

Oct. 14-18, 2019

Radio 1

-Unit 7: Writing for Radio- Summary: RSR continues. We start our PSA project by beginning to write the script. Students will listen to and read sample PSA's, identify the need within their community, look at radio/web outlets that might play their PSA, write and script.

Monday

- RSR (explain full RSR schedule)
- Return Practice Scripts
- Pass the mic. Perform your first talk-set (over music) to the class.

AND one news story (if you have your script)

Tuesday

- Attendance and Bellwork
- Presentation on PSA's (take notes for FRIDAY's test): what they are for and impact on radio audiences (use the webpage below)...

http://ctb.ku.edu/en/tablecontents/sub_section_main_1065.aspx

- Listen to sample PSAs and Scripts (HB)
- How to Write Your PSA (HB)
- PSA Pitch Form (HB)
- Informal Survey in Lunch Room
- Homework: Pick your topic/identify your audience and need within the community (use PSA Pitch Form)

Wednesday

- Check in homework (above)
- Attendance and Bellwork:
- Presentation on types of PSA's (take notes for FRIDAY's test): examples of typical radio copy-style and appeal techniques (HB). These will mirror commercial copy styles. The style will echo the sensibilities of your target audience/broadcast outlet
- Introduce students to copy format and rules for radio PSA (sample script, what it means). Template on mrolstyn.weebly.com
- Homework: develop premise for your PSA and select the copy-style you will follow (use same PSA Pitch Form)

Thursday

- Attendance and Bellwork:
- RSR
- Check in homework (above)
- Develop your script. Hand written rough draft due at the end of the hour.

- Homework: Type your script in proper PSA/copy format template available on website mrolstyn.weebly.com, Unit
- Test Review Game Show
- Refining the Lead Sentence

Friday

- Attendance and Bellwork:
- Turn in homework (PSA, typed first-draft, above)
- Test, Unit 6/7
- Sample live performances of PSA rough drafts

-Save for SUB

- (5 mins) Attendance
- (16 mins) Watch short film on London Pirate Radio:
<https://vimeo.com/67529194>
- (10 mins) Use the worksheet to answer the questions about the film you just watched
- (5 mins) Watch an episode of This is Radio : Glynn Washington
<https://vimeo.com/93068446>
- (6 mins) Use the worksheet to answer the questions about the film you just watched
- (2 mins) Turn in the worksheet
- (11 mins) Listen to a story from Snap Judgement
<http://snapjudgment.org/get-right-your-god>