
 - Reverb

Step 3: After students listen to each ad, lead a discussion by asking the cooperatives to discuss in their groups to answer the following question:

- What was their message?
- Did it speak directly to a target group or consumers?
- What power words did they use to deliver their message?
- Did it give a compelling message or offer?
- Did it use music? Humor? Surprise ending?
- What was the context of the ad? (a telephone call between two people, one person talking, people ordering from a fast food restaurant?)
- What did you like about the ad? What did you not like?

Step 4: After the discussion of each ad, give the group time to brainstorm the message and context they may use to complete the performance task, “Why should people join a co-op?”

Radio Ad Made Simple Handout

Rule 1 - Your radio ad needs to effectively communicate your message.

Rule 2 – Keep it Simple! You only have 30 seconds. Don't try to cram too much information into the ad.

- No one will remember a long phone number or web address.
- You can't rely on visuals so you need to capture the listener's attention from the start.
- Your script needs to be crystal clear and not muddled by trying to be "cutesy".
- Your ad needs to hit the mark and get the consumers attention the first time.
- Know your target audience.
- Music works well, but make sure it doesn't overpower your voices and the ad. Make sure your music fits the theme or overall tone of your ad. Don't just use music because it is fun, use it because it fits!

Rule 3 – Your ad needs a beginning, middle and end (just a like a story).

- The beginning establishes content (what are you talking about? Join a co-op)
- The middle delivers the reasons to belong to the cooperative.
- The end asks the audience to act – join a cooperative today!

Rule 4 – Frame your ad in using a context.

- Ground your ad by using a place
 - Two people talking on the phone
 - Contestants on a gameshow
 - A customer at a co-operative business like County Market
 - Aliens from outer space exploring our town

Rule 6 – Use Power Words

- You only have 30 seconds, so every word counts.
- Use strong words that describe

Rule 7 - Review your ad.

Evaluation of Script:

- **Message:** Was your message clear? Does your ad explain why and/or how someone should join a cooperative?
- **Facts and Information:** Are your facts correct? Do you give just the right amount of information? (Not too much or too little)
- **Words Used:** Did you use exciting and powerful descriptive words?
- **Creativity:** Are you grabbing the attention of your audience in some way?

Evaluation of Sound:

- What did your voices sound like? Can you understand everyone? Are the voices or music too loud or too soft?
- Does your music (if you used music) fit the scene?

Insert Radio Ad Tear Sheet