

radio show + psa

show format

- Intro
- Patter
- Announcement (school or community event)
- Contest (with prize)
- PSA (Public Service Announcement)
- Outro

bridges

- Between songs—give song and artist—give fact on song
 - “That song was #3 on iTunes downloads”
 - “That song is featured in the new movie...”
- Try to link song and script
 - “The song (***) by (***) deals with a girl’s messy break up from her boyfriend, so today we are giving you the Top 5 worst ways to break up with your boyfriend or girlfriend.”

public service announcement

- Promote a cause
 - Don't text and drive, Give blood, Don't smoke
 - Can be a parody—No country music, no old people on road
- Interactive
 - Have parts, Create script
- 60 seconds / 1 paragraph
- Open with fact/stat, rhetorical question, imagery
- Finish with tag that gives contact information and organization and maybe catch phrase

National Institute on Alcohol Abuse

- BOY 1: So you're at a party, just hanging out, having a great time. When someone goes...BOY 2: "Hey, I know where we can get some beer."
- BOY 1: ...like you're not already having fun. So you say...
- "No thanks."
- ...to let them know you're not interested – and they go...
- BOY 2: "What's with you? You scared?"
- BOY 1: So, you look at all the others, who also aren't drinking, and you go...
- "Yeah...scared of being like you!" [NATURAL LAUGHTER] thecoolspot.gov. Check it out!
- Brought to you by the Department of Health and Human Services, the National Institutes of Health, and the National Institute on Alcohol Abuse and Alcoholism.

Summer Safety for Pets

- Hi, I'm _____ (your name) and this is _____ (your animal's name, if you include him/her in video) from _____ (your city and state).
- Everybody loves summer, but it can bring some real dangers for our animal friends, including heatstroke and dehydration.
- Here are a few ways to keep your pets and animals safe this summer:
- Give them plenty of fresh water to drink.
Give them a shady place outdoors to get out of the sun, or keep them indoors.
And never, ever leave your pet in the car, whether it's for a minute or a half-hour. It could prove deadly in the summer heat.
- By taking a few precautions and using common sense, this could be your best summer ever with your animal buddy. So let the fun begin – and stay safe!
- This message is brought to you by AnimalNetwork.com, _____ and _____ (repeat your name and names of animals in the video).