

NAME:

DATE:

BLOCK:

*DESIGN YOUR RADIO STATION'S LOGO HERE*



Radio Station Call Letters:

Radio Station Name:

Radio Station Band:

DJ Name:

Genre:

Show Name:

**Using Microsoft Word write the following copy for your radio station show.**

- Save the work in your network teched folder.
- Remember to follow the 5 Things about broadcast writing.

1. Station Identification
2. Straight Read Commercial
3. Dialog Commercial
4. PSA
5. AP News Story
6. Weather & Traffic Report
7. Introduction to song
8. Play Song

**NAME:**

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**EXAMPLE OF A STRAIGHT -READ COMMERCIAL**

WXYZ

ACCOUNT: MEGA CABLE VISION:

TITLE: BIKE GIVEAWAY

DATE:

LENGTH: 0:30

REMARKS: ENERGETIC

HEY KIDS IF YOU NEED A NEW SET OF WHEELS, KEEP YOUR EYE ON THE CARTOON CHANNEL'S BACK TO SCHOOL SHOWCASE NOW THROUGH SEPTEMBER 25TH. YOU COULD PEDAL AWAY WITH AN AWESOME IS-SPEED CRUISER, COMPLIMENTS OF MEGA CABLEVISION. JUST TUNE IN FOR GREAT BACK TO SCHOOL SPECIALS AND FIND OUT WHERE YOU CAN ENTER TO WIN THE NEW BIKE. NO PURCHASE NECESSARY AND YOU MUST BE UNDER 18 TO WIN! WATCH THE CARTOON CHANNEL NOW THROUGH SEPTEMBER 25TH AND YOU COULD BE A LUCKY WINNER!

**EXAMPLE OF A PSA: FLEA MARKET**

THE CEDAR JUNCTION PTA WILL HOLD A FLEA MARKET THIS SUNDAY IN THE PARKING LOT OF LINCOLN ELEMENTARY SCHOOL. ALL PROCEEDS WILL GO TO THE CEDAR JUNCTION MIDDLE SCHOOL ANNUAL CAMPING TRIP FUND. PLEASE SUPPORT OUR KIDS! ADMISSION IS FREE AND THERE WILL BE PLENTY OF ANTIQUES AND VALUABLES FOR SALE. IF YOU HAVE ANY FURNITURE OR HOUSEHOLD ITEMS YOU DON'T WANT, THE PTA ENCOURAGES YOU TO DONATE THEM. PLEASE CALL 555-6543 FOR DETAILS.

**EXAMPLE OF A MUSICAL COMMERCIAL**

WXYZ

ACCOUNT: MIKE'S MUSIC PALACE

TITLE: CALENDAR

LENGTH: :30

REMARKS: EXCITEMENT

(MUSIC BED IN)

MIKE'S MUSIC PALACE, MAIN STREET, CEDAR JUNCTION WELCOMES THE ORANGUTANS BACK FROM THEIR EUROPEAN TOUR. THEY'LL BE ROCKING THE HOUSE AT MIKE'S EVERY FRIDAY AND SATURDAY NIGHT. AT MIKE'S, ADMISSION IS ONLY FIVE DOLLARS FOR ALL SHOWS AND ALL AGES ARE WELCOME. SUNDAY, MIKE'S PRESENTS HEAVY METAL MAYHEM WITH CEDAR JUNCTION'S OWN BRAIN EATERS FOR A SPECIAL SIX PM SHOW. MONDAY THROUGH WEDNESDAY MIKE'S WELCOMES THE SCREAMING COYOTES TO HOWL UP THEIR UNIQUE BRAND OF ROCK AND SOUL. COMING ON THURSDAY TO MIKES WILL BE THE EXCITING SOUNDS OF THE FLYING BLENDERS. SO COME DOWN TO MIKE'S, THE PLACE WHERE THE ROCK ROLLS IN CEDAR JUNCTION.

(MUSIC BED OUT)