

Produce a Promo

You are to produce a Promo.

Time	You have one week to write and produce a :29 promo.
Topic	You are to hear the nugget in a piece that you have not produced and with which you are not familiar. Your teacher will give you the materials (a script, a couple pieces of tape, an entire short piece and/or an interview) that you are to promote.
Actuality	Use sound as well as copy to explain future programming. No more than one clip of 8 to 12 seconds. Cut a chosen piece of audio as necessary to time.
Copy	You write the copy that grabs the main idea or teases something in a moving way without being confusing. Keep all requirements of the promo and specified time in mind. Select appropriate music. You write the promo and produce the final :29 product which contains 24 seconds of copy and actuality and 5 seconds of music in the clear.

Guidelines for the End-of-Term Promo Project

Time	The promo runs no more than :29.
Topic	You chose a focus for your promo from a broader topic. If there is a news peg, you covered it.
Actuality	You selected a piece of audio that is interesting and fit your focus.
Copy	You have written text that sets up the story and grabs the listener's attention. Your narrative is clear and precise. You have written into your sound bite without repeating the same information. You have written out of your sound bite in an interesting way. You have introduced and effectively covered the program in an accurate and focused way and summarized essential information. You stated when the story will be aired.
Taping	You read your copy clearly with the correct level on mic. You selected the right music to fit the tone of the promo.
Editing	You eliminated unnecessary sounds and cut your actuality in a natural way. Your chosen actuality was edited for punch and clarity. The copy and actuality transition smoothly. Nothing is taken out of context.