

CREATE YOUR OWN RADIO ADVERTISEMENT



For this assignment, you will be working in pairs of two. Your task is to create your own original radio advertisement! This advertisement can be for a product/business that already exists, or you may come up with your own product/business idea. For example, you could create an advertisement for your own restaurant (Billy Bob's Big Burgers) or one for McDonalds. Your options are endless!

Your advertisement will have two components: A script and sound cues. You will work together on a Google Doc to write your script. Your advertisement should be 30 seconds in length. You will need to include at least **FOUR** sound cues throughout your advertisement. You may use more if you want. Of those 4 sound cues, **TWO** of the cues need to be foley.

Examples of foley sound effects can be found here:

https://www.youtube.com/watch?v=UO3N_PRlgX0

Use this website to access free sound cues:

<https://freesound.org/>

One person will be the "voiceover" and will be in charge of being the voice of the advertisement while the other person runs sound cues during your presentation. This means the person in charge of sound effects will have the sound effects ready to go on their computer during the presentation and will insert them when necessary. You will present your advertisement on Zoom with your screen video turned off, so your audience can only hear your advertisement, not see it - as if we are actually listening to the radio!