

**LIGHTS, CAMERA, MEDIA LITERACY!
RADIO SHOW SPONSOR ADVERTISEMENT**

With your group, follow these steps to create one radio sponsor advertisement:

___1) Brainstorm ideas for companies that could have existed in the 1930's.

___2) Choose one of the ideas and create a fictitious company name and company product.

___3) Brainstorm advertising strategies to sell this product.

___4) Pretend this company is sponsoring a radio show from the 1930's.

Individually write a first draft copy for this company's radio advertisement to introduce the radio show "Thoughts on Media."

___5) In your group, share the first draft copies.

___6) Combine the best of all of the drafts to create a script for one group advertisement.

___7) Plan sound effects and music to be used in the advertisement.

___8) Record the voices of all group members interested in being the advertisement's announcer. *(Note: Some voices just sound better electronically than others and it's hard to tell until you record each voice and then listen to them.)*

___9) Choose the group's announcer.

___10) Record the advertisement.