

# **30 Second Political Radio Ad Script Examples**

## **30 Second Political Radio Ad Script Examples: Mastering the Art of the Concise Campaign Message**

Author: Alexandra Jones, Political Communications Strategist with 15 years of experience developing and executing successful political advertising campaigns, including radio, television, and digital media. Alexandra holds a Master's degree in Political Science from Georgetown University.

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Editor: David Miller, Experienced journalist and editor specializing in political communications and media analysis. David holds a Bachelor's degree in Journalism from Northwestern University.

### Introduction:

Crafting a compelling 30-second political radio ad is a challenging yet crucial task. These short bursts of audio must grab the listener's attention, deliver a clear message, and motivate them to action, all within a tight timeframe. This article explores various methodologies and approaches illustrated through several 30 second political radio ad script examples. Mastering these techniques is vital for a successful political campaign.

### I. The Power of the 30-Second Radio Ad:

The 30-second radio ad remains a potent tool in political campaigns. Its relatively low cost compared to television advertising makes it accessible to a broader range of candidates and campaigns. Moreover, radio's intimate nature fosters a strong connection with the audience, facilitating a deeper engagement with the message. Effectively utilizing 30 second political radio ad script examples allows campaigns to reach geographically dispersed voters, targeting specific demographics through strategic station selection.

### II. Methodologies for Crafting Effective 30 Second Political Radio Ad Script Examples:

Several key methodologies underpin the creation of impactful 30-second political radio ads:

#### A. The Problem/Solution Approach:

This classic approach identifies a prevalent issue concerning voters, clearly articulating the candidate's proposed solution. This requires concise language and impactful storytelling.

#### 30 Second Political Radio Ad Script Example 1 (Problem/Solution):

(Sound of traffic congestion)

Narrator: Tired of sitting in traffic? Our roads are crumbling, and our commutes are costing us time and money. Only candidate Sarah Miller has a comprehensive plan to invest in our infrastructure and alleviate traffic congestion. Vote Sarah Miller for a brighter future. Learn more at [website address].

#### B. The Testimonial Approach:

Leveraging endorsements from respected community members or satisfied constituents adds credibility and emotional weight.

#### 30 Second Political Radio Ad Script Example 2 (Testimonial):

(Sound of upbeat, optimistic music)

Local Business Owner: As a small business owner, I know the importance of strong leadership. Councilman John Davis has consistently supported local businesses, creating jobs and boosting our economy. Vote for John Davis - he's the right choice for our community.

#### C. The Attack Ad (Use with Caution):

While controversial, attack ads can be effective, focusing on a specific policy disagreement or contrasting the candidate's record with their opponent's. However, negative campaigning requires careful consideration and should always be factual and ethical.

#### 30 Second Political Radio Ad Script Example 3 (Attack Ad - Use with caution):

Narrator: Our opponent claims to support small businesses, but their voting record tells a different story. They consistently voted against tax breaks for small businesses, harming our local economy. Vote for [Candidate's name] - a true champion for small businesses.

#### D. The "Meet the Candidate" Approach:

This approach focuses on the candidate's personal story and their connection to the community, aiming to build relatability and trust.

#### 30 Second Political Radio Ad Script Example 4 (Meet the Candidate):

(Sound of gentle, acoustic music)

Candidate: Hi, I'm Mark Johnson, and I'm running for Mayor because I believe in our community. I grew up here, raised my family here, and I want to see it thrive. My plan focuses on improving our schools, creating more jobs, and making our streets safer. Vote Mark Johnson for Mayor.

### III. Essential Elements of Effective 30 Second Political Radio Ad Script Examples:

Regardless of the chosen approach, certain elements are crucial for success:

**Clear Call to Action:** Tell voters what you want them to do (e.g., "Vote for [Candidate's Name] on November 8th").

**Concise and Memorable Slogan:** A catchy slogan improves recall and reinforces the candidate's message.

**Strong Opening:** Grab the listener's attention within the first few seconds.

**Targeted Messaging:** Tailor the message to the specific audience and their concerns.

**Professional Voiceover:** A clear and engaging voice is essential.

**Appropriate Music and Sound Effects:** Use sound strategically to enhance the message and create the desired mood.

#### IV. Testing and Refinement:

Before launching a radio ad campaign, conduct thorough testing with focus groups to gauge the effectiveness of different 30 second political radio ad script examples. This feedback is invaluable for refining the message and maximizing its impact.

#### V. Conclusion:

Mastering the art of the 30-second political radio ad requires a deep understanding of your target audience, a concise and compelling message, and a strategic approach to production. By utilizing these methodologies and incorporating the essential elements discussed above, campaigns can harness the power of radio to connect with voters, build support, and achieve electoral success. Remember to always prioritize ethical and factual messaging in all your 30 second political radio ad script examples.

#### FAQs:

1. How much does a 30-second political radio ad cost? The cost varies widely depending on the market, station, and airtime.
2. What is the best time to run political radio ads? Consider the listening habits of your target audience and schedule ads during peak listening times.
3. How do I measure the effectiveness of my radio ads? Track website traffic, phone calls, and voter turnout to assess the impact.
4. What are some common mistakes to avoid when creating radio ads? Avoid cluttered messaging, unclear calls to action, and overly negative or aggressive tones.
5. Can I use music in my political radio ads? Yes, but choose music that complements the message and target audience. Ensure you have the necessary licensing.
6. How can I target specific demographics with my radio ads? Select radio stations that cater to your target demographic based on their programming and listener profiles.
7. What is the role of a scriptwriter in creating political radio ads? A scriptwriter crafts compelling and concise scripts tailored to the campaign's goals and messaging.
8. How important is the voiceover artist in a radio ad? A professional voiceover artist significantly impacts the ad's overall effectiveness; a clear and engaging voice is essential.
9. Where can I find examples of successful 30-second political radio ads? Search online archives of political campaigns or contact political advertising agencies for examples.

## Related Articles:

1. "The Psychology of Political Advertising: Understanding Voter Response to Radio Ads": Explores the psychological principles behind effective political messaging on radio.
2. "Crafting Compelling Calls to Action in Political Radio Advertising": Focuses on techniques for creating strong calls to action that drive voter engagement.
3. "Targeting Specific Demographics with Radio Ads: A Guide for Political Campaigns": Details strategies for effectively reaching key demographic groups through targeted radio advertising.
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8. "Legal Considerations for Political Radio Advertising: Compliance and Best Practices": Outlines legal requirements and ethical considerations for political radio advertising.
9. "Case Studies in Successful Political Radio Advertising Campaigns": Analyzes successful campaigns and identifies key factors contributing to their effectiveness.

**30 second political radio ad script examples:** Political Communication Robert Mann, David D. Perlmutter, 2011-05-09 A new era of political power has arrived, one in which the social media forces of Facebook, YouTube, and Twitter indisputably play a larger role in the political process. In this revised and expanded edition of *Political Communication: The Manship School Guide*, edited by Robert Mann and David D. Perlmutter, contributors discuss technological changes in the context of studies and techniques that remain unchallenged, resulting in a truly comprehensive manual of the world of political communication. This shift in communication began with Howard Dean's social media interaction between voters and candidates. Later, Barack Obama redefined these techniques during his march to the White House. This intriguing development in political campaigns focuses the impact of social media on political consultation and communication, and this volume provides an up-to-date and peerless guide to the events, methods, technologies, venues, theories, and applications of political dialogues. More than just a how-to primer, this new edition also expertly explains the process behind the political engine. *Political Communication: The Manship School Guide* includes individual essays that tackle the growing myths revolving around politics, such as the political money-monster and the Mr. Smith Goes to Washington--candidate fantasy. Twenty-seven chapters from a variety of contributors -- including academics, journalists, and political professionals -- provide insightful, astute, and critical essays for a deeper understanding of political communication and the many roles the public has played in twenty-first-century politics. With this second edition, *Political Communication: The Manship School Guide* offers readers a valuable resource that clarifies the confusing world of politics.

**30 second political radio ad script examples:** *In Defense of Negativity* John G. Geer, 2008-07-29 Americans tend to see negative campaign ads as just that: negative. Pundits, journalists, voters, and scholars frequently complain that such ads undermine elections and even democratic government itself. But John G. Geer here takes the opposite stance, arguing that when political candidates attack each other, raising doubts about each other's views and qualifications, voters—and the democratic process—benefit. In *In Defense of Negativity*, Geer's study of negative advertising in presidential campaigns from 1960 to 2004, asserts that the proliferating attack ads are far more likely than positive ads to focus on salient political issues, rather than politicians' personal characteristics. Accordingly, the ads enrich the democratic process, providing voters with

relevant and substantial information before they head to the polls. An important and timely contribution to American political discourse, *In Defense of Negativity* concludes that if we want campaigns to grapple with relevant issues and address real problems, negative ads just might be the solution.

**30 second political radio ad script examples: Political Campaigns and Political Advertising** Frank W. Baker, 2009-06-04 Examining political campaigns and political advertising through the analytical lens of media literacy, this well-illustrated and timely handbook guides readers through the maze of blandishments and spin that is the hallmark of the modern political campaign. It dissects the persuasive strategies embedded in the political messages we encounter every day in the media and demonstrates the importance of critical thinking in evaluating media stories. Key concepts of media literacy are applied to political advertising in traditional media (newspapers, television, radio) and on the Internet, the new frontier of the political advertising wars. Dealing with blogs, social networking, user-generated Web sites, and other electronic formats familiar to young voters, this lively introduction to the new world of political messaging appeals to readers' affinity for visual learning as well as their ability to discern messages in text. Unique in applying media literacy concepts to the political context while directly addressing students and general readers, this book not only explains but graphically demonstrates both established techniques of political framing and the new avenues of persuasion being pioneered in digital media. It will also interest viewers who like their political news in traditional media but unconventional formats.

**30 second political radio ad script examples: Model Rules of Professional Conduct** American Bar Association. House of Delegates, Center for Professional Responsibility (American Bar Association), 2007 The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

**30 second political radio ad script examples: Voice Acting For Dummies** David Ciccarelli, Stephanie Ciccarelli, 2013-01-29 Make a career out of your voice? Easy. Voice acting is like acting, but just using your voice! It's a unique career where the actor's voice can be heard worldwide-in commercials, on audiobooks, in animated movies, documentaries, online videos, telephone systems and much, much more. The point is to bring the written word to life with the human voice. With step-by-step explanations and an abundance of examples, *Voice Acting For Dummies* is the ultimate reference for budding voice actors on auditioning, recording, producing voice-overs, and promoting themselves as a voice actor. Creating a voice acting demo Finding your signature voice Interpreting scripts Using audio editing software Promoting your voice acting talents If you're an aspiring voice actor or an actor or singer considering a career transition, *Voice Acting For Dummies* has everything you need to let your voice talents soar.

**30 second political radio ad script examples: Radio Production** Robert McLeish, Jeff Link, 2015-09-16 Radio Production is for professionals and students interested in understanding the radio industry in today's ever-changing world. This book features up-to-date coverage of the purpose and use of radio with detailed coverage of current production techniques in the studio and on location. In addition there is exploration of technological advances, including handheld digital recording devices, the use of digital, analogue and virtual mixing desks and current methods of music storage and playback. Within a global context, the sixth edition also explores American radio by providing an overview of the rules, regulations, and purpose of the Federal Communications Commission. The sixth edition includes: Updated material on new digital recording methods, and the development of outside broadcast techniques, including Smartphone use. The use of social media as news sources,

and an expansion of the station's presence. Global government regulation and journalistic codes of practice. Comprehensive advice on interviewing, phone-ins, news, radio drama, music, and scheduling. This edition is further enhanced by a companion website, featuring examples, exercises, and resources: [www.focalpress.com/cw/mcleish](http://www.focalpress.com/cw/mcleish).

**30 second political radio ad script examples:** *The Real World of American Politics* Chris Koski, Peter Steinberger, 2022-01-11 By putting students in direct touch with the inner workings of the political system, *The Real World of American Politics* provides them with direct, concrete access to the nuts-and-bolts—the real world—of American government. In all the standard areas of American political practice, working documents provide serious insight into the stakes, values, and processes that drive and inform the political system. For example, looking carefully at the text of an actual bill deeply enhances learning about the legislative process, and the strengths and weaknesses of public opinion polling become clearer if a student has an opportunity to examine a real life survey instrument. Organized thematically to reflect the way that many introductory courses are taught, the documents are accompanied by brief, accessible, and informative introductory materials that place them in their proper historical, political, and theoretical contexts. Each section also includes study questions to guide student reading and inquiry. Whether used as the core text or in conjunction with a standard textbook, *The Real World of American Politics* is the only book on the market that takes students inside the political process as it actually unfolds. Features A well-organized and carefully curated volume that includes a wide variety of on-the-ground documents composing a representative selection of raw materials, procedures, and outcomes characteristic of the political process itself. Brief, accessible, and informative introductory discussions that place each document in its proper historical, political, and theoretical context. Carefully chosen study questions, designed both to guide student inquiry and to suggest possible paper topics or exam questions, accompanying each document

**30 second political radio ad script examples:** *Recording Voiceover* Tom Blakemore, 2015-03-12 The only book on the market to specifically address its audience, *Recording Voiceover* is the comprehensive guide for engineers looking to understand the aspects of capturing the spoken word. Discussing all phases of the recording session, *Recording Voiceover* addresses everything from microphone recommendations for voice recording to pre-production considerations, including setting up the studio, working with and directing the voice talent, and strategies for reducing or eliminating distracting noise elements found in human speech. *Recording Voiceover* features in-depth, specific recommendations for recording radio and television commercials, corporate communications, documentaries, tracks for gaming and animation, radio drama, interviews and roundtable discussions. A discussion of the voice in film and television is also included. Special attention is paid to the final release format and its impact on recording strategies. Exploration of using telephone interfaces – including both analogue and digital ISDN, as well as recording across the internet – is included.

**30 second political radio ad script examples:** *The Art of Video Production* Leonard Shyles, 2007-02-09 *The Art of Video Production*, by Leonard Shyles, is a very thorough presentation of the techniques of professional television production, including electronic news-gathering, electronic film production and multicamer outside broadcast work. —MEDIA INTERNATIONAL AUSTRALIA Len Shyles' *The Art of Video Production* is a comprehensive text with descriptions of all of the necessary organizational, aesthetic, and technical elements a student needs to progress from a beginning level to an advanced level in one course. This book presents an over-arching sensibility that links media production with the processes of communication, provides many practical examples, and adds 'industry voices' interviews that do a great job of telling about ways knowledge from the text may be applied in the real world. In short, Shyles's book is a clear and comprehensive text for a complete course in video production. —Barbara Ruth Burke, University of Minnesota, Morris Shyles writes with a clarity and simplicity that is often missing in textbooks. He is able to take complicated concepts and break them down so that anyone can understand them. Shyles adeptly includes not only the 'ancient history' of early television production, but the new frontiers of HD and digital

technology. The book also contains fascinating interviews with industry professionals, which students entering the workforce will find helpful. The Art of Video Production provides an excellent foundation for the video student, both technically and aesthetically. —Rick Ricioppo, Illinois State University, School of Communication The Art of Video Production is a veritable compendium of practical advice, insights, and tips for aspiring videographers. Deftly written, effectively organized... —WISCONSIN BOOKWATCH The Art of Video Production emphasizes the enduring principles and essential skills of the communication process AND the new digital technologies that are necessary for creating effective video content. In this exciting, new book, author Len Shyles updates the latest developments in digital video production, while preserving the fundamentals. In a style that's clear, comprehensive, and brief, The Art of Video Production shows you how to make air-quality television programs—with emphasis on both content and production values—so that you can get your points across. This user-friendly text explains the methods for writing, producing, directing, and editing successful television programs. The Art of Video Production also features six interviews with industry professionals (including network, freelance, and independent producers, directors, writers, and editors), offering practical advice for those planning careers in the field. These Industry Voices speak to the profound shift from analog to digital platforms, and offer invaluable insight about its impact. In addition, The Art of Video Production features: Strong emphasis on audience analysis concepts useful in all phases of the production process In-depth coverage of the nature of the digital shift, and its impact on the convergence of media and telecommunications industries Review questions, exercises, and professional pointers, designed to help you review and retain material Accompanying Instructor's Resource CD-Rom An Instructor's Resource CD contains chapter objectives, suggested activities, test questions, classroom handouts, a list of helpful Web sites, and more!

**30 second political radio ad script examples: Working Mother**, 2002-10 The magazine that helps career moms balance their personal and professional lives.

**30 second political radio ad script examples: The Law of Political Broadcasting and Cablecasting** United States. Federal Communications Commission, 1984

**30 second political radio ad script examples: School, Family, and Community Partnerships** Joyce L. Epstein, Mavis G. Sanders, Steven B. Sheldon, Beth S. Simon, Karen Clark Salinas, Natalie Rodriguez Jansorn, Frances L. Van Voorhis, Cecelia S. Martin, Brenda G. Thomas, Marsha D. Greenfeld, Darcy J. Hutchins, Kenyatta J. Williams, 2018-07-19 Strengthen programs of family and community engagement to promote equity and increase student success! When schools, families, and communities collaborate and share responsibility for students' education, more students succeed in school. Based on 30 years of research and fieldwork, the fourth edition of the bestseller *School, Family, and Community Partnerships: Your Handbook for Action*, presents tools and guidelines to help develop more effective and more equitable programs of family and community engagement. Written by a team of well-known experts, it provides a theory and framework of six types of involvement for action; up-to-date research on school, family, and community collaboration; and new materials for professional development and on-going technical assistance. Readers also will find: Examples of best practices on the six types of involvement from preschools, and elementary, middle, and high schools Checklists, templates, and evaluations to plan goal-linked partnership programs and assess progress CD-ROM with slides and notes for two presentations: A new awareness session to orient colleagues on the major components of a research-based partnership program, and a full One-Day Team Training Workshop to prepare school teams to develop their partnership programs. As a foundational text, this handbook demonstrates a proven approach to implement and sustain inclusive, goal-linked programs of partnership. It shows how a good partnership program is an essential component of good school organization and school improvement for student success. This book will help every district and all schools strengthen and continually improve their programs of family and community engagement.

**30 second political radio ad script examples: Negative Campaigning** Richard R. Lau, Gerald M. Pomper, 2004 Negative campaigning is frequently denounced, but it is not well understood. Who

conducts negative campaigns? Do they work? What is their effect on voter turnout and attitudes toward government? Just in time for an assessment of election 2004, two distinguished political scientists bring us a sophisticated analysis of negative campaigns for the Senate from 1992 to 2002. The results of their study are surprising and challenge conventional wisdom: negative campaigning has dominated relatively few elections over the past dozen years, there is little evidence that it has had a deleterious effect on our political system, and it is not a particularly effective campaign strategy. These analyses bring novel empirical techniques to the study of basic normative questions of democratic theory and practice.

**30 second political radio ad script examples:** *Public Relations Writing* Donald Treadwell, Jill B. Treadwell, 2005-04-19 *Public Relations Writing: Principles in Practice* is a comprehensive core text that guides students from the most basic foundations of public relations writing-research, planning, ethics, organizational culture, law, and design-through the production of actual, effective public relations materials. The Second Edition focuses on identifying and writing public relations messages and examines how public relations messages differ from other messages.

**30 second political radio ad script examples:** *Command Of The Air* General Giulio Douhet, 2014-08-15 In the pantheon of air power spokesmen, Giulio Douhet holds center stage. His writings, more often cited than perhaps actually read, appear as excerpts and aphorisms in the writings of numerous other air power spokesmen, advocates-and critics. Though a highly controversial figure, the very controversy that surrounds him offers to us a testimonial of the value and depth of his work, and the need for airmen today to become familiar with his thought. The progressive development of air power to the point where, today, it is more correct to refer to aerospace power has not outdated the notions of Douhet in the slightest In fact, in many ways, the kinds of technological capabilities that we enjoy as a global air power provider attest to the breadth of his vision. Douhet, together with Hugh "Boom" Trenchard of Great Britain and William "Billy" Mitchell of the United States, is justly recognized as one of the three great spokesmen of the early air power era. This reprint is offered in the spirit of continuing the dialogue that Douhet himself so perceptively began with the first edition of this book, published in 1921. Readers may well find much that they disagree with in this book, but also much that is of enduring value. The vital necessity of Douhet's central vision-that command of the air is all important in modern warfare-has been proven throughout the history of wars in this century, from the fighting over the Somme to the air war over Kuwait and Iraq.

**30 second political radio ad script examples:** *English as a Global Language* David Crystal, 2012-03-29 Written in a detailed and fascinating manner, this book is ideal for general readers interested in the English language.

**30 second political radio ad script examples:** *Campaign Guide for Congressional Candidates and Committees* , 1982

**30 second political radio ad script examples:** *Sophie's World* Jostein Gaarder, 2007-03-20 A page-turning novel that is also an exploration of the great philosophical concepts of Western thought, Jostein Gaarder's *Sophie's World* has fired the imagination of readers all over the world, with more than twenty million copies in print. One day fourteen-year-old Sophie Amundsen comes home from school to find in her mailbox two notes, with one question on each: Who are you? and Where does the world come from? From that irresistible beginning, Sophie becomes obsessed with questions that take her far beyond what she knows of her Norwegian village. Through those letters, she enrolls in a kind of correspondence course, covering Socrates to Sartre, with a mysterious philosopher, while receiving letters addressed to another girl. Who is Hilde? And why does her mail keep turning up? To unravel this riddle, Sophie must use the philosophy she is learning—but the truth turns out to be far more complicated than she could have imagined.

**30 second political radio ad script examples:** *Ask a Manager* Alison Green, 2018-05-01 From the creator of the popular website *Ask a Manager* and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office



because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for *Ask a Manager* “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green's *Ask a Manager* column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “*Ask a Manager* is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

**30 second political radio ad script examples:** Signs and Symbols Adrian Frutiger, 1998 Discusses the elements of a sign, and looks at pictograms, alphabets, calligraphy, monograms, text type, numerical signs, symbols, and trademarks.

**30 second political radio ad script examples:** Cambridge Handbook of Experimental Political Science James N. Druckman, Donald P. Greene, James H. Kuklinski, 2011-06-06 This volume provides the first comprehensive overview of how political scientists have used experiments to transform their field of study.

**30 second political radio ad script examples:** Congressional Record United States. Congress, 1968

**30 second political radio ad script examples:** Hey, Whipple, Squeeze This Luke Sullivan, 2008-04-11 In this new edition of the irreverent, celebrated bestseller, master copywriter Luke Sullivan looks at the history of advertising, from the good, to the bad, to the ugly. Updated to cover online advertising, this edition gives you the best advertising guidance for traditional media and all the possibilities of new media and technologies. You'll learn why bad ads sometimes work, why great ads fail, and how you can balance creative work with the mandate to sell.

**30 second political radio ad script examples:** Crimes Committed by Terrorist Groups Mark S. Hamm, 2011 This is a print on demand edition of a hard to find publication. Examines terrorists' involvement in a variety of crimes ranging from motor vehicle violations, immigration fraud, and mfg. illegal firearms to counterfeiting, armed bank robbery, and smuggling weapons of mass destruction. There are 3 parts: (1) Compares the criminality of internat. jihad groups with domestic right-wing groups. (2) Six case studies of crimes includes trial transcripts, official reports, previous scholarship, and interviews with law enforce. officials and former terrorists are used to explore skills that made crimes possible; or events and lack of skill that the prevented crimes. Includes brief bio. of the terrorists along with descriptions of their org., strategies, and plots. (3) Analysis of the themes in closing arguments of the transcripts in Part 2. Illus.

**30 second political radio ad script examples:** Understanding Media Marshall McLuhan, 2016-09-04 When first published, Marshall McLuhan's *Understanding Media* made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

**30 second political radio ad script examples:** Radio and the Gendered Soundscape Christine Ehrick, 2015-07-23 This book is a history of women's voices on the radio in two of South America's most important early radio markets. It explores what it meant to hear female voices on the radio and asks readers to consider gender in its aural and sonic dimensions.

**30 second political radio ad script examples:** Social Media and Election Campaigns

Gunn Enli, Hallvard Moe, 2017-10-02 This book aims to further the research in the fields of social media and political communication by moving beyond the hype and avoiding the most eye-catching and spectacular cases. It looks at stable democracies without current political turmoil, small countries as well as large continents, and minor political parties as well as major ones. Investigating emerging practices in the United States, Europe, and Australia, both on national and local levels, enables us to grasp contemporary tendencies across different regions and countries. The book provides empirical insights into the diverse uses of different social media for political communication in different societies. Contributors look at the ways in which novel arenas connect with other channels for political communication, and how politicians as well as citizens in general use social media services. Presenting state-of-the-art methodological approaches, drawing on a combination of qualitative and quantitative analyses, the book brings together an interdisciplinary group of researchers in order to address emerging practices of the mediation of politics, campaign communication, and issues of citizenship and democracy as expressed on social media platforms. This book was originally published as a special issue of *Information, Communication & Society*.

**30 second political radio ad script examples:** *The Things They Carried* Tim O'Brien, 2009-10-13 A classic work of American literature that has not stopped changing minds and lives since it burst onto the literary scene, *The Things They Carried* is a ground-breaking meditation on war, memory, imagination, and the redemptive power of storytelling. *The Things They Carried* depicts the men of Alpha Company: Jimmy Cross, Henry Dobbins, Rat Kiley, Mitchell Sanders, Norman Bowker, Kiowa, and the character Tim O'Brien, who has survived his tour in Vietnam to become a father and writer at the age of forty-three. Taught everywhere—from high school classrooms to graduate seminars in creative writing—it has become required reading for any American and continues to challenge readers in their perceptions of fact and fiction, war and peace, courage and fear and longing. *The Things They Carried* won France's prestigious Prix du Meilleur Livre Etranger and the Chicago Tribune Heartland Prize; it was also a finalist for the Pulitzer Prize and the National Book Critics Circle Award.

**30 second political radio ad script examples:** *Community Radio Toolkit*, 2005

**30 second political radio ad script examples:** *Cultural Politics of Emotion* Sara Ahmed, 2014-06-11 Emotions work to define who we are as well as shape what we do and this is no more powerfully at play than in the world of politics. Ahmed considers how emotions keep us invested in relationships of power, and also shows how this use of emotion could be crucial to areas such as feminist and queer politics. Debates on international terrorism, asylum and migration, as well as reconciliation and reparation, are explored through topical case studies. In this book the difficult issues are confronted head on. *The Cultural Politics of Emotion* is in dialogue with recent literature on emotions within gender studies, cultural studies, sociology, psychology and philosophy. Throughout the book, Ahmed develops a theory of how emotions work, and the effects they have on our day-to-day lives. New for this edition A substantial 15,000-word Afterword on 'Emotions and Their Objects' which provides an original contribution to the burgeoning field of affect studies A revised Bibliography Updated throughout.

**30 second political radio ad script examples:** *New Media Campaigns and the Managed Citizen* Philip N. Howard, 2006 A critical assessment of the role that information technologies have come to play in contemporary campaigns.

**30 second political radio ad script examples:** *Mass Communications and the Advertising Industry* Graham Murdock, Noreene Janus, 1985

**30 second political radio ad script examples:** *Practical Journalism* Helen Sissons, 2006-10-19 *Practical Journalism: How to Write News* introduces the beginner to the skills needed to become a journalist in the digital age. The book draws on interviews with dozens of working journalists. They share their thoughts on the profession and we watch them work - selecting stories, carrying out interviews and writing scripts. There are chapters on interviewing, research techniques and news writing. Further chapters cover working in broadcasting and online. Media law and ethics are also included. Most journalists believe they work ethically although few have set rules and

others admit to being pressured to behave underhandedly. This book looks at how journalists can work more ethically and provides a guide for beginners. The book is easy to read. Each chapter concludes with activities and a list of further reading. A glossary of terms is included at the end of the book.

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30-Second Radio Public Service Announcement Script Announcer (V.O.): If you or someone you know is having thoughts of suicide or experiencing a mental health or substance use crisis, ...

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(30-second ad) Can you hear it? The sizzle of a steak on the grill. There's just nothing better! May is National Beef Month, and the South Dakota Farm Bureau would like to give a shout-out to ...

### SAMPLE :30 PUBLIC SERVICE ANNOUNCEMENT SCRIPT

SAMPLE :30 PUBLIC SERVICE ANNOUNCEMENT SCRIPT . Headline: People in [Insert city] are at risk of serious dangers from the flu, but why? Anchor Track: Flu is not just a "bad cold." Did ...

### *LESSON 13: Creating Public Service Announcements for Radio*

public service announcements and provides a variety of 30 to 60 second advertisements on Education, Health, Community, and Safety. They also provide samples of radio ads:

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30-Second Announcer-Read Radio Public Service Announcement Script Sponsor: American Academy of Dermatology Product: Public Service Announcement Topic: Free Skin Cancer ...

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