

SAMPLE RADIO AD FORMAT

Production Note: Use this to identify elements, which are present throughout the commercial (e.g. All talents speak with a 50's accent).

MUSIC: MUSIC IS ALWAYS CAPITALIZED AND UNDERLINED

SFX: AMBIENT NOISE TYPICAL OF AN OFFICE. THIS IS SOUND EFFECT. WRITTEN IN CAPS.

JACK: Hi my name is Jack. Name is written on the left side. Whatever I say or do is written on this side. I need to call my wife. (Fading off) Where is the phone...

SFX: AMBIENT NOISE IN APARTMENT. TV IS ON. SOUNDS OF DISHES BEING WASHED. THIS IS SOUND EFFECT. WRITTEN IN CAPS.

JILL: I am another character. The same format applies here.

(SFX: LOUD PHONE RING. THIS IS SOUND EFFECT. WRITTEN IN CAPS. INDENTED WHEN WITHIN A SCENE).

JILL: Huh, (PLATES HIT THE FLOOR. SFX WITHIN DIALOGUE WRITTEN HERE). Oh, the phone scared me! Hello?

JACK: Hi Jill. I am going to be late tonight.

MUSIC: SAD INSTRUMENTAL UP AND OUT

ANNCR: I am the announcer. Typically the spokesperson for the product.

