

### 3.01 FBLA Promotional Radio Ad Project

Directions: For this project, you will be a member of a team of students who are members of the Future Business Leaders of America for your school. Your team has been put together to compete in the national FBLA Radio Ad Challenge. Teams from all of the United States will submit an original radio promotional ad to raise awareness of how the FBLA supports students.

Steps:

1. Conduct background research on the FBLA by using the 3.01 FBLA Information Sheet, by reviewing the [FBLA Fact Sheet](#) and by visiting the FBLA website: <http://www.fbla-pbl.org/>.
2. As a team, brainstorm ideas on how to apply the information gathered to create a dynamic script that will be informative and exciting. Think about whom the target market is and what will appeal to them as you brainstorm ideas.
3. Create a script that will support a 90 second radio promotion, approximately 250 words. As you plan, chunk the ad into sections to help organize and maintain a clear progression. One example might be: *15 seconds for the Introduction, 30 seconds for the Detailed Information, 30 seconds for the Advantages/Benefits, and 15 seconds for the Call to Action.*

Consider the following radio script tips as you write:

- Write down key points to help identify what helps your organization stand out.
  - Create a strong opening statement that grabs attention quickly. Such statements are often open-ended.
  - Try to raise a level of curiosity through developing the key points.
  - For a ninety second promo, you should try to mention the name of the organization at least four times.
  - Try to devise a simple way to work contact information into the ad that will be memorable. Often times those listening to a radio ad do not have a pencil.
4. Gather any assets that might be needed for the project: background music, sound effects (such as applause), or any other stock audio that might enhance the project.
  5. Using Audacity, work together to create a plan to record the script. You should try to run through the script in its entirety, but if during the process a member makes an error, do not stop. Just continue the recording by picking up from the spot that was last completed.
  6. Edit the clips after recording to piece together the best version of the finished script.
  7. Add any other assets that need to be a part of the radio ad, such as music or sound effects.
  8. Make any necessary edits to the ad that will enhance the final product, such as: adjusting the volume of the actors or the background music.
  9. Save the file as (Last Name) FBLA Radio Ad as an Audacity file so that it can be reopened later if the ad needs to be modified or enhanced.
  10. Export the ad in the following formats and filenames:
    - a. WAV: (Last Name) WAVFBLA Ad
    - b. MP3: (Last Name) MP3FBLA Ad
    - c. OGG: (Last Name) OGGFBLA Ad
    - d. AIFF: (Last Name) AIFFFBLA Ad