



**Arts
Centre
Melbourne**

Teachers' Notes

Arts Ads: Creating a Radio Ad

Creating a Radio Ad:

Take a listen to the [this real life radio ad](#). It includes all the relevant information from overleaf, but it is all contained in a well written package that makes the show sound great. It can also be beneficial to include a "call to action" such as "tickets selling fast", "so c'mon treat yourself" or "for the first time on stage".

Radio ad space is purchased in either 15 or 30 second blocks, so challenge your kids to fit as much in, without going over, as possible. In our student courses we'll not enforce the time limit rule the same way Fox, Smooth or 3AW will.

Task before you come:

In pairs, first have students complete the pro forma on the next page, then use that information to write a script that is **50 – 60 words**, advertising your show. You can use the example below for inspiration. Ads can be written for real productions students have seen, school productions or fictitious works.

Note: If you are doing a Curious Incident Arts Ads workshop, please use the information on [this web page](#) to fill in the pro forma.

The areas or performing arts you may choose from include: Music concert, Musical, Opera, Dance, Stand Up Comedy, Play (Drama or Comedy), Magic or Circus.

Ad content	Description
Choose something for the explorer this summer with Erth's	Call to action
Dinosaur Zoo	Producer
Young Imaginations will run wild in this prehistoric journey,	Title
when little dino lovers connect with Erth's monster dinosaur puppets.	Purpose for coming
With opportunities to touch and feed the dinosaurs	About the show
this international theatrical experience	Who it's for
is a truly spectacular event	About the show
January 7 - 19.	Review
Book now at Arts Centre Melbourne	Dates
	Venue and booking



Who is paying for your show?

Producer: _____
(St Brendan's PS presents...)

What is your show called?

Title: _____
(Alice in Wonderland)

What dates is the show on?

Dates: _____
(7 – 9 June 2015)

What time does it start?

Time: _____
(7 pm)

Where is it being held?

Venue: _____
(Arts Centre Melbourne)

Where can I get a ticket?

Outlets: _____
(Ticketmaster)

Who is the show aimed at?

Audience: _____
(Teenagers)

Is anyone helping with money?

Sponsor: _____
(Supported by Lucy's Hair Studio)

What is the show about?

Description:

Anything else? Starring.....featuring.....quotes from script

Reviews.....