

Radio spot



TYPE OF TOOL: **AUDIOVISUAL**



Goals

- ▶ Announce an event
- ▶ Sensitization
- ▶ Behavior Change



Targets

- ▶ General Public
- ▶ Communities



Steps for Creating

A “spot” is an advertisement or announcement, usually 30-seconds to 60-seconds in length, that makes it possible to transmit pertinent messages, in this case via radio, which in Africa is the mostly widely accessed medium.

DESIGN

Write a short text, focusing on the essential message points. Do not hesitate to repeat the key message and/or contact information. Choose a good “jingle,” preferably with a memorably, catchy, tune which captures the key message, to be played at the beginning and end of the spot.

Key points:

If possible, take a look at the radio audience size (share) and groups (however such data is not always easy to obtain). Such data will make it possible to better design and target the campaign. Finally, plan to air this spot several times a day, over a period of several days, for the most effective audience reach.

PRODUCTION

Once the concept and design has been formulated, the production is usually fairly simple. It is advised to call on the services of a professional production house and sound engineer to ensure the highest quality, however, this can also be done in-house if there is a good environment for taping and the required technical know-how (there are several free audio editing software programs available online). Once recorded, the program will be sent to the radio station as either an MP3 or WAV file.



Content

Present the message concisely. Don't try to share too much information at one time. Choose a good “jingle,” preferably with a memorably, catchy, tune which captures the key message, to be played at the beginning and end of the spot.

MESSAGES

Write a short text, focusing on the essential message points that can be easily retained and written in language that is clear, concise and accessible to all audience levels.

Remember this not a speech but a message that if possible evokes strong mental images. For example, “*Saturday, March 3, association X organizes at (Village Name) a cinema-debate session on the theme of Protecting Marine Areas. The event will take place on the square of the village at 20h00. Everyone is invited to attend the movie showing and then join in the debate. Remember the date: Saturday, March 3rd in the central plaza at (Village Name) at 20h00. Protect our environment and our jobs!*”



Distribution (Broadcast)

The broadcast is usually aired on the most listened to commercial radio stations but also on community radio stations which generally have much smaller but very loyal audiences. Prime time airing is usually recommended (early morning, Noon, early evening). The broadcast budget can be high if one chooses to work with several different radio stations. The budget could also include costs for producing the radio spot in different language versions.



Indicators

- Number of spots aired on which radio stations, what days and times.
- Radio station audience share data.
- Budget.

Examples

- IBAP radio spot on Plastic Bags