

Writing a Radio Commercial



Practice Verbal Communication

Goal:

You must write a 30-second script to advertise a fundraiser for a nonprofit and deliver it. The purpose of this assignment is to practice verbal communication and timing yourself.

Facts:

You must decide several facts for this nonprofit. Brainstorm here:

The nonprofit:

The fundraiser:

The location/ time:

The purpose:

You must then write a script for a radio commercial that advertises this fundraiser. You must include this (above) information while persuading your audience to donate and attend.

Emotions:

Consider how to persuade radio listeners to feel compassion for your nonprofit and take action. Narrow down the feelings you want to convey during this commercial. Consider:

Do you want listeners to feel pity or sympathy toward your charity?

Should listeners be outraged by a certain statistic? a current situation? a problem?

Could the problem this nonprofit tries to solve affect your audience? How?

Call to action:

After you have decided the facts about the event and the emotions you wish to convey, you must create a call to action. A “call to action” is what you want your audience to do after they finish listening to your radio commercial.

Consider: do you want your audience to visit a website? “Like” a Facebook page (that has an invite)?