

Activity 2 - Writing the Script

- Time:** 30 - 60 minutes (This time can be all at once, or broken up depending on the day's schedule)
- Objective:** Students will complete the script for their radio ad.
- Step 1:** Instruct the students to take out their Handout from Day 1 – Activity 7: *Radio Ads Made Simple*
- Step 2:** Explain that each group will complete their 30 second radio ad by the end of this time. Tell them that you are the judge of their ad, and they will not be able to record until the ad meets the criteria outlined under Rule 6 on the Radio Ads Made Simple Handout:
- **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?
- Step 3:** Have groups read over the sample ads (1-4) and have them evaluate the ads based on the ads message, facts/information, words used and creativity. Students should also take note (or count) the amount of words used in a 30 second ad so they get an idea of how many words their ad should be.
- Step 4:** Give students time to write out the ad as you walk around to group and help them.
- Step 4:** **Some groups will finish before others.** Here are some options for those groups.
- Option 1:** If your students are in the mac lab during the writing of the script, have teams move to watching the following tutorial on GarageBand:
<http://www.youtube.com/watch?v=HMuQchbJRG0>. Or search on Google, "Garage Band II, Intro Tutorial.
- Note:** If your student computers **cannot** access **YouTube**, you will need to speak with the technology person in the building before today. Another option may be that teacher computers are allowed onto YouTube, if is the case, show all of the students the tutorial on GarageBand before you enter the lab.
- Option 2:** Your co-op could order/purchase the game "Co-opoly" found on the following site: <http://store.toolboxford.org/co-opoly-the-game-of-co-operatives/>. It is nice to have a couple sets of these games for students to play if they complete their tasks before the other students.

30 Second Script Example 1:

Setting: Drill Sergeant addressing a group of Marines

SERGEANT: (in loud Marine-type voice. Older sounding) Marines! I hear that some of you are sneaking off base to attend Beloit Riverfest. Is this true Private?

PRIVATE: (in loud, country sounding voice) Yes Sir!

SERGEANT: And why would you disobey my rules Private?

PRIVATE: Well, in part because of the great music, Sir.

SERGEANT: And what type of music will be there?

PRIVATE: Their headliners are Ted Nugent, KC and the Sunshine Band, Blue Oyster Cult and Diamond Rio, Sir!

SERGEANT: (starting to sound a little interested) Hmmm, and what else is there to do at Beloit Riverfest?

PRIVATE: There's delicious food, 4 music stages and tons of special events, Sir!

SERGEANT: Well Private, I think we should all sneak off base for Beloit Riverfest. Who else is with me?

Sound: Cheers from the troops.

Sounds: Fun, part-type music plays in the background

ANNCR: Why not sneak away? Come to Beloit Riverfest on July 11th through the 14th. Located in beautiful Beloit, Wisconsin. For more information, call 1-800-4-BELOIT or visit beloitriverfest.co

30 Second Script Example 2:

Client: Framingham State College Date: 7/7/04

Title: Procrastinate -- Open House -- Final Description: 30

PROCRASTINATION. IT'S WHAT STOPS YOU FROM GETTING AHEAD. IT'S THE VOICE THAT SAYS, "WAIT UNTIL NEXT YEAR TO GET THAT DEGREE." STRIKE IT FROM YOUR VOCABULARY. FRAMINGHAM STATE COLLEGE'S DIVISION OF GRADUATE AND CONTINUING EDUCATION CAN HELP. OUR UNDERGRAD AND GRADUATE DEGREES, CERTIFICATES, AND ONLINE OPTIONS HELP TURN PROCRASTINATION INTO ACTION. LEARN MORE AT OUR OPEN HOUSE, WEDNESDAY, AUGUST 11TH FROM 4:30-7:30. LOG ONTO CHOOSE-F-S-C DOT ORG. THAT'S CHOOSE-F-S-C DOT ORG.

30 Second Script Example 3:

WANT TO SEE LIVE WITH REGIS?

WANT TO SPEND A FEW DAYS IN THE BIG APPLE?

A COUPLE OF NIGHTS IN A NICE MANHATTAN HOTEL?

MAYBE TAKE IN A BROADWAY SHOW?

WELL, NOW'S YOUR CHANCE! HI – THIS IS THE EXCITING ONE, MIKE

ADDAMS, AND I'LL BRING ONE LUCKY WINNER AND A GUEST TO EXPERIENCE ALL THAT NEW YORK CITY HAS TO OFFER FROM REGIS

PHILBIN TO BROADWAY ENTERTAINMENT!

GO TO MAGIC1067.COM AND CLICK ON CONTESTS! OR FAX ME, THE EXCITING MIKE ADDAMS, AT 617-822-6559.

INCLUDE YOUR NAME, DAY AND EVENING PHONE NUMBER AND BE SURE TO MENTION LIVE WITH REGIS! WE'RE QUALIFYING PEOPLE RIGHT NOW!

COURTESY OF "LIVE WITH REGIS," WEEKDAY MORNINGS AT 9 ON WHDHTV 7 AND [PRICELINE DOT COM](http://PRICELINE.DOT.COM), WHERE YOU NAME YOUR OWN PRICE AND SAVE!

FOR MORE LIVE WITH REGIS FUN, BE SURE TO SET YOUR CLOCK RADIO TO 106.7 AND WAKE UP WITH ME, EXCITING MIKE ADDAMS, ON MORNING MAGIC!

30 Second Script Example 4:

Client: DJ-DASH Spot Title: The Facts TX: :30 Radio

(Enthusiastic, pumped-up female voice over up-beat music bed. Fast-paced read with sense of urgency. British or American accent.)

Hosting a boring party is everyone's nightmare. It usually has something to do with the entertainment.

DJ-DASH understands this.

Dee and Ashwin own DJ-DASH. For 20 years, they've been gettin' guests on the dance floor...and turning nightmares into dream parties.

That's not all.

They know Indian and American music. Whether you want an Eastern or Top 40 feel, DJDASH has the right songs.

To plan THE best event, call DJ-DASH today. 508-414-DASH. 508-414-3274. DJ-DASH. Put the "smash" back in your bash.