

## "RADIO PUBLICITY DESIGN AND NARRATION: A PRACTICAL WORKSHOP"

Teacher: Lola Torrent

### PROGRAMME:

#### 1. Real-life radio communication.

##### . Special features of radio language vs language used in other media.

. How to draft a text for the radio.

. The time factor. How to be concise.

. How to make a running order.

. Voice. How to be a good commentator.

##### . The schedule.

. Different programmes, different styles. Where to insert a publicity campaign and what kind of publicity to hire.

. Local disconnections.

. What is the General Media Study used for?

#### 2. Practical publicity drafting depending on the format.

##### . How to draft an advertisement.

The claim.

##### . How to draft and commentate mentions.

##### . How to make a microspace.

##### . How sponsorships work.

Sponsored sections.

Sponsored programmes.

Outdoors.

### 3. Practical activity on subtle publicity-making.

- . How to transmit a good **brand image at the radio**.
- . How to advertise a brand by means of **storytelling**.

### 4. Practical activity on publicity hiring.

- . How long an effective campaign is.
- . How to draft a **publicity order**.
- . Direct hiring and agencies.

### 5. Some remarks on Journalism... vs publicity?

- . Influence of publicity accounts on information treatment. What to negotiate on and how.
- . The thin line between information and publicity. Advantages for advertising customers.

### 6. Online radio and social networks.

- . How to use networks as a multiplying factor in publicity campaigns.
- . What to publish on Facebook and Twitter, and when to do it.

#### **OBJECTIVES:**

The aim of this workshop is to provide students with a practical vision of the radio universe, with a special emphasis on the different possibilities it offers in terms of publicity. It will be based on practical activities on everyday radio functioning, with a view to teaching students how to use different kinds of publicity formats by means of practical exercises, as well as exploring the close links between publicity and information/entertainment radio programmes. Students will see how thin and blurry the theoretical line between publicity and information can be.

#### **ADDRESSED TO:**

Students of the Undergraduate Degree in Publicity and Public Relations, as well as anyone interested in learning how radios work, how programmes are made, how contents are chosen and broadcast, and how publicity is intertwined in radio programming.

#### **METHODS:**

This is a purely practical workshop. Each topic dealt with will include real-life examples (texts from advertisements, scripts, running orders...) and audios from real radio programmes broadcast in real stations. Once students have studied the contents of each unit, they will engage in practical activities through writing exercises that will be carried out in the classroom, or conducting exercises to be done at the Polytechnic School Radio Studio. All classes will include practical exercises. Also, students will be highly encouraged to ask questions and express their concerns and thoughts, in order to have permanent feedback that will allow them to better assimilate the contents.

#### **ASSESSMENT:**

Tailor-made, continuous assessment. Attendance and active participation will be taken into account for final assessment.

PLEASE NOTE: Students will be offered the possibility to attend Onda Cero Alicante radio premises and take turns to watch how a



live programme is made, in order to see for themselves how the concepts learned in the workshop are applied in daily life.

#### HOUR BREAKDOWN

- - From 7 March to 23 May 2016
- - Mondays from 5.30 to 7.30 p.m.
- - 10 sessions
- - 20 hours – 2 CECLEC-ECTS Credits
- - 20 ICE hours

- 7, 14 and 21 March
- 11, 18 and 25 April
- 2, 9, 16 and 23 May

VENUE: A1/1-32P room (Lecture building 1)

PLEASE NOTE.

IN ORDER TO OBTAIN THE COURSE CERTIFICATE, STUDENTS MUST:

- \*ATTEND AT LEAST 80% OF TOTAL COURSE HOURS
- \*HAVE PAID FOR COURSE FEES
- \*PASS TEACHER'S ASSESSMENT TEST
- \*COMPLETE COURSE SATISFACTION SURVEY