

Radio Workshop

Chiang Mai, Thailand

Radio Production

- Program types - interesting and boring.
 - Interesting: are the ones that grab attention, provide information, build interest, create desire, and make a listener want to become a consumer.

Radio Production

- Boring programs- simply sound like an announcer is reading a newspaper ad on the air. The delivery style can be boring for two reasons: drab delivery of the spoken word can make a program drag, and newspaper ads are generally boring to begin with.

Radio Production

- Christian (missionary) radio is boring! The fact that some programs are still allowed to be dull is indicative of the way we (mis) understand the medium and the audience.
- goal of the radio writer is to create a program that is informative and presents the sponsor in a favorable light while providing a lasting impression.

Radio Production

- Christian programming types
 - Teaching – “reach the reached” generally
 - Ethics based – challenge the unreached with ethical info. Drive time slot, upbeat channel.

Radio Production

– Formulate A Broadcasting Policy.

- Every producer, no matter what size, should come up with a set of guidelines. Included in this policy would be factors such as format, audience lifestyle, listener expectations, demographics, and **station position**. Every program that is broadcast should be written to fit this policy. •

Radio Production

– Know The Facts.

- You can't expect the listener to know something if you don't. Get the facts. Talk to the client and talk to the salesperson who sold the program package. A good program is based on facts, not guesswork. •

– Keep Offers To A Minimum.

- Every program should present only one basic offer. This provides a communicative thrust that states to the listener that the product you are pushing is worth his attention.

Radio Production

– Salesmanship.

- A good writer has a grip on the prospect's emotions.
- As a copy- writer, you should understand the emotions of your listeners.
- Understand buyer motivation and listener self-perception.
- Always think of the consumer when you write. Think of how the product will affect him. Remember: every copywriter is a salesperson.

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Radio Production

– Create Atmosphere.

- What sort of program do you want your message to be?
- What manner of speaking should your announcer use, or your dialogue "players"? This all ties into how you want your listeners to react, and what mood you want to set for them.
- Radio can accomplish almost anything in many different ways.
- Appeal to your listeners' sense of consumerism, and the sponsor's image. •

Radio Production

– Set a memory trap.

- This can be a catchy slogan, different copy lines, sound effects, or music. •
- This is a link to program/sponsor identity with the program. Many programs have won awards for ingenuity and originality but have not been successes--because the audience has a difficult time remembering the program.
- A creative program creates a recognition factor that helps induce sales.

Radio Production

– Try Being Unusual.

- Do not confuse this with being outrageous. Many people often do, and when they are having difficulties trying to be creative and innovative they search their minds for a wild, zany, crazy idea.
- You will find after struggling over your first programs that everything has been done before. When you discover this, do not fret.
- All you have to do is uncover a new angle, a unique approach.
- An unusual program will stand out from the run-of-the-mill because the audience will not hear.

Radio Production

– Use The A I D A Formula.

- Your first task in writing any program is to come up with an angle that will grab attention.
- **Attention, interest, desire, and action.** The four-step formula explains the building blocks of a program.
 - Begin with the attention grabber, the hook; this snares the listener.
 - Next you should build interest--make the listener want to hear more. Create desire.
 - At the very end of the program, close with a call for action. You have explained to the listener why he must have the product; now make him move. .

Radio Production

– Select Your Words With Care.

- The best radio programs are those that sound natural and unrehearsed. Every word should be selected with great care and judged for its sound value. Everything you write should be written for the ear. Your words will be spoken, not read, so every one should be common, easily pronounced, and readily understood.
- Anything more than this will sound like the announcer is rambling, and will probably not be effective in holding listener attention. •

Radio Production

– Use Repetition.

- Repeat the main concept as often as you can throughout the program. The human mind learns best when information is repeatedly drilled into it.
- The objective of the program is to get the listener to remember who the sponsor is and where he is located, so you should supply this information as often as possible.
- This does not mean you should keep repeating the name in a flat, monotonous announcement; you can find many clever ways to work it into your copy so that it sounds natural instead of forced. •

Radio Production

– Write For One Listener.

- Your program will probably be heard by thousands of listeners, but ignore this fact when you sit down and start writing.
- Address your audience as personally as you can, on a one-on-one basis.
- Listeners are primarily concerned with themselves, and will be listening to each program to determine how the advertised product will affect them.
- They do not care how the product will influence the general public, so you should direct your appeal to each individual.

Radio Production

– Clarify Your Appeal.

- Ask yourself how the product (message) you are advertising will satisfy the wants and/or needs of your listeners.
- Will it provide comfort, affection, or prestige? Does it have a solid reputation? Will the product save money or minimize labor?
- Try to match some of these appeals to characteristics about the product, and establish a relationship between them that can be expanded in the basic selling message.
- Keep in mind that your listeners are not dumb, and will probably pick out a faulty relationship or an illogical conclusion.

Radio Production

– Be Natural.

- Everything on the radio should sound natural.
- You cannot force your listeners to go out and patronize a sponsor, so you have to be gently persuasive.
- A natural tone works best in almost every case. If what you have written does not sound natural, start over with new words or an entirely new idea.

Radio Production

– **Keep Copy Conversational.**

- Chances are your listeners are not tuned in to your station so they can hear your programs.
- Most C programs carry with them the stigma that they are unwanted baggage, nuisances that break the flow of the air shift. Your spots should sound enough like regular programming that they seem like a natural part of the broadcast,
- Keep all copy conversational..

Radio Production

– Break Rules If You Have To.

- Do not worry about what your 8th grade grammar teacher will think of you. There are times when misuse of the English language will help you convey your message, so forget the rules you learned.
 - Use incomplete sentences if they fit.
 - Delete verbs if necessary.
 - Avoid adjectives if they say little and serve simply to fill up space.
 - Some of the most successful advertising slogans have included bad grammar; they might have earned some scorn, but this was made up for in business.
 - Remember: people do not always speak with correct grammar, and you are writing for the ear.

Radio Production

– Beware Of Humor.

- Humor can be one of the most effective methods of grabbing attention, keeping it, and communicating a message, but it is not easy.
- Many people have a reputation for being funny because they can hold an audience and tell one joke right after the other. This does not mean, however, that such persons are capable of writing effective, humorous copy.
- Do not assume that something you think is funny will be riotously amusing to your listeners.
- Likewise, do not assume that you are funny just because some people think you are funny.

Radio Production

– Respect The Listener.

- Concentrate on the integrity of your listeners, and try to treat everyone with a little respect.
- Do not insult them by talking down to them.
- Use good taste. If you must use humor, make sure it is genuinely funny and not particularly offensive.
- Cleverness is good in a program, but do not try to be too clever--it may backfire.

Radio Production

– Write And Rewrite.

- You should polish your words until they shine. Everything has room for some improvement; your radio copy is no exception.
- Check to see if there is anything about your program that can be upgraded. If there is, change it.
- Whatever you do, whatever you write, you will have an influence on a large number of listeners. Always write with these listeners in mind.
- Do not write from abstractions, or ridiculous inspirations. Avoid dumb gimmicks--they have their place, but only in moderation.

Radio Production

- **Use personal terms**, rather than nebulous phrases that do not appeal to a listener's emotion.
 - No one should be expected to follow each and every one. In time you will settle into your own pace, discipline, and style.
 - You will come up with your own principles and guidelines. Part of what makes advertising work is the wide variety of styles and approaches that different copywriters work with.
 - Everyone has his or her own method for writing, and it is your own method that will make your individual talent stand out.

Radio Production

- Followup Issues

- 1. What are appropriate ways to get listeners to make contact?
 - Free booklet
 - Prayer requests (Jesus Calls example)
 - Phone call in?
- 2. What about Bibleways materials?
- 3. What about follow-on TEE programs?

Radio Production

– 4. OPTIONS

- Conduct listener rallies on an annual or semi-annual basis. Establish it around some known date so that when it occurs every year, it is something that the listeners look forward to. Have radio voice personalities and featured musicians present. Especially good for youth programs.

– 5. Others?

Radio Production

OPTIONS Pioneer Evang now has TWO NEW ADDITIONS:

- 1. 7 lesson ev set called Good News of J based on Matthew. It covers chronologically from birth to resurrection, giving the invitation after the 7th lesson.
- 2. 8 lesson series called "Beginning a New Life." EACH of these lessons have three things: a brief story, reflective questions, and then the sprtl truths.
- PE is in the process of putting these in about 15 languages this year. Write Wade.Akins@pobox.com to order.