

## **Radio Ad**

*Background:* You and a partner have been asked to create a radio advertisement for Extreme Sports Rentals. The 30- to 60-second ad will highlight the SkyHigh Hang gliders that are now offered as part of the equipment and sports packages from Extreme Sports Rentals.

*Directions:* With a partner, list three goals for your radio ad. You may use the space below to plan your ad. Have your teacher review and approve your goals.

- **1.** Based on your goals, write a script for your radio ad. Include descriptions of audio elements you will include in your ad. Have your teacher review and approve your script.
- **2.** You can record your radio spot on an audiocassette or make a digital recording. Your final radio spot must include:
  - Narration about the new SkyHigh glider rental program at Extreme Sports Rentals. If you completed Activity 7-1, you may refer to the newsletter you designed.
  - Background music for the narration.
- 3. You may create a jingle for the company and include it in your radio ad.



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## **Project Notes**