

Assignment 3 - Radio is still an important piece of the advertising puzzle. Having the skills to write a short, concise, engaging radio spot is still a necessary skill to have. Attached is the Pandora best practices sheet. Fill out the sheet for your business as the client and create a radio ad. It must be your own work. Create a :30 second radio spot. Write the ad copy, fill out the attached sheet and record the radio spot.

- Read and listen to the following blog page. <https://radio.co/blog/5-easy-steps-to-writing-a-good-radio-ad> and <https://bunnystudio.com/blog/how-to-write-radio-ad-scripts-like-a-pro/>
- Fill out the Pandora Best Practices Sheet
- Write up the ad in a word document
- Record the commercial and submit a Mp3 or Mp4 file

Create a :30 radio ad for your business/organization, fill out the best practices work sheet, following the criteria for writing a radio commercial, write the ad out, record the ad in a MP3 or MP4 file (record on your phone). The expectation is not that the recording is professional or perfect but to provide the experience of writing and recording an ad. This assignment will provide a better understanding of the work that goes into a radio advertisement.

What to turn in: Fill out the Pandora Best Practices sheet completely, write the ad in a word document, record the advertisement. You will upload three items to the link in Blackboard.

(1) Pandora PDF, (2) Word document with the radio ad typed out, (3) MP3 recording of the ad.

Audio Ad Production Best Practices & Commercial Template

Best Practices

Audio messaging is one of the most effective tools on Pandora for building awareness for your product or service and for boosting response. Here are some guidelines for optimizing performance.

1. Objective

- Consider your target audience.
- Determine your desired response.

2. Content

- Describe your value proposition simply and clearly.
- If goal is to elicit a response, provide a clear call to action (click now, tap to call, click for more information, etc).
- Does your brand/product require legal details or a disclaimer? Please include in copy and specify whether or not this part can be read quickly.

3. Tone

- Pandora is an exclusive environment—you will not need to shock the listener.
- Deliver your message in a conversational tone.

4. Length

- Aim for a steady, clear pace; avoid adding language and increasing speed.
- Average copy length should be roughly 40 words for a :15 message, 80 words for a :30 message. Note that individual phone numbers, dollar amounts, and/or website spellings count as words. [Ex., “W W W dot freebie dot com” = 7 words, “\$25.99” = “twenty-five ninety-nine” = 4 words]
- Please read *aloud* to check for length and effectiveness.

5. General

- **All copy must be final.**
- Please provide Pandora with all direction and supporting assets upfront (sample audio/video ads, previous creative). Feel free to make a quick recording (on a cell phone, for example) of how you would like the copy read and include with your template.

Commercial Copy Template

Use this template to provide copy for an audio spot on Pandora:

Voice Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
Voice Age	<input type="checkbox"/> 13-17 <input type="checkbox"/> 18-22 <input type="checkbox"/> 23-27 <input type="checkbox"/> 28-32 <input type="checkbox"/> 33-37 <input type="checkbox"/> 38-42 <input type="checkbox"/> 43-47 <input type="checkbox"/> 48-52 <input type="checkbox"/> 53-57 <input type="checkbox"/> 58-62
Tempo/Tone	<input type="checkbox"/> Soft Sell <input type="checkbox"/> Medium Sell <input type="checkbox"/> Hard Sell
Useful Directional Words	<input type="checkbox"/> Energetic <input type="checkbox"/> Excited <input type="checkbox"/> Celebratory <input type="checkbox"/> Playful <input type="checkbox"/> Fun <input type="checkbox"/> Inviting <input type="checkbox"/> Upbeat <input type="checkbox"/> Cool <input type="checkbox"/> Sassy <input type="checkbox"/> Funny <input type="checkbox"/> Sweet <input type="checkbox"/> Youthful <input type="checkbox"/> Soothing <input type="checkbox"/> Mature <input type="checkbox"/> Conversational <input type="checkbox"/> Laid-back <input type="checkbox"/> Refined <input type="checkbox"/> Classic <input type="checkbox"/> Professional <input type="checkbox"/> Promotional <input type="checkbox"/> Informative <input type="checkbox"/> Sincere <input type="checkbox"/> Sexy <input type="checkbox"/> Secretive <input type="checkbox"/> Emotional <input type="checkbox"/> Slick <input type="checkbox"/> Country <input type="checkbox"/> Rocking <input type="checkbox"/> Hip-Hop <input type="checkbox"/> Accent or dialect? Specify: _____
Ad Copy Script (Note: ~40 words = 15 seconds, ~80 words = 30 seconds)	Please CAPITALIZE words to be emphasized.
Pronunciation Notes	Please include PHONETIC SPELLING or provide reference link Please also note pronunciation of numerals [Ex., \$2.99 = "two ninety-nine" OR "two dollars and ninety-nine cents"] All spelled out in the script above.
Additional Notes & Direction	

I have previously advertised with Pandora and would like to use the same voice talent.

Additional Notes:

I have an example (commercial, video, recording, link, etc.) that Pandora should use as a reference.

Additional Notes:

I have read the final copy aloud to confirm length, tone, and message.

This box must be checked for Pandora to begin production.