



Teachers' Notes

Arts Ads: Creating a Radio Ad

Creating a Radio Ad:

With your students, listen to [this real life radio ad](#). It includes all relevant information about the show, contained in a well written package that makes the show sound great. Note the language being used – exciting, intriguing – delivered in an enticing way.

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.)

Before the excursion:

In pairs, 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 or event. You can use the example below for inspiration. Ads can be written for real productions students have seen, school productions and events, or fictitious works.

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.

An example of how to fit all the information in, using the example Radio Ad provided:

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



Who is paying for your show?

(Producer: ie, St Brendan's Primary School)

What is your show called?

(Title: ie, Alice in Wonderland)

When is your show on?

(Dates)

What time does it start?

(Time)

Where is it being held?

(Venue: ie, Arts Centre Melbourne)

Where can I get a ticket?

(Outlet: ie, Ticketmaster)

Who is the show aimed at?

(Audience: ie, kids, parents)

Is anyone helping pay for it?

(Sponsors: ie, Lucy's Hair Studio)

What is the show about?

(Short description)

Anything else to add? Think about including:

- A review, for example: "Best young performers in Australia right now. 5 stars, The Age"
- A tag line, for example: "We're off to see the Wizard!" (for The Wizard of Oz)
- A call to action, for example: "Hurry, book now!" or "One Night Only!"

Make sure you use persuasive, engaging language that is appropriate to your event.