

BROADCAST ADVERTISING

PURPOSE:

To develop the student's ability to organize facts into an effective broadcast commercial and to, if possible, deliver this commercial under "on the air" conditions.

ENTRIES:

Three (3) per chapter

SPECIFICATIONS:

1. Contestants will receive a "copy" sheet listing various merchandise facts about an item or items, which he or she is to use when preparing a 30-second broadcast commercial. All contestants will receive the same information.
2. Contestants will be given one hour in which to write and practice delivery of their commercial. Time is a factor in this event, so it is important to work rapidly and accurately. Each contestant is to use the copy received as the basis for the commercial. Contestants do not have to use all the copy. Only the information supplied on the fact sheet may be used.
3. As delivery time is an important factor, points will be deducted for commercials which either run under or over the allotted time. It will be the responsibility of each contestant to time himself or herself.
4. Contestants will be assigned a number and will then deliver his or her commercial through a microphone which will be provided. Contestants will be allowed to read their commercial from their own worksheets.
5. It will be the responsibility of each contestant to provide his/her own pencil, paper, dictionary, stopwatch, etc. with which to prepare the copy.

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Competitive Event Rating Sheet

PENALTY INFORMATION:

Deduct two (2) points for each second under 25 seconds.

Deduct five (5) points for each second over 35 seconds.

Contestant is disqualified if under 20 seconds or over 40 seconds.

| <u>Judging Area</u> | <u>Poor</u> | <u>Fair</u> | <u>Good</u> | <u>Excellent</u> | <u>Points</u> |
|--|---|-------------|--------------------|------------------|---|
| 1. Originality – 20 Points | 0-5 | 6-10 | 11-15 | 16-20 | _____ |
| Copy Composition | | | 11-15 | 16-20 | _____ |
| 2. Organization of Presentation – 20 points | 0-5 | 6-10 | | | |
| 3. Use of Sales and product vocabulary/terminology – 20 points | 0-5 | 6-10 | 11-15 | 16-20 | _____ |
| 4. Selling Power of Advertisement 20 points | 0-5 | 6-10 | 11-15 | 16-20 | _____ |
| 5. Execution – 20 points | 0-5 | 6-10 | 11-15 | 16-20 | _____ |
| 6. Time Penalty Record zero if none See point system at top of page | (-15) | (-10) | (-5) | (-0) | _____ |
| Judge Initials | <input style="width: 80px; height: 30px;" type="text"/> | | Total Score | | <input style="width: 80px; height: 30px;" type="text"/> |

NOTE:

In case of a tie, the contestant whose delivery time is closest to 30 seconds will be judged the winner.

JUDGES ARE ENCOURAGED TO MAKE COMMENTS