

## ACTIVITY 6B: STUDENT HANDOUT



### COPY WRITING SUGGESTIONS FOR TELEVISION COMMERCIALS

#### ***Before you write your announcement:***

1. Writing for broadcast is salesmanship — and you can't sell unless you are completely informed about your "product."
2. Your job is to overcome the listener or viewer's apathy — create interest in your story — motivate the listener to do something.

Determine the objective of the total campaign — the specific goals of the radio and TV spots.

List all of the pertinent facts to be included, IN ORDER OF IMPORTANCE.

Decide on the single most important thing you want to say.

Think how you would say it if you were saying it face-to-face to one person — then write it that way.

#### ***After you write your announcement:***

1. Read it aloud. How does it sound? Is it natural or does it sound stilted? Is it believable? Does it sound like someone talking or someone reading?
2. Did you grab the listener's attention in the first few seconds?
3. Did the announcement deliver the main idea quickly? Clearly? Completely? Often enough to stick in the mind?
4. Did you register the key facts about your project or your organization strongly? Did you mention the name at least 3 times in a 60-second spot? At least twice in any shorter spots?
5. Is the information specific enough to get your idea across?
6. Does your announcement maintain interest from beginning to end?

#### ***Thoughts to follow:***

1. GET ATTENTION
2. DEVELOP INTEREST (promise a benefit: how will the listener gain?)
3. DEMONSTRATE (give reasons why listener should do what you want)
4. ASK FOR ACTION (tell the listener where to go, what to do, and when)

#### ***Remember:***

10 second spot has approximately 20 words

20 second spot has approximately 50 words

30 second spot has approximately 75 words

60 second spot has approximately 150 words

Davis, Richard H., Ph. D. *Television and the Aging Audience*. University of Southern California Press, pp. 95-96, Figure 2. (Originally entitled *Copy Writing Suggestions for Public Service Announcements*).