

## Health Check Radio Guidance Document

### Radio Production

The following radio advertisements provide a selection of templates each targeting a specific audience; male, younger female and older female. A range of tag endings have also been supplied which can be interchanged with the scripts depending on your objectives, your target audience and the most appropriate call to action.

Each of these scripts are written with a 30 second media slot in mind, although the actual finished advert length may obviously vary slightly. If you plan to only use one radio station to broadcast an advertisement then it may be worth speaking to them first about these production processes as they may be able to assist you.

There are a few things to consider in the production of a radio advertisement as follows:

### Voice over

We have provided a guide to the type of voice-over we would recommend e.g. Girl aged 8-12 or woman aged 40+. There are a variety of agencies who are able to supply voice-over artists and it is recommended that you use someone who is accomplished in this area; most agents are able to supply a reel of their previous work which should help in their selection. Cost may also be a factor and most voice-over artists will charge for their studio recording fee per hour together with their usage fee (see following note).

### Sound

Production of the scripts could also benefit from sound design. You have two choices - either to run a bed of music underneath the voice and/or to punctuate the script with appropriate sounds e.g. the click of keys with a laptop or the beeping of a heart monitor etc. Music and sound design should not overpower the voice and therefore the message. The sound /recording studio you use for the production should be able to offer both of these services. In some instances, music selection will also encounter a usage fee (see following note).

### Usage

Both the voice-over and some library music selections will be accompanied by a usage fee. These will depend on the quality of the artist, the library the music is selected from, its popularity and also on the media you have purchased. Most agents will calculate a usage fee based on the number of stations the ad will air on together with the average OTH (opportunity to hear) or reach.

### Clearance

All radio ads need to be cleared for use by the RACC (Commercial radios advertising clearance body) before they appear on air. Speak to your radio station, advertising agency or production house as they should be able to offer assistance about this area.

### Radio station/media selection

The ads should be relevant to the radio station that they are airing on and vice-versa, i.e. if you have booked media on a station which targets ABC1 adults over 45 then the 'male over 50s' script would be more appropriate than the younger female. Also, ask the station to provide demographical information so that you can see their audience make-up and/or the best shows suitable to gain maximum exposure to your key audiences.

