

Arts Ads

Content Template

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.....

Teachers Notes

Creating a Radio Ad:

Take a listen to the supplied 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, have students write 50 – 60 words to advertise a show with an ad of 50-60 words. Use the example below for inspiration. Ads can be written for real productions students have seen, school productions 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.

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. With opportunities to touch and feed the dinosaurs this international theatrical experience	About the show
is a truly spectacular event.	Review
January 7 - 19.	Dates
Book at Arts Centre Melbourne.	Venue and booking