UNIT 4 - Promotion Campaign & Selling

May 16

Essential Question	How do you develop an effective broadcast advertisement?
Class Outline	1) Watch PCTV 2) Tech Project #7 - Audacity Radio Ad • You should have finished your Script last class period. Be sure to practice and time yourself to make sure your Voice Over script is approximately 30 seconds and will fit the ad requirements. After writing the script, attempt to record a track in Audacity to see if you can fit the script into a 30 second radio spot. • Be sure to save your Audacity project. You will be adding music and effects to your ad once you have finished the script. • Check out this site for finding royalty free background music. You can listen to example music and download 30 second clips for your commercial. ○ www.freeplaymusic.com
Notes	None
Homework	None

May 17

Essential Question	How do you develop an effective broadcast advertisement?
Class Outline	1) Watch PCTV 2) Tech Project #7 - Audacity Radio Ad • You should be recording your script by now. Most of you should have your radio voice over recorded by now. Today, we want to add background music, and add some effects to your voice. • Yesterday I had you take a look at the following site. ○ www.freeplaymusic.com • In case you could not figure out how to download the MP3's from this site, take a look at this folder for some sample tracks you could add to your radio spot. You will need to download the file to your computer, and then drag the file into Audacity to add it to your radio ad. **SAMPLE RADIO BACKGROUND MUSIC FOLDER - CLICK HERE!**
Notes	None
Homework	Mr. V will be back tomorrow, I am looking forward to seeing what you have developed for your radio ad over the last three class periods.

May 18 (Early Release)

Essential Question	How do you develop an effective broadcast advertisement?
Class Outline	1) Watch PCTV 2) Tech Project #7 - Audacity Radio Ad • You should be recording your script by now. Most of you should have your radio voice over recorded by now. Today, we want to add background music, and add some effects to your voice. • Yesterday I had you take a look at the following site. ○ www.freeplaymusic.com • In case you could not figure out how to download the MP3's from this site, take a look at this folder for some sample tracks you could add to your radio spot. You will need to download the file to your computer, and then drag the file into Audacity to add it to your radio ad. **SAMPLE RADIO BACKGROUND MUSIC FOLDER - CLICK HERE!**
Notes	None
Homework	None

May 19

Essential Question	How do you develop an effective broadcast advertisement?
Class Outline	1) Watch PCTV 2) Tech Project #7 - Audacity Radio Ad ○ www.freeplaymusic.com **SAMPLE RADIO BACKGROUND MUSIC FOLDER - CLICK HERE!**
Notes	None
Homework	None

May 20

Essential Question	How do you develop an effective broadcast advertisement?
Class Outline	1) Watch PCTV 2) Final Day for Tech Project #7 - Audacity Radio Ad ○ www.freeplaymusic.com

	SAMPLE RADIO BACKGROUND MUSIC FOLDER - CLICK HERE! **3) When you are finished with your project, please EXPORT your radio ad as a WAV file. Upload your WAV file into your Google Drive.**
Notes	**None**
Homework	**Save your Radio Ad as a .WAV file and add it to your Google Folder.**