

Media Studies Elective

Media task 1: Produce a Radio Advertisement using Garageband



Radio is a competitive market. Listeners are quick to change stations or just 'tune out'. Advertisements for particular radio shows must grab the audience's attention through the way they sound and the content they present. They must communicate very clearly and they often repeat key details.

Your task is to produce a 30 second advertisement for:

Option 1: A popular music show with interviews

Option 2: A radio Dr/counsellor talk back show

Option 3: Another kind of show negotiated with the teacher

Your advertisement must:

- Be exactly 30 seconds long
- Include the show's name, time and presenters' names
- Include the station's name (can be fictional or real)
- Include appropriate music and speech

For examples of some of the details you could look at the websites of radio stations and the way they describe their regular shows.

Note: You must submit your planning sheet (other side) with your advertisement

Assessment:

Addressed all criteria	20%
Clarity of information	20%
Appropriateness of music and effects	20%
Use of voice	20%
Wow factor	20%

Due: Week 4 Thurs

Planning sheet:

Name of show:

Time of show:

Type of program:

Target audience:

Appropriate style and mood:

Hosts:

Guests:

Station name:

Features of the show to highlight/mention: