

Catherine Kingsbury
Templeton High School
June 27, 2017
CTE Summer Externship

Lesson Plan for Theatre Marketing and Management Class

1. Objective

Students will create a 30 second live copy public service announcement for radio

2. CTE Standards that will be covered

C6.5 Create a public service announcement using two or more production methods materials, such as standard public service announcements

C7.0 Know various media production, communication, and dissemination techniques and methods, including written, oral, visual, and electronic media.

C7.4 Understand the role of audience and market research in promotional planning

3. Student learning outcomes

Student pairs will write scripts for a 30 second live copy PSA for radio for the 15 Year Anniversary Celebration of the Templeton Performing Arts Center.

Students will understand the role of audience and market research in writing a 30 second live copy PSA for radio.

Students will know techniques of media production, communication and dissemination techniques and methods including written, oral and electronic media specifically for a radio spot.

4. Unit Name

Marketing and Promotions for Radio: Writing an effective PSA

5. Timing of Activities (90 minute class period)

Introduction (10 minutes)

Students will pair up and gather their resources and research on radio PSA's that they have completed Pre-Class during the week before.

Teacher will distribute a fact sheet with all pertinent facts pertaining to the 15 Year Anniversary Celebration of the Templeton Performing Arts Center.

Teacher will distribute two resource sheets to students:

Section 7: Preparing Public Service Announcements from the Community Tool Box website from Kentucky University

5 steps that will get your PSA in front of the right audience – with PSA script examples from Media Tracks Communication Services

Teacher will project the assignment on the screen and state it orally:
Student pairs will each write a script for a 30 second live copy PSA for one of the local radio stations they researched.

Activity (50 minutes)

Teacher will project specifics of the PSA assignment on the screen and reiterate orally the instructions for the assignment. These are the aspects of the rubric that the teacher will use to assess the effectiveness of each PSA:

The script must include the details of who, what, when and where of the event. Check your fact sheets.

The script should be 75 words long.

The script needs to include a hook. Check your research on your chosen radio station and your target audience to choose an effective hook for this audience. Check your resource sheets for examples and tips for effectiveness and style.

Check and double check the accuracy of your text using the fact sheet and spellcheck. Include pronunciation notations for any words that may be difficult for a DJ to pronounce.

Read your script to your partner to check for clarity for a listening audience. Do this several times and with several different types of emphasis.

Check again to make sure that your script is focusing on the target audience in tone and content.

Students follow these instructions and write their scripts as Teacher circulates answering questions and clarifying tasks.

Check for Understanding (20 minutes)

One partner from each pair will read their script aloud to the teacher and the class.

Teacher and peers will offer comments and suggestions regarding effectiveness of tone, hook, and clarity.

Pairs will take notes and make amendments to their scripts as necessary.

Conclusion (10 minutes)

Teacher reiterates assessment rubric:

Script contains who, what, when, where of the event

Script is 75 words long

Script includes an effective hook

Accuracy of facts and pronunciation notations

Focus is on target audience of chosen radio station

Text is written in a manner that is clear for a listening audience

Students submit their scripts to the teacher electronically.

Teacher will later assess each script per attached rubric.

Preview for next class:

Each pair group will type up the final copies of their PSA's with cover pages to email to the specific radio stations.

6. Pre-Class Activities

- A. Students will complete market research for the target audience for this PSA for three different local radio stations.
- B. Students will research PSA's on the radio and online for effectiveness and style

7. Class discussion questions

- A. Could someone explain what a "target audience" is in your own words?
- B. Could someone else explain the importance of focusing on a target audience for your PSA?
- C. Could someone rephrase the description I just gave for a "hook"?
- D. Could someone else describe elements of an effective hook?
- E. Could someone else explain the importance of an effective hook?
- F. What are some other possibilities for effective hooks?
- G. What is the difference between "tone" and "style"?
- H. What is the connection between "tone" and "style"?
- I. What is meant by "clarity" for a listening audience, or describe elements of clarity?
- J. The title of our event is 10 words long; explain how you might approach including all of the important elements in the remaining 65 words?

8. Student learning assessment

See attached Rubric

9. Resources/Instructional materials

[keos.org/documents/How to write a radio psa.pdf](http://keos.org/documents/How_to_write_a_radio_psa.pdf)

*Section 7: Preparing Public Service Announcements from the Community Tool Box
Kentucky University website*

mediatracks.com/2017/02/public-service-announcement-example/
*5 steps that will get your PSA in front of the right audience – with PSA
script examples from Media Tracks Communication Service*

Fact Sheet for 15 Year Anniversary Celebration of the Templeton Performing Arts Center

10. Video and Media links

<http://www.kjug.com>
<http://www.kzoz.com>
<http://www.coast1045.com>
<http://www.920kvec.com>
<http://www.krush925.com>

Plus Facebook pages for each station; however, we can't access Facebook at school.

11. Link to industry/job information

<http://www.americangeneralmedia.com/careers>

12. Date planned to use the lesson: Week of October 10 - 13, 2017.

