



CLEAR THE SMOKE

THE BRIEF / RADIO SCRIPT

The Brief: Write a 40 second radio commercial.

'Clear the Smoke' aims to encourage 17 - 24 year olds from across the West Midlands to express their opinions and views about smoking and tobacco industry practices.

We want you to write a 40 second airtime commercial about the negative impact **YOU** think smoking and the tobacco industry has on you and your friends.

How would **YOU** get people to listen? what do **YOU** think will make your friends stop and think?

HOW TO WRITE A RADIO SCRIPT / HINTS AND TIPS

- Formulate a story idea
- Put the "meat" of the story on the bones of your outline. Always keep the limitations of radio in mind. You are writing for listeners, not viewers.
- Include good descriptions of setting, character, and sound effects.
- Put the script into Radio script format. This includes:
- Give your script a title
- Include script cues for: sounds effects, music, dialogue and emotion.

HAPPY WITH YOUR SCRIPT?

Send finished entry as a Word document via email to: deborah.welch@kerrangradio.co.uk
Subject title: Radio Script Competition

Include your name, date of birth, phone number and full address.

CLOSING DATE FOR ENTRIES: 14TH MARCH 2010... Good Luck!