

# Radio Copy Paste

**We have a way with words**

WHAT IS THE BEST WAY TO  
LEARN... **FOR YOU!**

THE  
TRAINING  
ISSUE

#03

DECEMBER

2024

THIS ISSUE BY  
THE NUMBERS:

15 Regulars

2 Features

24 Articles

38 Writing

Prompts

& hundreds  
of ideas!

**TRAINING  
SHOWDOWN:**

**COLLEGE, UNIVERSITY,  
ON THE JOB, or ONLINE...**

**WHICH PATH CAN LEAD TO  
YOUR SUCCESS?**

**RADIO DAYS  
ASIA 2024  
Conference  
Notes & Photos**

**IS IT TIME FOR A  
REALITY CHECK  
IN OUR INDUSTRY?**

**A NEW  
REGULAR  
COLUMN:**

**Writing Ai**

**Prompts, to get  
the best results!**

**FREE COURSES ANYONE CAN DO!  
PLUS SO MUCH MORE INSIDE OUR**

***BUMPER 100 PAGES***

THIS ISSUES **COPY VAULT** CONTENTS: **REAL ESTATE**  
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However, the same cannot be said for most of the images in the magazine. Unless otherwise stated, all images have been created using the websites:

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**Adobe Firefly**  
and **ideogram.ai**

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**THE EDITORIAL TEAM**

# INTRODUCTION

Welcome to our HUGE BUMPER third issue of Radio Copy Paste just under 100 pages!

This issues theme of training and education was obviously something of a hot topic among most readers as we had over 200+ articles submitted.

That was way more than we knew what to do with.

So... we have added a BONUS BITS pdf that you can download too, with extras, more articles and well.. you'll see.

Speaking of this issue: We cover the Radio Days Asia 2024 conference which I went to in Kuala Lumpur, and also a new regular column on the best way to use ai.

Plus all of our regular favourites are back in this issue.

You may have also noticed on our front cover, that we have a new logo, and also a tag line too...

**"We have a way with words."**

Which recieved a tsunami of votes in last issues bonus material section.

On a slight technical note - you may notice some differences between this issue and our previous issues, this is due to some people leaving the editorial team, and new ones coming onboard.

If you would like to contribute to the magazine's next themed issue **CLIENTS**, or if you have the time to join our editorial team, then please do reach out to us via: **allmarketing@radiocopywriters.com**  
We would love to hear from you.

Enjoy this issue.

**EARL PILKINGTON**



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**SEMI-BOLD** text are articles from the front cover.

**HEAVY-BOLD** text are our 2 big Features

Don't forget to download the BONUS BITS - it's full of extras we couldn't fit in this issue!



## FEEDBACK

We received over 120 emails about issue 2. Thanks to everyone who contributed their time and thoughts. To send your feedback, please email us at: [allmarketing@radiocopywriters.com](mailto:allmarketing@radiocopywriters.com)

### **A New Friend**

Great meeting you at the Radio Days Asia Conference, Your magazine has a nice balance of practical advice and more philosophical pieces. Your international perspective throughout the magazine was refreshing too. It's easy to get stuck in our local bubbles and ignore the rest of the world. It's good to know what is going on elsewhere. Thank you for being a voice for copywriters everywhere.

### **Sunil**

*Earl says: Thanks Sunil, it was awesome to chat with you and talk about different radio formats, languages and our content. Hopefully you will find this issue just as interesting, and the write up on the conference too. Cheers and thanks for your warm greeting.*

### **Loving the Second Issue!**

I just finished the second issue, and I have to say, it's better than the first! The layout is visually stunning. I especially loved the theme on using your work time creatively – I have someone who does most of these in my office, so it was a spot-on observation. Keep up the fantastic work!  
**Emily R.**

*Editor: Thankyou Emily, we did work very hard on it – and we will continue to evolve the magazine as we need to. Also I am so sorry that you have someone in your office who does that.*

### **Issue #2 = Great Content**

I wanted to express my deep appreciation for the second issue. The article on OCR was spot on – this is something

I have been trying to get my head around for a while now. I sure am looking forward to the next issue!

### **James T.**

*Editor: Thanks James, glad you liked what you read.*

### **Beautiful Design!**

I'm in love with the design! The colors and images are vibrant and really draw you in (*unlike the cover, which was a bit beige for my taste, let's have something bright on issue 3 please*). The visual prompts section was particularly inspiring. Cheers,  
**Samantha.**

*Editor: Great idea Samantha – as you can see for this issue we went very bright, and thanks for your constructive feedback too.*



### **Engaging Topics**

The article on radio as a time machine coincided perfectly with conversations with my management and also a client. By the way a HUGE thank you for all the articles in issue 1 on mental health awareness, they were especially impactful.

**Michael P.**

*Editor: We are glad that you liked the first and second issues Michael, keep on reading.*

### **Finally Feeling Connected!**

I felt so connected now to our copywriting community, thanks everyone for writing their articles and sharing with us. It's heartwarming to see voices from around the world having a chance to share and shine. Best, **Laural.**

*Editor: You made my day Laural. I am so glad that we have accomplished at least one of our goals for the magazine – to connect radio copywriters all around the world.*

### **Informative & Inspiring!**

Kudos on the second issue! The piece on Choosing the right duration for a script has really motivated me to learn more, try different things, and have some conversations with bookings, and clients about doing things differently.

Keep up the great work!  
Sincerely, **David W.**

*Editor: Awesome to hear David. We aim to give you at least one of those “I need to talk to someone about this” moments in each issue – glad we did that for you.*

### **Love the Diversity!**

I was thrilled to see the large diversity of perspectives in the second issue. The range of voices and experiences shared made for a rich reading experience. Next issue due date?

Warmly, **Carlos M.**

*Editor: Carlos – it's out now! No seriously – we aim for every three months. Last issue was a week late due to workloads of everyone on the team – but we will try to be out tri-monthly in the first week of the final month. And thanks for your comments too.*

### **Excited for What's Next!**

I just finished the second issue, the topics you covered were fascinating, and the writing was, well, *well written*. I can't wait to see what you have in store for us next!

Cheers, **Nina S.**

*Editor: Thank you Nina for feedback.*

### **A Personal Touch**

I wanted to share how much I appreciated your magazine, I was particularly touched and provoked into having a conversation with our station manager about the 'writings on the wall' article. Thank you for creating such a relatable magazine, long overdue!

Best, **Oli J.**

*Editor: Thanks Oli – I hope you find even more content that is relevant in this issue.*

### **A Waste of Time?**

As a sales rep, I use Ai to help write my clients scripts. Or I farm out my work to a

freelancer if I have too much to do. Our station has never had a copywriter, and I don't think we need one, so a whole magazine devoted to copywriting seems pointless to me... but in saying that, you did have some good ideas in Issue 1 and 2, and on your websites free e-books, all downloaded and on my laptop.

**D.I.**

*Editor: Okay 'D.I.' so you didn't like the magazine, yet downloaded the free e-books and took some of the ideas in the 2 issues of the magazine... Hmm*

### **Counting Your Words**

Thanks for the Wordcount Guide for ad lengths. I've never used one, and instead counted syllables – I have tried this for the first time, and it works for me.

Cheers, **Dee.**

*Editor: Dee, thanks for the feedback, I will reach out to you about counting syllables for scripts – interesting that you wanted to change it up – thanks for your feedback.*

### **The Hungry, Hungry Reader**

The recipes were a delightful addition to your magazine. Nice to see some personality alongside the professional content, and I even tried the egg sandwich, tasty as!

I plan to contributing some recipes soon for you to use, just after I finish my lunch.

Thanks, **Chloe. C**

*Editors: Looking forward to trying out your recipes Chloe.*

**<END>**



## WHY TRAINING TO WORK IN RADIO COPYWRITING IS SO UNIQUE

By Earl Pilkington

Training for, and learning about radio copywriting is not as simple as finding the right course, doing the right degree, or finding the institution or online site to learn from.

Why?

Because your job, or any job within radio requires different skill sets - and copywriting for radio is one of the most diverse skill sets (next to an engineer) that we can think of - although we are biased.

Now not everyone will have access to all these types of training and educational opportunities - that's why in this issue we have broken down a fairly comprehensive list of the type of training out there - so may you will be able

to find the right one for you - or at least going into one of these - you will know what to expect.

The big problem with trying to learn radio copywriting - is - what is out there right now!

Most courses on Copywriting do not even cover radio (take it from me - I have read many, many books on copywriting, and done many courses which never even mention radio), it is frustrating.

In my experience of over 40 years in media has been that I have seen very few radio copywriting courses on offer.

Why?

Because (I feel) that most places don't take radio, and

radio copywriting seriously - Yes I did just say that...

It is my experience when I have bought it up with different institutions or organisations, authors, online course runners, etc. That they say - 'surely what we have covers that?' - and I have to say to them - NO! No it doesn't!

So how do we tackle this?

We could just rant and rave about it - but that hasn't gotten me anywhere in the past 20 years, so instead...

We need to be proactive, and point people in the direction that the industry wants and needs.

Here are some key aspects that



make radio copywriting unique compared to other forms of copywriting, and why we need dedicated courses to cover it:

### 1. Audio-Only Medium:

Radio copywriting relies solely on sound, without any visual elements.

This requires writers to create vivid imagery and to engage listeners using only words, sound effects, and music.

### 2. Time constraints:

Radio ads typically have strict time limits (usually 30 or 60 seconds), forcing copywriters to be extremely concise while still delivering impactful messages.

My copywriting mentor would say: *“Every word matters when writing copy, but even more so when writing radio commercial scripts.”*

### 3. Conversational tone:

Radio copy needs to sound natural and conversational when spoken aloud from a written script.

This requires a different skill set than writing for print or even for digital copy.

### 4. Focus on benefits:

Radio copywriting really does emphasize “what’s in it for me”, ie: the person listening.

It needs to quickly impart the benefits of the product or service.

### 5. Simple language:

Radio copy must use simple, easily understood words.

“

*We could just rant and rave, but that hasn’t gotten me anywhere in the past 20 years.*

”

This of course depends on your station and format, but in the majority of cases you need to ditch big words, or words that people won’t know, or you will have to waste words trying to explain them to the listener.

### 6. Local flavour:

For local radio stations, copywriters often need to really understand and incorporate local culture, slang, and subtle nuances to connect with their audience effectively.

### 7. Immediate impact:

Radio ads need to grab listeners attention quickly and make an immediate impression, as they can easily tune out or change stations.

### 8. Repetition & memorability:

Due to the fleeting nature of a radio message, copywriters use techniques like repetition, rhymes, or jingles to make messages stick, making them more memorable.

### 9. Adaptation to Programming Needs:

Local Radio copywriters need to be aware of the station’s programming format and content to create ads that fit seamlessly within the overall

listening experience.

Its no good having a hard sell, heavy hitting commercial on a soft music radio station - it will jar listeners and make them turn off, or worse, switch to another station.

### 10. Collaboration with voice talent:

Radio copywriters often need to consider how their words will be interpreted and also delivered by voice actors or radio personalities.

These unique aspects make radio copywriting a highly specialized skill that requires a deep understanding of the medium, the talent, and its audience.

Learning how to operate within the scope of each of these is what we do and do well.

But learning to do better, well, that’s what this issue is all about.

So join us on a journey into education, training, and more as we explore the world of Radio Copywriting.

<ENDS>



# What type of **LEARNER** are you?

## **TAKE OUR 7 QUESTION QUIZ TO LEARN WHAT TYPE OF LEARNING STYLE SUITS YOU BEST**

### **1. When learning a new radio copywriting technique, you prefer to:**

- A) Study diagrams or watch video tutorials demonstrating the technique.
- B) Listen to audio explanations or discuss it with others.
- C) Try it out yourself or participate in a hands-on workshop.
- D) Read detailed written explanations and examples.

### **2. To remember key copywriting formulas, you find it most effective to:**

- A) Create visual diagrams or mind maps.
- B) Repeat them out loud or create memorable jingles.
- C) Act them out or use physical gestures to represent each step.
- D) Write them down and review your notes.



**3. When brainstorming ideas for a radio ad, you tend to:**

- A) Sketch out visual representations of your ideas.
- B) Talk through your ideas with others or record yourself speaking.
- C) Use props or act out scenarios to generate concepts.
- D) Create written lists or outlines.

**4. To improve your script timing, you prefer to:**

- A) Watch video tutorials on pacing and timing
- B) Listen to a recorded version of your script or practice reading aloud.
- C) Use a stopwatch and physically rehearse the script.
- D) Study already written scripts and their time logs.

**5. When receiving feedback on your copy, you find it most helpful when:**

- A) It's provided with visual examples or marked-up scripts.
- B) You can discuss it verbally and ask questions.
- C) The reviewer demonstrates the changes they suggest.
- D) It's provided in detailed written form.

**6. To understand your target audience better, you prefer to:**

- A) Analyse visual representations of demographic data.
- B) Listen to recordings of focus groups or interviews.
- C) Attend live events or observe people in relevant settings.
- D) Read market research reports and audience profiles.

**7. When learning about new products or services to advertise, you:**

- A) Prefer to see product demonstrations or infographics.
- B) Like to hear testimonials or verbal product descriptions.
- C) Want to try the product yourself or see it in action.
- D) Prefer to read detailed product descriptions and specifications.

## Scoring

Count how many of each letter you selected:

**Mostly A's: Visual Learner**

**Mostly B's: Auditory Learner**

**Mostly C's: Kinesthetic Learner**

**Mostly D's: Reading/Writing Learner**

Understanding your learning style can help you tailor your approach to mastering radio copywriting:

- Visual learners may benefit from visual aids, diagrams, and video tutorials.
- Auditory learners can focus on listening exercises, discussions, and audio resources.
- Kinesthetic learners should seek hands-on practice, interactive workshops, and experiential learning.
- Reading/Writing learners can utilize written resources, take detailed notes, and engage in written analysis of copy.

Remember, many people have a mix of learning styles.

By identifying **your** strongest potential preferences you can use them to your advantage, while also working to develop skills in other areas for a well-rounded approach to copywriting.

In the next couple of pages we will look at how you can unlock that potential.

Want to learn something fast? We suggest that uncovering your learning style is a HUGE advantage if this is the case.

By knowing your dominate learning style you can lean on that, and do a dive into research using that style and come out the other end with a high degree of knowledge with very little in the way of stress. Always a plus!



## UNLOCKING YOUR COPYWRITING POTENTIAL BY HARNESSING YOUR LEARNING STYLE

By recognizing how you best absorb and process the information you are trying to learn, you can tailor your approach to skill development and create more impactful copy.

Let's explore how identifying your learning style can help to revolutionize your copywriting career.

### The Power of Self-Awareness

Knowing your preferred learning style is like having a roadmap to personal growth.

Copywriters who understand their own strengths and weaknesses can strategically approach their skill development, leading to more efficient learning and improved results.

### Visual Learners: Seeing is Believing

If you're a visual learner, you thrive on images, diagrams, and visual representations.

To enhance your copywriting skills:

- Create mind maps for brainstorming ideas.
- Use color-coding to organize information.
- Study infographics and visual ads for inspiration.
- Fill your office or cubicle wall with charts, posters, and details that are relevant to what you write and how you write it.

Visual learners can excel in creating visually appealing layouts and incorporating compelling imagery into their copy.

### Auditory Learners: Tune In to Success

Auditory learners absorb their information best through sound and speech.

To leverage this style:

- Listen to copywriting podcasts and audiobooks.
- Attend webinars and virtual workshops.
- Read your copy aloud to refine its flow and rhythm.

Auditory learners often excel in writing conversational copy and creating engaging scripts for audio or video content.

### Kinesthetic Learners: Hands-On Approach

If you learn best by doing, you're likely a kinesthetic learner.



To improve your skills:

- Practice rewriting existing ads.
- Participate in interactive copywriting exercises.
- Experiment with different writing techniques and formats.

Kinesthetic learners often excel in creating experiential copy that engages the reader's senses.

### **Reading/Writing Learners: The Power of Words**

Prefer the written word?

Enhance your skills by:

- Keeping a copywriting journal.
- Analyzing successful copy from various sources.
- Writing daily, even if it's just for practice.

Reading/writing learners often excel in crafting detailed, informative copy and long-form content.

### **Adapting Your Environment**

Once you've identified your learning style, adapt your work environment to support it.

Visual learners might benefit from a vision board, while auditory learners could use noise-cancelling headphones to focus on podcasts or their own voice while writing.

### **Embracing Diversity in Learning**

While it's important to leverage your dominant learning style, don't neglect other approaches.

“

Knowing your preferred learning style is like having a roadmap to personal growth.

”

Embracing diverse learning methods can make you a more versatile copywriter.

For example, if you are primarily a visual learner, challenge yourself to incorporate auditory learning techniques to broaden your skill set.

### **Continuous Improvement**

The world of copywriting is ever evolving, and continuous learning is crucial for success.

Understanding your learning style, can make you more effectively:

- Stay updated on industry trends.
- Adapt to new platforms and technologies.
- Refine your copywriting techniques.

Remember, the goal is not just to accommodate your preferences but to push beyond them, expanding your capabilities as a copywriter.

### **Measuring Success**

As you apply your new understanding of your learning style to your copywriting practice, track your progress.

You will soon notice some improvements in:

- The speed at which you generate ideas.
- The quality and the persuasiveness of your copy.
- And your ability to connect with more diverse audiences.

### **In Conclusion**

Understanding your learning style is a powerful tool in your copywriting arsenal.

By aligning your developing skills with your natural preferences, you can really accelerate your growth and produce more effective, engaging copy.

However, don't be afraid to step out of your comfort zone and explore other learning methods.

Continuously adapt and grow, leveraging your strengths while improving your weaknesses.

By understanding how you learn best, you'll be better equipped to understand and reach your readers, creating copy that truly resonates and drives results.

<END>

# RADIO COPYWRITERS AFFIRMATIONS



I ATTRACT

OPPORTUNITIES THAT ALIGN

WITH MY WRITING ASPIRATIONS

**Every day when I write, my skill improves and evolves.**

I find joy in the act of writing, regardless of the outcome.

**I celebrate my achievements, both big and small, in my writing journey.**

I am a compelling storyteller, and my voice resonates with listeners.

**I embrace my unique style and trust in my creative instincts.**

My ideas are valuable, and I share them confidently.

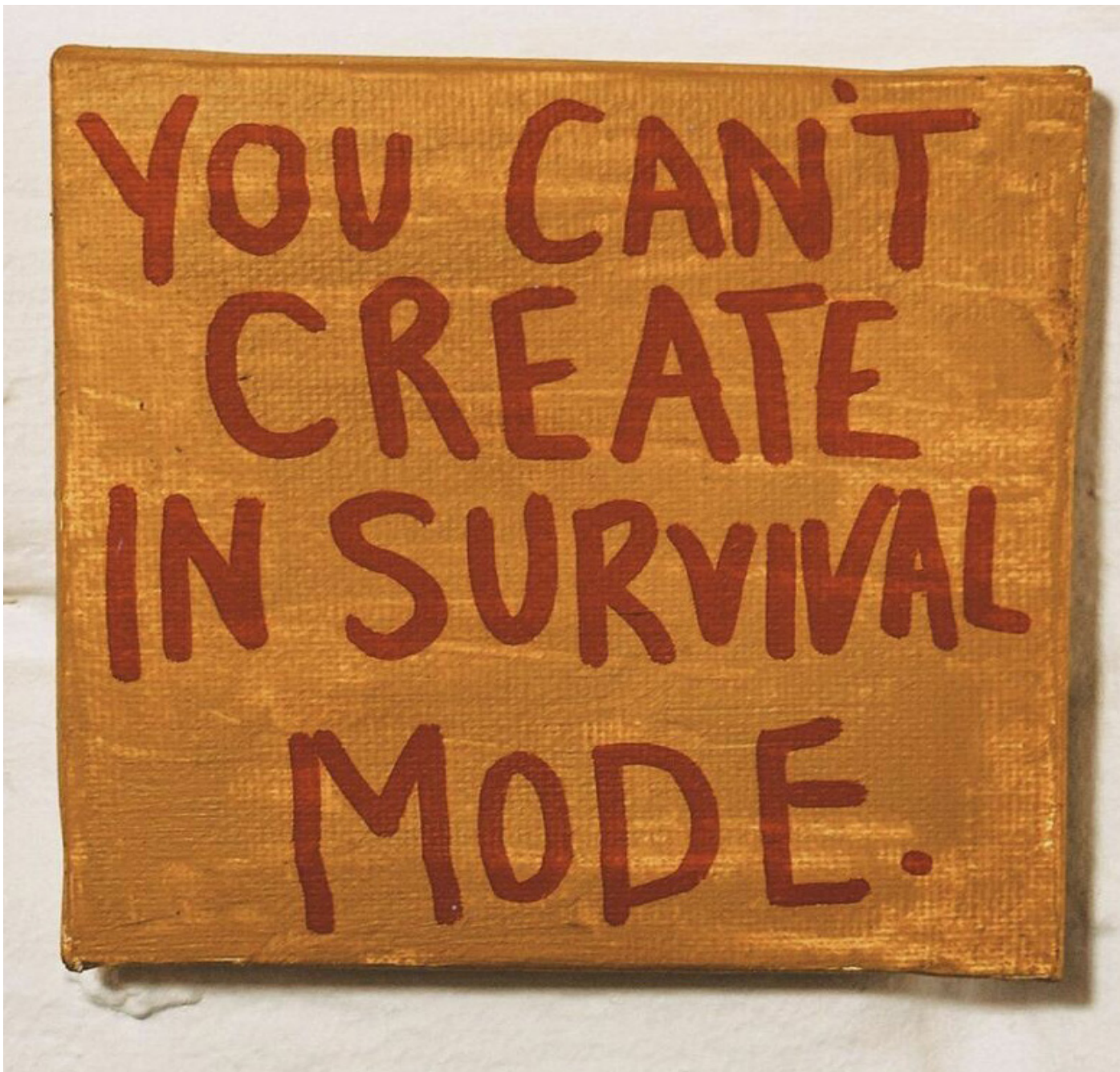
**I am dedicated to honing my craft and improving with every script I write.**

I find joy in the process of creating engaging content for radio.

**I am resilient, and I learn from every challenge I face in my writing journey.**

My words have the power to evoke emotions and spark conversations.





**I am open to feedback and use it to grow as a copywriter.**

My passion for radio storytelling help me to tell the story that the client needs to survive.

**My creativity flows effortlessly, allowing me to produce captivating segments.**

I am part of a vibrant community of writers and broadcasters who support each other.

**I trust that my voice matters and that someone is waiting to hear what I have to say.**

I approach each writing session with enthusiasm and a positive mindset.

**I have the skills and knowledge to create impactful radio content.**

Every day, I become more confident in my abilities as a writer for radio.

**I embrace the uniqueness of radio as a medium for storytelling.**

My passion for radio fuels my creativity and drives me to excel.



**I AM COMMITTED**

**TO MY DAILY**

**WRITING**

**GOALS**

**NO**

**MATTER**

**HOW**

**BIG**

**OR SMALL**

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MY WORDS HAVE THE  
POWER

*to inspire*

*and*

*to connect*

WITH CLIENTS &  
WITH LISTENERS

---

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**T I P**

USE A  
'THEN AND NOW'  
EXAMPLE



WHEN YOU ARE EDITING...

KEEP YOUR EYES ON THE

S T A R S

AND YOUR FEET ON THE GROUND

ITS NOT THE STARS THAT ARE IMPORTANT,  
IT IS THE DISTANCE BETWEEN THEM,  
AND WHAT IS AROUND THEM THAT MATTERS MOST!

[www.RadioCopywriters.com](http://www.RadioCopywriters.com)



## FIRST... YOU MUST BELIEVE THAT YOU ARE A WRITER

By Earl Pilkington

Whether you're drafting emails, creating content for social media, or crafting marketing materials, you're engaging in the art of writing, more specifically you are a copywriter, who is copywriting.

As David Ogilvy, the father of advertising, once said, "If you can't write, you can't sell."

Let's explore how to elevate your copywriting skills from novice to pro.

### Embrace Your Inner Writer

Many people shy away from the label "writer," but if you communicate through words in any capacity, you are indeed a writer.

From jotting down to-do lists

to composing project plans, writing is an integral part of your professional life.

The key is to recognize this and then investing time and money into honing that skillset.

### The Foundation: Solid Writing Skills

At its core, radio copywriting is inseparable from good writing.

While AI tools like ChatGPT can assist, they cannot replace the nuanced understanding and creativity of a skilled human writer.

I urge you to focus on developing clarity, conciseness, and precision in your writing.

Practice simplifying complex

ideas and finding your unique voice (more on this later).

### Self-Education: The Writer's Journey

To improve your craft, I firmly believe that you should immerse yourself in the wisdom of those who have mastered it.

Consider these essential reads:

**"On Writing Well"**  
by William Zinsser

**"The Copywriter's Handbook"**  
by Robert Bly

**"Hey, Whipple, Squeeze This"**  
by Luke Sullivan

And also complementing your reading with online courses

from platforms like Udemy or Coursera.

Look for courses that focus on developing exceptional writing skills and mastering the art of copywriting, now a lot of these won't be radio specific - but they give you a firm grounding to launch yourself from.

### **Understanding Your Audience: The Key to Effective Communication**

As Jack Lynch, a renowned grammar expert, emphasizes, "The key to all good writing is understanding your audience."

Tailor your language, tone, and style to suit your readers' expectations, much like choosing appropriate attire for different occasions.

### **The Mindset Shift: From Job-Seeker to Script-Server**

Depending upon your work situation (you may just get handed a handful of copybriefs each day, or have to put your hand up for the ones you want) approach each writing task as an opportunity to serve the script (or the message) in a unique way.

By approaching the task like this, you can achieve more authentic and effective writing.

### **Developing Empathy and Emotional Intelligence**

Great copywriters can harness emotions and translate them into words. Better radio copywriters can focus this into sound!

“

*IF YOU CAN'T WRITE,  
YOU CAN'T SELL.*

”

*David Ogilvy*

understand that people make purchasing decisions based on emotions rather than logic.

Cultivate empathy, step into your audience's shoes and address their pain points.

### **The Power of Research**

Successful copywriting often begins with thorough research.

Dive into whitepapers, case studies, old campaigns, and product details to gain a comprehensive understanding of your subject matter.

This knowledge will enable you to craft more compelling and persuasive copy.

### **Continuous Learning and Growth**

The journey to mastering copywriting is an ongoing one.

Stay current with industry trends, study successful or award winning campaigns, and be open to feedback.

Consider investing in specialized copywriting courses or workshops to refine your skills further.

### **Embracing the Hustle**

Remember, success in copywriting doesn't happen overnight.

It requires patience, persistence, and a willingness to learn from failures.

As the saying goes, it takes about 10,000 hours to master a skill.

Enjoy the journey and really celebrate each milestone along the way.

Radio Copywriting is a powerful skill that can open doors to lucrative opportunities and creative fulfillment.

By embracing continuous learning, understanding your audience, then honing your craft, you can transform from a novice writer to a radio copywriting pro.

As you embark on this journey, remember the words of Gary Vaynerchuk: 'develop self-awareness, enjoy the process, and let your passion for writing shine through in every word you craft.'

<ENDS>





## WRITING RADIO ADS FOR DIFFERENT FORMATS

Writing effective radio ads requires an understanding of the unique characteristics of the different station formats you are writing for (*note these are not clichés but almost could be!*).

Here are key tips:

### General Principles:

1. Write for the ear, not the eye. Use simple language and short sentences.
2. Be concise. Every word counts in radio scripts.
3. Create vivid imagery through descriptive language.
4. Use active voice and present tense to maintain energy.
5. Read your scripts aloud to check flow and timing.
6. Include a clear call-to-action (CTA).
7. Aim for 75-85 words for a 30-second spot, and 150-

170 words for a 60-second spot.

Now onto major radio formats:

### Top 40 / Contemporary Hit Radio (CHR)

- Use energetic, upbeat language that matches the station's vibe.
- Keep the message simple and easy to grasp quickly.
- Incorporate current slang or trendy phrases, but don't overdo it.
- Consider using a jingle or catchy sound effect to stand out.

Example: "Ready to level up your style game? Hit up Fashion Now's epic summer sale! Score major discounts on the hottest brands. Don't sleep on this deal – visit Fashion Now dot com today!"

### Adult Contemporary (AC)

- Use a warm, friendly tone that appeals to the station's adult audience.
- Focus on lifestyle benefits and emotional connections.
- Incorporate relatable scenarios or mini-stories.
- Balance professionalism with approachability.

Example: "Remember when family dinners weren't rushed? Bring back those moments with Home Chef meal kits.

*Delicious, easy recipes delivered to your door.*

*More time for what matters.*

*Try Home Chef today and get 50 percent off your first order."*

### News/Talk Radio

- Present information clearly and concisely.
- Use a more formal tone, but avoid being overly stiff.

- Include relevant statistics or expert opinions to build credibility.
- Address current events or local issues when appropriate.

Example: *“In today’s uncertain economy, protecting your assets is crucial. At Secure Invest, our team of certified financial advisors has helped clients navigate market volatility for over 30 years. Schedule your free consultation at Secure Invest dot com.”*

### Country Radio

- Incorporate storytelling elements that resonate with country listeners.
- Use down-to-earth, folksy language without resorting to stereotypes.
- Highlight traditional values like family, hard work, and community.
- Consider using country music-inspired sound effects or jingles.

Example: *“When the work’s done and the sun’s settin’, there’s nothin’ better than gatherin’ ‘round the table with family. At Country Kitchen, we serve up home-style just like Grandma used to make. Your table’s waitin’.”*

### Urban/Hip-Hop

- Use language and cultural references that resonate with the urban audience.
- Incorporate rhythm and wordplay into your script.
- Stay authentic – avoid forced or inauthentic attempts at “urban” speak.

- Consider using hip-hop artists or local influencers for endorsements.

Example: *“Step up your game with Fresh Kicks. We’ve got the hottest sneakers droppin’ daily. Limited editions, exclusive collabs – all at prices that won’t break the bank. Don’t get left behind. Fresh Kicks – where style meets the streets.”*

### Classic Rock Radio

- Appeal to nostalgia and the enduring appeal of classic rock.
- Use references to iconic songs, artists, or eras that resonate with listeners.
- Adopt a slightly edgier tone compared to other formats.
- Consider using classic rock-inspired sound effects or music beds.

Example: *“Remember when rock ruled the airwaves? Relive those glory days at your local Retro Rock Bar. Live bands, classic tunes, and drink specials that’ll make you feel young again. This Friday, don’t miss our Zeppelin tribute night. RetroRock Bar – where every night’s a blast from the past.”*

### Sports Talk Radio

- Use sports terminology and metaphors.
- Tie your product or service to the excitement of sports.
- Consider timing ads around major sporting events or seasons.
- Use a dynamic, enthusiastic tone that matches the energy of sports talk.

Example: *“Don’t fumble your finances! At Goal Line Investments, we’ll help you develop a game plan for your future. Our team of financial coaches will guide you to victory. Call now for your free financial playbook. Goal Line Investments – your partner in financial success.”*

### Tips for Writing Across All Formats

1. Research the station’s audience demographics and tailor your message accordingly.
2. Listen to the station to get a feel for its tone and style.
3. Use language and references that align with the station’s format and audience.
4. Be aware of the station’s content and avoid conflicts (e.g., don’t advertise fast food on a health-focused station).
5. Consider the time of day your ad will air and adjust the tone accordingly (e.g., more energetic for morning drive time).

Remember:  
THE most important factor... understand your audience and speak in their language.

Tailor your message to the specific format and listener base of each station, you’ll create ads that resonate and drive action for clients.

<ENDS>

Take one or all of our surveys on our site and help build the next issue of R.C.P.

## COPY BRIEF GRIEF

"I had a client who 'liked to collaborate with their marketing'. This should have been a red flag straight away as I had to write over 30 different versions of their script – WITH THEM arguing everything from commas to voice direction notes (and then they wanted to sit in on the recording – no way!). If a client ever says this to you – run!"

**"One client told me that they were sick of me correcting their typing. Yeah – typos, and obvious gramatical errors, incorrect spellings (that included their own business name too) will do that to a professional copywriter!"**

"I had a client yesterday tell me that their business was pulling in over \$100 million last year, but they didn't want to pay for voice talent and wanted to use local announcer for free in their commercial because things were tight at the right now."

**"I want to voice my ad because ever other car dealership in the region is voicing their commercials..."**

"Over 6 months ago I had a client, who the thought of interacting with them still gives me flashbacks... I have left out a great deal of the offensive language used by them, me, nothing but professionalism!

*Them: "Why isn't the ad done yet?"*

*Me: "You haven't approved the script, and you said we had until*

*the end of the month."*

*Them: "But we have an internal 2 week cooling off period before any of our marketing goes live, and today is the deadline."*

*Me: "So why didn't you approve the ad 2 weeks ago then?"*

*Them: "Well that's just unprofessional, we'll cancel the contract" ((Click))*

**"From my sales rep: 'I wrote it on the copy brief' - I then held the copy brief up for them to look at - it is a blank form with the clients name spelt wrong, incorrect email address and phone number... and no details. Their response - you changed it - I wrote it out and put it on the copy brief, I know I did! NOPE!"**

"It wasn't a very well kept secret that one of the sales team was having an affair with a local business owner. What was worse was when we had a couple of clients that we were presenting a new package to as a group for Valentines Day, and one of the clients mentioned the affair in passing to another of the business owners, who was their wife!"

**"I witnessed this one - a Sales Rep came into the Copy office where 4 of us work (at noon when he thought no one was in there), he took a Copy Brief, changed the date on it to say that the start date was now tomorrow. They then proceeded to complain to our Senior Copywriter that the other copywriters were not**

**doing his jobs - I then pointed the Senior Copywriter to our security cameras - he looked at the footage and the Sales Rep was told to leave by the sales Manager half an hour later!"**

"I had a photo emailed to me by a sales rep for a clients new script, the copy brief to be filled in when he was back in the office. BUT the photo was NOT appropriate or suitable for work in any way shape or form. By the time he got back into the office - HR was involved, his manager, the CEO, the station manager and my manager were there to greet him. It turns out that the photo was meant for his girlfriend - not me!"

**"We had one client who wrote his business name 4 different ways. I am not kidding! His website, even his business cards, signage on his vehicles, and on his socials, it was always different. How were we ever going to write a radio commercial for this mess?"**

"It's not stealing... it's copying! Your a COPY writer! So copy their script!!"

**"In Australia we legally need to have licence numbers in many different commercials, from plumbers to electricians, gas fitters to vehicle repairers and even car dealerships... So this Copy Brief for a home handy man comes across my desk. It has all the details in it they wanted, except that the home handyman was wanting**



to advertise his service as:  
a plumber, an electrician, a gas  
fitter and also a car repairer.  
But he had none of the licence  
numbers.

So we couldn't advertise him.  
The sales rep lost his cool say-  
ing I was costing him his big  
commission, and we tried to  
explain that legally we couldn't  
do it - his response - so let the  
ads run once or twice - that  
way I get my commission then  
we will pull the ads off air after  
that!"

"A new sales rep, who was very,  
very good at filling in their copy  
briefs, and all the paperwork for  
every client, she would come in  
everytime they were dropping  
off their copy brief, and want to  
talk for half an hour about how  
it was important that 'this' cli-  
ent got a fantastic result from  
this campaign as it was the first  
time they were trying out radio,  
and she knew that they would  
spend more if the ads worked  
for them... every single time.  
In the end I lost my cool and  
said, no - we were going to  
write the worst ad possible,  
because we wanted the client  
to get no results from their ad-  
vertising. I mean come on, what  
were we really going to do?"

**"I had a Copy Brief land on my  
desk that looked like it had  
been used as a placemat at a  
seafood restaurant - it had...  
by the sales rep!"**

"The company had spent some  
money developing an app for  
our sales team to use - they  
could submit a Copy Brief while  
they were out on the road, and  
it could immediatly be acted  
upon by one of our team of

“

*...HR was involved, his manager, the  
CEO, the station manager and my  
manager were there to greet him....*

”

copywriters... the trouble  
was they made it for Android  
phones only - and the sales  
team - they all had Apple  
phones."

**"I have been waiting for final  
approval from a client for  
their script, the deadline to  
be on-air was coming up fast,  
and I had recieved nothing -  
no responses to emails, no  
returned phone calls from  
them. Finally... The day before  
they were due to start on-air  
I spoke again to the sales rep  
(who I had also included in  
all emails and had also been  
told about leaving messages  
with the client for the past 2  
weeks) - the sales rep then  
inorfmed me that the client  
had cancelled 3 weeks ago  
because they had gone out  
of business and closed their  
doors, why was I wasting my  
time hassling them?"**

"This one has only just  
happened to me - my boss  
(who is SO stuck in the 1980s)  
and doesn't like anything  
creative - she just likes  
straight reads only - As of  
today I must, MUST run  
every single creative script  
past her - BEFORE they are  
sent to the clients - that is -  
she wants to veto any and all  
creative scripts, because, in

her words - 'I don't get your  
sense of humour!' I have been  
here for over 10 years, and  
have only heard this now!  
So sad."

**No word of a lie: We had a  
long term client who was a  
high end car dealership. The  
low end price for a vehicle  
they sold was \$70,000, the  
high end \$190,000. BUT  
every single time we wrote  
a commercial for them, they  
quibbled, argued, harranged  
and abused us about the cost  
of using an outside  
professional voice over.  
Why? Because they wanted  
a commercial that sounded  
'high end' but all of our jocks  
voices, sounded "wrong".  
They didn't want 'character  
reads' they wanted 'real, high  
end cultured voices'. Every  
single time! After 4 years  
of me dealing with this - I  
had, had enough, so I spoke  
to the sales executive and  
convinced them to drop the  
client the card for an agency  
who could do the same job  
(for more).  
One month later, they were  
back and never argued about  
the price again - why? the  
agency price was 4 times  
what we charged!**

<END>



## HIGH-SCHOOL DELUSIONS

An Australian Copywriter remembers their first taste of radio - By 'The Word Hearder'

In the sun-drenched suburbs of Melbourne, nestled within the brick walls of my old high school, sat a tiny dark room that held my teenage dreams (*Cue: Katy Perry*).

This was the home of "The Koala," our school's tiny (or tinny) radio station that crackled to life for a precious three hours each day – an hour before the morning bell, during lunch break, and for sixty minutes after the final class.

As a 16-year-old aspiring DJ and copywriter, I thought I'd hit the jackpot when I scored a job (that I had to apply for) on "The Koala."

Armed with a pen and a head full of ideas, I was ready to conquer the airwaves with my pubescent cracking voice and weird ideas.

Little did I know that this cozy cocoon of creativity was setting me up for a very rude awakening when I entered the real world of radio.

### The Blissful Bubble

Our broadcasts were a charming mix of Top 40 hits, school announcements, and local ads for the tuckshop's meat pies and the corner store's latest lolly specials.

As resident copywriter, I reveled in crafting ad's and writing jingles for the upcoming school fete and penning punchy promos for the drama club's production of "Grease."

The "clients" – mostly teachers and local shop owners – were invariably pleased with whatever I produced.

Mrs. Thompson from the English department would beam at my alliterative prowess in promoting the poetry contest, while Mr. Nguyen from the Vietnamese bakery down the road would chuckle at my attempts to make 'bánh mì' sound irresistible to teenage taste buds.

### A False Sense of Security

In this nurturing environment, creativity flourished without consequence, for me and everyone who worked on "The Koala."

Sure, if a tagline fell flat or a jingle missed the mark, it was chalked up to "learning experience."

There were no irate clients demanding rewrites, no



pressure of plummeting sales, no cut-throat competition vying for airtime.

I basked in the praise of my peers and the gentle guidance of our supervising teacher, Mr. Collins. "You've got a real talent for this," he'd say, fueling my dreams of a glittering career in advertising.

So I imagined myself in a sleek city office, churning out award-winning campaigns for national brands, all in a matter of minutes.

### The Real World Collision

Fast forward five years, and I found myself in my first job at a commercial radio station in Sydney.

GULP!!! Gone was the protective bubble of high school, replaced by the harsh fluorescent lights of reality.

My first assignment? Crafting a 30-second spot for a local car dealership.

I approached it with the same whimsical creativity I had at "The Koala."

The result?

A scathing phone call from the dealership owner, demanding to know why I'd focused on the "new car smell" instead of the 0% financing deal and other details he deemed more important, than the smell.

### Lessons Learned the Hard Way

As the months wore on, I realized how ill-prepared I was



for the realities of commercial radio copywriting.

The pressure to deliver results, the need to balance creativity with client demands, the art of tactful negotiation – these were all skills that my cushy high school experience had failed to teach me.

Gone were the days of writing whatever popped into my head and receiving nothing but encouragement and praise.

Now, every word was scrutinized, every concept questioned, every comma commented on.

I learned the hard way that in the real world, creativity alone isn't enough.

It needs to be tempered with strategy, market awareness, and a thick skin.

### A Bittersweet Reflection

Looking back, I'm grateful for

57% of people who wanted to write articles for this issue sighted the Christian Slater movie "Pump Up The Volume" as an influence on them wanting to be in radio...

the confidence and passion that "The Koala" had instilled in me.

Those early mornings and lunch breaks spent crafting copy laid the foundation for my career.

But I can't help but wish for a dose of real-world perspective to have been mixed in with all that encouragement.

To the aspiring high school copywriters out there, I say this: "Enjoy the freedom to experiment and the supportive environment; But remember, the real world of radio is a different beast entirely. "

It's challenging, often frustrating, but ultimately rewarding in ways that school can never prepare you for.

Just be ready for that first irate client call – it's a wake-up jingle you won't soon forget.

<END>



## TRAINING AT COLLEGE

An American Perspective on College Radio by Jane T.

It is 1992, and I'm a wide-eyed freshman stepping into the cramped, dark and damp, poster-covered studio of my college's radio station.

The smell of musty vinyl and stale coffee hits me as I take in the dizzying array of old and new equipment.

Little did I know that this dingy basement room would become my second home for the next four years, shaping my future in ways I couldn't imagine.

College radio in the '90s was a world unto itself.

We were the tastemakers, the discoverers of the next BIG thing in music.

Our station prided itself on playing tracks you'd never hear on commercial radio, from

obscure indie rock to experimental electronic.

As DJs, we had the freedom to curate our own shows, and introduce listeners to sounds they'd never encountered before.

It was AWESOME!

### **The Good, the Bad, and the Very Static-y**

The best part?  
The sense of community.

We were a motley crew of music nerds, united by our love of the unconventional.

Late-night shifts turned into impromptu listening parties, passionate debates about bands, and friendships that would last long after graduation.

But it wasn't all rock 'n' roll glory.

Technical difficulties were a constant companion.

I'll never forget the time I accidentally played dead air for a solid five minutes before realizing the turntable was off.

Or the panicked scramble when a record started skipping mid-song and I had to dive across the studio to save the broadcast.

### **More Than Just Music**

College radio wasn't just about spinning tunes with friends.

We learned the ins and outs of audio production, writing for broadcast, and the art of the seamless segue.



I cut my teeth on PSAs and station IDs, discovering in the process that I had a knack for crafting concise, catchy copy that would serve me well in my future career.

We also grappled with the responsibility of being a voice for our campus.

From covering our student governing body elections to promoting local events, we were an integral part of our college ecosystem.

It taught us the importance of serving and knowing our audience, a lesson that would prove invaluable in the commercial world.

### **The Changing Landscape**

As alternative rock exploded into the mainstream, we found ourselves at a crossroads.

While some college radio stations clung fiercely to their underground roots, others embraced a more professional sound. The debate raged: were we selling out or growing up?

Best of all, technology was also reshaping the landscape.

By the time I graduated in 1996, we were experimenting with early forms of streaming, reaching listeners far beyond our modest broadcast range. It was a glimpse into the digital future of radio, though we couldn't have predicted just how dramatically things would or could change.

“

*We were the tastemakers,  
the discoverers of the next  
BIG thing in music.*

”

### **From College Radio to Copywriting**

When I landed my first job as a copywriter at a commercial station, I was amazed at how much of my college radio experience translated into the real world.

The ability to write engaging, time-sensitive copy? Check.

Understanding the power of sound to evoke emotion? Absolutely.

The knack for working under pressure and thinking on my feet?

College radio had that covered in spades.

Sure, the polished studios and strict formatting were a far cry from the freewheeling atmosphere at my college station.

But the core skills – creativity, adaptability, and a deep love for the medium – were there. I had a very solid foundation, along with the confidence to pitch ideas and take creative risks.

### **A Lasting Impact**

Looking back, those four years behind the mic from 1992 til 1995 were about so much more than playing cool music.

They were a crash course in communication, in teamwork, and the art of connecting with an audience.

We did and learnt everything we could to get the job done, while also doing our studies.

College radio worked for me.

While the technology has changed dramatically since then, the same spirit of college radio – that mix of passion, creativity, and community, continues to influence my work to this day.

So here's to college radio: the ultimate training ground for aspiring broadcasters, music lovers, and yes, even future radio copywriters.

It may have been a mouldy and dark underground studio, but its impact was anything but small.

<ENDS>

A staggering **81%** of those in our survey either worked at, or listened to College radio.



## TRAINING AT UNIVERSITY

A University Graduate and Academic talks about Radio Copywriting - M.T.

In today's competitive media landscape, you have many choices if you want to study to work in media, but if you want to work as a copywriter, your choice are limited.

I highly recommend that aspiring radio copywriters can benefit significantly from pursuing formal education in university programs and specialized media schools.

While on-the-job training and practical experience remain valuable, I believe that a structured academic environment offers unique advantages for developing the complex skill set required in modern radio copywriting, and a firm grounding in the rest of the media landscape that we operate in.

### **Comprehensive Skill Development**

University programs provide a holistic approach to copywriting education.

In that students gain not only writing skills but also a deep understanding of media theory, audience psychology, and marketing principles.

It is this theory and psychology that puts you in front of those people looking for a career in radio, who may have just gone to college, or landed a job in radio because they knew the right person.

Yes this multifaceted and deeply diverse knowledge base is crucial for crafting compelling radio content that resonates with listeners and

achieves client objectives. Having these extra skills, really can help in developing campaigns that work.

### **Industry-Standard Technologies and Techniques**

Media schools often have access to state-of-the-art equipment and software used in professional radio stations (*and some have better equipment than any of the commercial studios I have ever seen too - editor*).

This exposure allows students to familiarize themselves with industry-standard tools before entering the workforce, giving them a competitive edge.

In most cases, you also get access to specialized software for next to no cost at all.



Letting you use them at home as well as on campus, letting you find, and work on ideas that you didn't know the software could do.

### **Networking Opportunities**

Academic institutions frequently collaborate with industry professionals, offering students valuable networking opportunities.

Guest lectures, internships, and alumni connections can open doors to future employment and mentorship.

For this reason alone I highly recommend training at university level for radio.

### **Structured Feedback and Growth**

In an academic setting, all students receive regular, constructive feedback from experienced instructors.

This structured approach to skill development can accelerate learning and help students refine their craft more efficiently than trial-and-error methods in a professional environment.

### **Theoretical Foundation**

While practical skills are essential, understanding the theoretical underpinnings of effective communication is equally important.

University courses provide insights into communication theory, media ethics, and the

historical context of radio advertising, thus enriching a radio copywriter's approach to their final product and also developing a career path.

### **Adaptability in a Changing Industry**

While the radio industry is constantly evolving, with new technologies and platforms emerging regularly, it is often the universities that is out in front of these before commercial radio can get there, preparing students to adapt to future industry shifts.

While university and media school programs offer significant benefits for their students, it's important to note that they are not the only path to success in radio copywriting.

Many talented professionals have honed their skills through on-the-job experience, mentorship, and self-directed learning.

However, the comprehensive nature of formal education provides a strong foundation that can accelerate career growth and open doors to diverse opportunities in the field.

Ultimately, the most successful radio copywriters often combine formal education with practical experience, leveraging the strengths of both approaches to excel in this dynamic and creative field.

<END>

## **OUR PANEL OF 60 UNIVERSITY GRADUATES AND THEIR DEGREES:**

We asked each person who wanted to write for this issue who had a degree from a university, what degree did they graduate with... and did it help them get their job?

**MEDIA STUDIES = 17%**

**RADIO PRODUCTION = 13%**

**JOURNALISM = 13%**

**PSYCHOLOGY = 8%**

**COMMUNICATIONS = 7%**

**ENGLISH = 7%**

**BUSINESS = 5%**

**MUSIC = 5%**

**ENGINEERING = 5%**

**NURSING = 3%**

**EDUCATION = 3%**

**DRAMA = 3%**

**ACCOUNTING = 2%**

**BIOLOGY = 2%**

**MARINE BIOLOGY = 2%**

**VETRINARY SCIENCE = 2%**

**POLITICAL SCIENCE = 2%**

**THEOLOGY = 1%**

**YES = 45% NO = 55%**



## TRAINING AT AFTRS

How My AFTRS Diploma Shaped My Radio Career- David R.

When I first stepped into the Australian Film Television and Radio School (AFTRS) to begin my Graduate Diploma in Radio, I had no idea how profoundly it would shape my future.

As a fresh-faced 22-year-old with dreams of becoming a copywriter and on-air personality, I was equal parts excited and terrified.

Now, years later, I can confidently say that my time at AFTRS was the launchpad for a thrilling career in radio that has exceeded my wildest expectations.

From day one, the AFTRS program immersed us in the world of radio broadcasting. Our lecturers, all industry veterans, emphasized the importance of versatility in the modern media landscape.

We weren't just learning how to be on-air presenters or copywriters – we were being trained to be complete radio professionals.

The copywriting component of the course was particularly enlightening.

I'd always loved writing, but crafting copy for radio requires a unique set of skills.

Our instructors taught us the art of writing for the ear, not the eye.

We learned to create vivid imagery with words, to evoke emotions in just a few seconds, and to craft messages that would stick in listeners' minds long after they'd turned off their radios.

One of the most valuable lessons was the importance of understanding your audience.

In the real world of commercial radio, this knowledge has been invaluable.

Whether I'm writing a 30-second spot for a local business or scripting a longer-form segment for my own show, I always keep my target listener in mind.

This audience-first approach, drilled into us at AFTRS, has been crucial to my success as both a copywriter and an on-air jock.

The practical nature of the AFTRS program was its greatest strength. We weren't just learning theory – we were putting our skills into practice every day.



The school's state-of-the-art facilities, including amazing professional-grade studios and equipment, which gave us hands-on experience that proved invaluable when we entered the workforce.

I'll never forget the first time I sat behind the mic in the AFTRS studio... My palms were sweaty, my voice was shaky, but the supportive environment created by our instructors helped me find my confidence.

By the end of the program, I was comfortable not just with pre-recorded segments, but with live broadcasting – a skill that has served me well in my current role in radio.

The program also emphasized the importance of keeping abreast of the ever-changing media landscape.

We learned about emerging technologies and platforms, preparing us for a future where traditional radio would need to coexist with digital streaming and podcasting.

This forward-thinking approach has helped me stay relevant in an industry that's constantly evolving.

One of the most exciting aspects of the AFTRS program was the opportunity to network with industry professionals.

Guest lectures from top radio personalities, producers, and executives gave us invaluable insights into the real world of broadcasting.

“

*...create vivid imagery with words, to evoke emotions in just a few seconds, and to craft messages that would stick...*

”

These connections proved to be a goldmine when it came time to look for jobs after graduation.

The collaborative nature of the program also prepared me for the teamwork required in a real radio station.

Group projects taught us how to work together under pressure, how to give and receive constructive criticism, and how to bring out the best in each other's work.

These soft skills have been just as important in my career as the technical skills we learned.

Perhaps the most valuable lesson from my time at AFTRS was the importance of finding my own voice.

Our instructors encouraged us to develop our unique on-air personalities, to be authentic and genuine.

This advice has been the cornerstone of my success as an on-air jock. Listeners can tell when you're being genuine, and that authenticity builds a

connection that keeps them tuning in day after day.

More importantly: The copywriting skills I honed at AFTRS have been instrumental in my career progression, sure I can do an on-air shift, but writing copy is what I have been hired to do - first, and foremost.

In my first job at a regional station, I quickly became known for my ability to craft compelling ad copy that delivered results for clients.

This led to more responsibilities and eventually a move to a major metro station where I now split my time between on-air work and working with the copywriting team.

One of the most rewarding aspects of my job is the ability to use my platform to make a difference. The AFTRS program instilled in us a sense of responsibility as broadcasters.

Whether it's raising awareness for important causes, supporting local businesses, or simply brightening someone's day with a well-timed joke or

song, I feel privileged to have a positive impact on my listeners' lives.

The journey from AFTRS student to successful radio professional hasn't always been smooth sailing.

There have been early mornings, late nights, technical glitches, and the occasional on-air blunder.

But the resilience and problem-solving skills I developed during my diploma have helped me navigate these challenges with grace and humor.

Looking back, I'm amazed at how far I've come since those first nervous days at AFTRS.

The comprehensive training I received there gave me a rock-solid foundation on which to build my career.

From the technical aspects of operating a studio to the creative skills of crafting compelling content, every part of my AFTRS education has proven valuable in the real world.

To any aspiring radio professionals considering the AFTRS Graduate Diploma in Radio and Podcasting,

I can't recommend it highly enough. It's more than just a course – it's a transformative experience that will shape your future in ways you can't even imagine.

The skills you'll learn, the connections you'll make, and the confidence you'll gain are truly priceless.

As I sit in the studio each morning, ready to greet my listeners and start their day off right, I feel an immense sense of gratitude.

Gratitude for the opportunity to do what I love every day, and gratitude for the education that made it all possible.

My AFTRS diploma wasn't just a stepping stone to my dream career – it was the foundation upon which I've built a fulfilling and exciting life in radio.

<ENDS>

## Well that's one way to hand in your notice...

**Roses are red,  
I've made a presentation,  
This job is toxic,  
So here's my resignation**









## IN-HOUSE BOOT CAMPS

In-House Training has benefits, and also some downsides!  
M.C. takes a look at her experience of running in-house boot camps in Germany.

As a seasoned manager in radio - I've seen firsthand the transformative impact that in-house boot camps and training programs can create for radio copywriters.

In this article, I'll share my insights on why these intensive learning experiences can be game-changers for your team and organization, while also addressing some potential drawbacks to consider.

### The Undeniable Advantages:

#### 1. Tailored Learning Experience

One of the most significant benefits of in-house boot camps is the ability to customize the curriculum to your company's specific needs.

Unlike generic courses, we can focus on the exact skills and knowledge our copywriters need to excel in our unique market niche.

#### 2. Immediate Application of Skills

There's no lag time between learning and implementation.

Our copywriters can apply their newly acquired skills to real projects immediately, reinforcing their learning and delivering value to the company right away.

#### 3. Team Building and Culture Reinforcement

In-house training brings your team together, fostering a shared sense of purpose.

It's an excellent opportunity to reinforce company values and culture, creating a more cohesive and motivated workforce.

#### 4. Cost-Effective in the Long Run

While the initial investment may seem substantial, in-house training can be more cost-effective than sending employees to external programs, especially when you factor in travel expenses and time away from work.

#### 5. Continuous Improvement

With in-house programs, we can easily gather feedback and iterate on the training content, ensuring that it evolves with our company's

needs and industry trends.

## Potential Challenges to Consider:

### 1. Initial Resource Investment

Developing a high-quality in-house boot camp requires significant time, effort, and financial resources.

It's crucial to ensure you have the capacity to create and maintain an effective program.

### 2. Limited External Perspective

While tailored content is beneficial, it's important to be mindful of the potential for an "echo chamber" effect.

Consider bringing in guest speakers or industry experts to provide fresh perspectives.

### 3. Scheduling Conflicts

Coordinating intensive training sessions while maintaining regular business operations can be challenging.

Careful planning is essential to minimize disruptions.

### 4. Pressure on Internal Trainers

If you're relying on your top performers to lead training sessions, be aware of the additional pressure this places on them.

Ensure they're adequately supported and compensated for their extra responsibilities.

### 5. Resistance to Change

“

*...focus on the exact skills and knowledge our copywriters need to excel in our unique market niche.*

”

Some team members may be resistant to new training initiatives, especially if they feel their current methods are effective.

Clear communication about the benefits and expectations is crucial.

### Maximizing the Impact

To get the most out of your in-house boot camps and training:

1. **Set clear objectives and measurable outcomes**
2. **Involve your copywriters in the planning process to ensure relevance**
3. **Incorporate a mix of learning methods, including hands-on exercises and real-world projects**
4. **Follow up with ongoing support and opportunities for continued learning**
5. **Regularly evaluate and refine your program based on feedback and results**

While in-house boot camps and training programs for

copywriters come with their challenges, the benefits can far outweigh the drawbacks when implemented thoughtfully.

By investing in your team's skills and fostering a culture of continuous learning, you're not just improving individual performance – you're building a stronger, more competitive organization ready to tackle the ever-evolving demands of the advertising world.

<END>

Do you have a Boot Camp story of your own?

Have you got some boot camp resources you could share?

If so, we would love to hear from you as to what was covered, and how it was done.

Why?

We are looking at creating a resource section on our website for copywriters to use and self train with.

Please email us via:

[allmarketing@radiocopywriters.com](mailto:allmarketing@radiocopywriters.com)





## TRAINING AT CONFERENCES

Where Radio Copywriters Go to Get Their Mojo Back

Let's face it...

Sometimes our creative juices run drier than a DJ's throat after a 24-hour talk-a-thon.

But fear not!

There's a magical place where inspiration flows like free coffee at a morning show, and networking opportunities are more abundant than terrible puns in a shock jock's repertoire. I'm talking, of course, about industry conferences.

### Why Bother?

You might be thinking, "Why should I leave my comfy swivel chair and put on pants?"

Well, buckle up, buttercup, because today we discuss why conferences are the secret

sauce to staying relevant in the fast-paced world of radio copywriting:

#### 1. Skill Enhancement:

Workshops led by industry veterans will teach you tricks that'll make your copy sizzle hotter than a summer hit single.

#### 2. Trend Surfing:

Stay on top of industry waves without wiping out. Learn what's hot and what's not faster than a Top 40 playlist changes.

#### 3. Networking Nirvana:

Meet fellow wordsmiths and industry bigwigs.

Who knows?

Your next gig might be just a handshake away (or an elbow bump, depending on the current health guidelines).

#### 4. Feedback Frenzy:

Get your work critiqued by pros who've been there, done that, and written the jingle for it.

#### 5. Inspiration Invasion:

Exposure to fresh ideas will have your creativity flowing faster than a caller trying to win concert tickets.

Or you may find new ways to take that old idea, and give it a twist, give an injection of an idea, and at the very least, at a conference - you are away from the office!



## OUR 5 STEP Conference Survival Guide

### 1. Take Notes Like a Boss:

Channel your inner court stenographer. Your future self will thank you when you're trying to remember that genius tagline idea at 3 AM.

### 2. Network Like Your Career Depends on It:

Collect business cards like they're rare Pokémon. Just remember: quality over quantity.

One meaningful connection beats a stack of cards from people who won't remember your name.

### 3. Attend Workshops:

Yes, even the ones scheduled at ungodly hours.

That 7 AM session on "The Psychology of Semicolons in Radio Ads" might just be the game-changer you need.

### 4. Embrace the Awkward:

Nothing breaks the ice like bonding over the struggle to balance a overloaded plate of hors d'oeuvres, a drink, and your phone while trying to look professional.

### 5. Stay Caffeinated:

The coffee at these events is usually strong enough to wake the dead.

Or maybe, a lot of water instead, the choice is yours.

“

*Or you may find new ways to take that old idea, and give it a twist...*

”

### The Payoff

By the end of the conference, you'll be armed with:

- **New skills sharper than a needle drop**
- **Industry insights fresher than this morning's breakfast show banter**
- **A network wider than a shock jock's ego**
- **Inspiration to fuel your next masterpiece**
- **Enough free pens and note pads to last until the next conference**

Remember, in the world of radio copywriting, staying ahead of the curve is crucial.

Conferences are your ticket to riding that wave like a pro surfer on a tsunami of creativity.

So, the next time you're debating whether to attend that industry conference, just ask yourself: "Do I want to be the copywriter who's always on top of their game, or the one who's still trying to make 'Wassup' happen?"

The choice, dear wordsmith, is yours.

Sure it's an investment, but you are investing in yourself, your future, your sanity and your professional life - just do it!

Now, if you'll excuse me, I have a panel to attend on "The Art of Writing Catchy Jingles for Products Nobody Wants."

Wish me luck!

<END>

### IF YOU WERE TO ATTEND A CONFERENCE...

And there was a specific workshop or session targeting **Radio Copywriting**, would you attend?

AND... What topics would you like covered?

Look for the survey being hosted on our website [www.radiocopywriters.com](http://www.radiocopywriters.com) and let us know what would make you attend such a session or workshop.

Some suggestions we have already received by email are:

1. Running through from start to finish, a complete script.
2. Using Ai to research.
3. Dealing with Clients and Sales Reps.

We are eager to find out what YOU think!



## ON-LINE TRAINING (WEBSITES & COURSES)

Unlocking The Power of Online Learning with Benny B.

Ladies and gents, gather 'round as we embark on a thrilling journey through the vibrant world of online learning!

Imagine a universe where education is not confined by the four walls of a classroom but is as boundless as your imagination.

Welcome to the future of learning, where flexibility, accessibility, and innovation reign supreme!

### **Flexibility: Your Education, Your Way!**

Picture this: You're sipping your favorite coffee, lounging in your cozy pajamas, and diving into a world-class copy-writing course.

Online learning offers you the ultimate freedom to learn at

your own pace and on your own schedule.

Whether you're a night owl or an early bird, online courses fit seamlessly into your life.

No more rigid timetables or frantic commutes—just pure, unadulterated learning bliss.

### **Accessibility: Education Without Borders!**

Gone are the days when geography dictated your educational opportunities.

With online courses, you can access top-notch content from industry experts across the globe without leaving your home.

Whether you're nestled in a bustling city or a serene countryside, the world's best

instructors are just a click away.

Say goodbye to geographical barriers and hello to a world of endless possibilities.

### **Cost-Effective Learning: Save While You Learn!**

Who says quality education has to break the bank?

Online courses often come with a price tag that's kinder to your wallet than traditional classroom-based learning.

With options like free trials and affordable payment plans, you can invest in your future without drowning in debt.

Plus, think of all the money you'll save on commuting and textbooks—it's a win-win situation.

**Variety:  
It is the Spice of Learning!**

Are you ready to spice up your skill set?

Online platforms offer an incredible array of courses tailored to every interest and career goal.

From mastering the art of persuasive copywriting to diving into niche areas like radio copywriting, there's something for everyone.

The digital landscape is teeming with opportunities to expand your horizons and become a versatile wordsmith.

**Stay Ahead:  
Up-to-Date Content!**

Staying current in our field, is key.

Online courses are constantly updated to reflect the latest industry trends and also, the best practices.

You'll be equipped with cutting-edge knowledge that keeps you ahead of the curve and ready to tackle any challenge that comes your way.

**Interactive Learning:  
Engage and Connect!**

Who says online learning has to be isolating?

Many courses offer interactive elements like quizzes, forums, and group projects that foster collaboration.

You'll have the chance to

“

*...the ultimate freedom to learn at your own pace and on your own schedule.*

”

connect with fellow learners from diverse backgrounds, building a network that spans continents.

It's education with a side of community spirit.

**Networking Opportunities:  
Meet Your Future Colleagues!**

While online courses offer virtual communities, they also open doors to networking opportunities that can propel your career forward.

Engage and share your passion for copywriting.

These connections could lead to friendships, mentorships, collaborations, or even job opportunities down the line.

**A Balanced Approach:  
The Best of Both Worlds!**

Of course, online learning isn't without its challenges—like needing self-motivation or

missing out on immediate feedback.

But fear not!

By combining online courses with real-world experiences like internships or creating spec scripts, you can craft a comprehensive learning journey that prepares you for success in any medium.

So why wait?

Dive into the exhilarating world of online learning today and unlock your potential as a copywriting maestro!

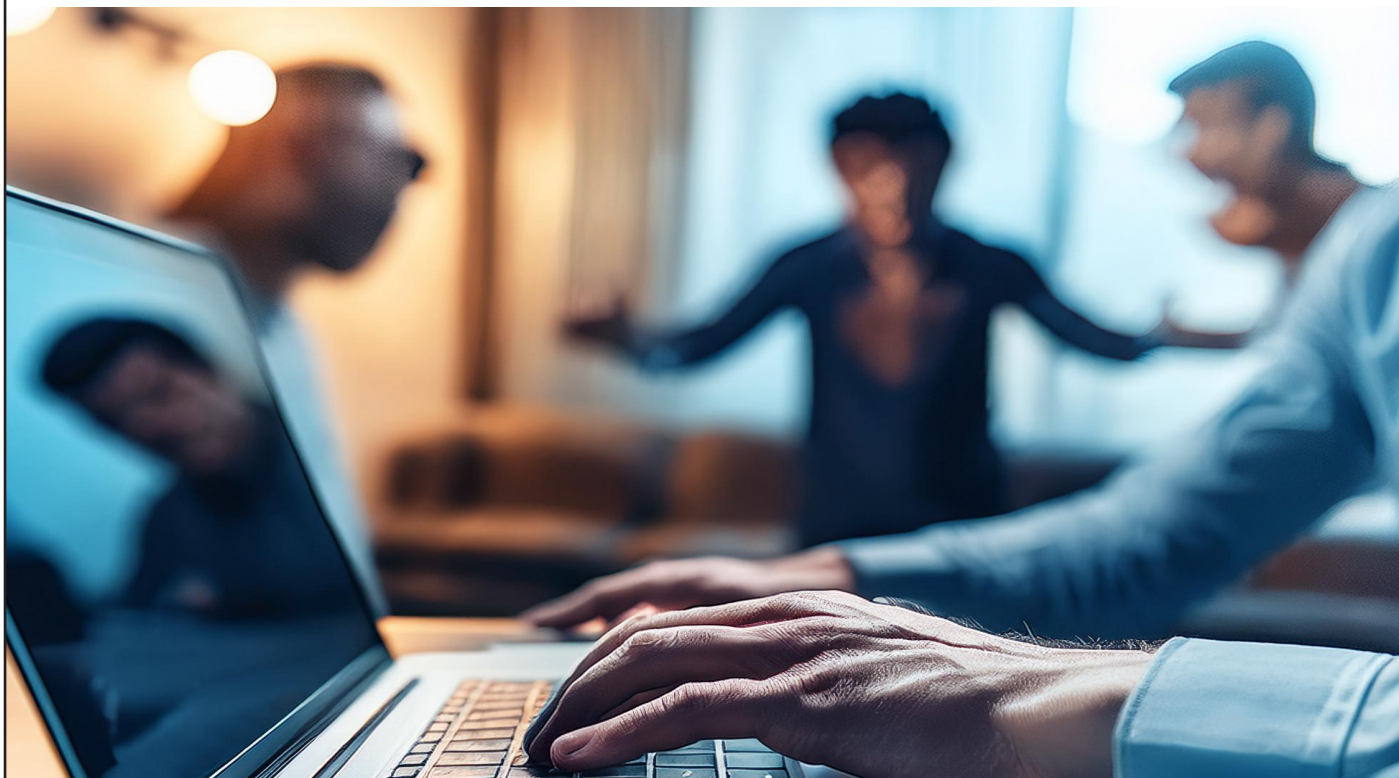
Whether you're looking to enhance your skills or pivot into a new career path, online education is your ticket to success in this digital age.

Embrace the future of learning—your adventure awaits!

<ENDS>

Benny is a self proclaimed online workshop junkie who (and as a long time freelancer) does work for A LOT of different radio stations in many different countries. A constant traveller, Benny works wherever they are and "is never one one country too long." So online learning and upskilling is perfect for them. Would it be the same for you?





## ON THE JOB TRAINING

Former Self Titled 'Promo Girl' to Radio Pro: Trudy's Hands-On Journey into Broadcasting

When I first joined the promotions team at **The Beat**, I never imagined I'd end up falling in love with every aspect of radio.

But here I am, six months later, juggling promotional events, learning copywriting on the fly, mastering the control panel, and even dipping my toes into on-air work.

And you know what? I wouldn't have it any other way.

Don't get me wrong – formal education has its place.

But there's something magical about learning radio hands-on that no classroom could ever replicate.

It's the adrenaline rush of your first live read, the satisfaction of hearing your copy on air,

and the thrill of nailing a perfect segue between songs.

These are experiences you can't get from a textbook.

My journey started with handing out bumper stickers at local events.

I'd watch our on-air talent work the crowd, marveling at their ability to connect with listeners instantly.

I soaked up every bit of knowledge I could, asking questions and observing the pros in action.

Before long, I was helping to coordinate larger events, getting a crash course in the logistical side of radio promotions. But my curiosity didn't stop there.

I'd hang around the studio after events, watching the DJs work their magic.

One day, our afternoon host, Mike, noticed my interest and offered to show me the basics of operating the panel.

It was intimidating at first – so many buttons and faders! – but with patient guidance, I started to get the hang of it.

That's when I realized the beauty of learning on the job.

There's no pressure of grades or exams, just the genuine desire to improve and the support of colleagues who want to see you succeed.

When I made mistakes (and believe me, there were plenty), it wasn't the end of the world. Instead, it was a chance to

learn and do better next time.

Copywriting was next.

Our production director, Sarah, took me under her wing, showing me how to craft compelling ad copy that grabs listeners' attention.

It's one thing to learn about writing techniques in a classroom, but it's another to see your words come to life on air and get real feedback from clients and listeners.

The most exhilarating part of my journey was voicing some of my own copy.

What strikes me most about this hands-on learning experience is how it's shaped my understanding of radio as a whole.

In a classroom, you might learn about each aspect of radio separately.

But in the real world, you see how everything interconnects.

A great promotion drives listeners to tune in, compelling copy keeps them engaged, smooth panel operation ensures a professional sound, and an authentic on-air presence builds lasting connections.

My colleagues have become mentors and friends, always ready with advice or encouragement when I need it. As I work towards my goal of becoming a full-time staff member, I'm grateful for every opportunity to learn and grow.

“

*These are experiences you can't get from a textbook.*

”

Each day brings me a new experience and new challenges, keeping me on my toes and fueling my passion for radio.

I'm building a diverse skill set that I know will serve me well in my future career, whatever direction it takes.

To anyone considering a career in radio, my advice would be this: get your foot in the door however you can, and be open to learning every aspect of the business.

You never know which part of radio will capture your heart.

The hands-on experience you'll gain is invaluable, teaching you not just the skills you need, but also the unwritten rules of the industry and how to navigate the unique culture of a radio station.

Don't get me wrong –

I have immense respect for those who choose formal education in broadcasting.

But for me, there's no substitute for the real-world experience I'm gaining every day.

It's challenging, sometimes stressful, but always exciting.

And at the end of the day, when I hear something I've written or voiced on air, or see the impact of an event I've helped organize, I know I'm exactly where I'm meant to be.

So here's to learning by doing, to making mistakes and growing from them, and to the incredible world of radio that I'm proud to be a part of.

The journey from promo girl to radio pro might be a long one, but I'm enjoying every step of the way.

<ENDS>

DON'T FORGET to download the **BONUS BITS MINI-MAG** extra.

It contains a HEAP of extra content that we simply couldn't fit into this issue. That includes a feature on what you can learn (and improve) your copywriting by listening to old episodes of THE GOON SHOW.

It's a stand out addition to the MINI-MAG extras!



## SELF EDUCATION: THE COMPETITIVE EDGE

Earl Pilkington takes a look at why constant self education is the way to go.

Staying relevant and effective as a copywriter demands more than just natural talent or a formal education.

It requires a commitment to continuous learning and self-improvement.

For radio copywriters, that self-education is not just a luxury—it's a necessity that can make the difference between stagnation and success in a rapidly evolving industry.

### The Changing Landscape of Radio Advertising

Radio may be one of the oldest forms of mass media, but it's far from static.

With the advent of digital streaming, podcasts, and smart

speakers, the ways people consume audio content are constantly changing.

This evolution demands that we adapt our skills and strategies to remain effective.

Mark Twain once said, *"I have never let my schooling interfere with my education,"* and this sentiment rings especially true for professionals in creative fields like copywriting.

While formal education provides a foundation, it's the ongoing, self-directed learning that truly shapes a copywriter's career trajectory.

### Why Self-Education Matters for Radio Copywriters

#### 1. Keeping Up with Industry Trends:

With new platforms emerging, audience behaviors shifting, what worked yesterday may not work tomorrow.

Self-education allows us to stay ahead of these changes, ensuring their work remains relevant and impactful.

#### 2. Enhancing Creativity:

Exposure to new ideas, new techniques, and perspectives through self-study can significantly boost creativity.

This is crucial in an industry where originality and innovation are highly prized.

#### 3. Improving Versatility:

As the lines between different media blur, radio copywriters may find themselves writing for podcasts, streaming services, or even creating



content for voice assistants. Self-education helps in developing a diverse skill set to tackle these varied challenges.

#### 4. Building Confidence:

Knowledge is power. The more a copywriter learns about their craft and industry, the more confident they become in their abilities and ideas.

#### 5. Career Advancement:

In a competitive field, those who consistently invest in their own education often stand out, leading to better opportunities and career growth.

### Practical Approaches to Self-Education for Radio Copywriters

#### 1. Read Widely:

Don't limit yourself to books about copywriting.

Explore literature, psychology, marketing, and current events.

A broad knowledge base can inform and inspire your work in unexpected ways.

#### 2. Listen Actively:

Pay attention to radio ads, podcasts, and audio content across various platforms.

Analyze what works, what doesn't, and why.

#### 3. Attend Workshops and Webinars:

Many organizations offer specialized training for copywriters.

These can be excellent opportunities to learn new techniques and network with

“

*This evolution demands that we adapt our skills and strategies to remain effective.*

”

peers.

#### 4. Experiment with New Tools:

From AI-powered writing assistants to audio editing software, familiarize yourself with tools that can enhance your workflow and creativity.

#### 5. Seek Feedback:

Regularly share your work with peers or mentors.

Constructive criticism is a powerful tool for growth.

#### 6. Stay Informed About Your Clients' Industries:

Understanding the markets you're writing for can significantly improve the relevance and effectiveness of your copy.

#### 7. Practice Regularly:

Set aside time each week to write outside of your regular assignments.

This could involve creating spec ads or exploring different writing styles.

### The Dangers of Stagnation

In an industry that thrives on creativity and innovation, the dreaded 'stagnation of the

mind' is a copywriter's worst enemy.

Without continuous learning and growth, several risks emerge:

#### 1. Outdated Skills:

Techniques that were once cutting-edge can quickly become obsolete.

Copywriters who don't evolve risk producing work that feels dated or ineffective.

#### 2. Missed Opportunities:

As new platforms and formats emerge, those who haven't kept up may find themselves unqualified for exciting new projects.

#### 3. Reduced Creativity:

Without fresh input and challenges, creativity can wane, leading to repetitive or uninspired work.

#### 4. Career Plateaus:

In a field where growth often correlates with continuous learning, failing to self-educate can lead to career stagnation.

### Embracing Lifelong Learning

The most successful radio copywriters understand that

their education doesn't end with that degree, or after a certain number of years in the industry.

They approach each day as an opportunity to learn something new, whether it's a writing technique, a piece of industry news, or an insight into human behavior.

This mindset of continuous improvement not only enhances their professional capabilities but also keeps their

work fresh and engaging.

It allows them to bring new perspectives to their clients' messages and to connect with audiences in meaningful ways.

### In Closing...

In the dynamic world of radio copywriting, self-education is not just a path to personal enrichment—it's a professional imperative.

By committing to lifelong

learning, copywriters can ensure they remain creative, and relevant. Remember, in the words of Benjamin Franklin, "An investment in knowledge pays the best interest."

For radio copywriters, this investment in self-education is the key to unlocking long-term success and a degree of satisfaction in their careers.

Go on, take that first step!  
<ENDS>

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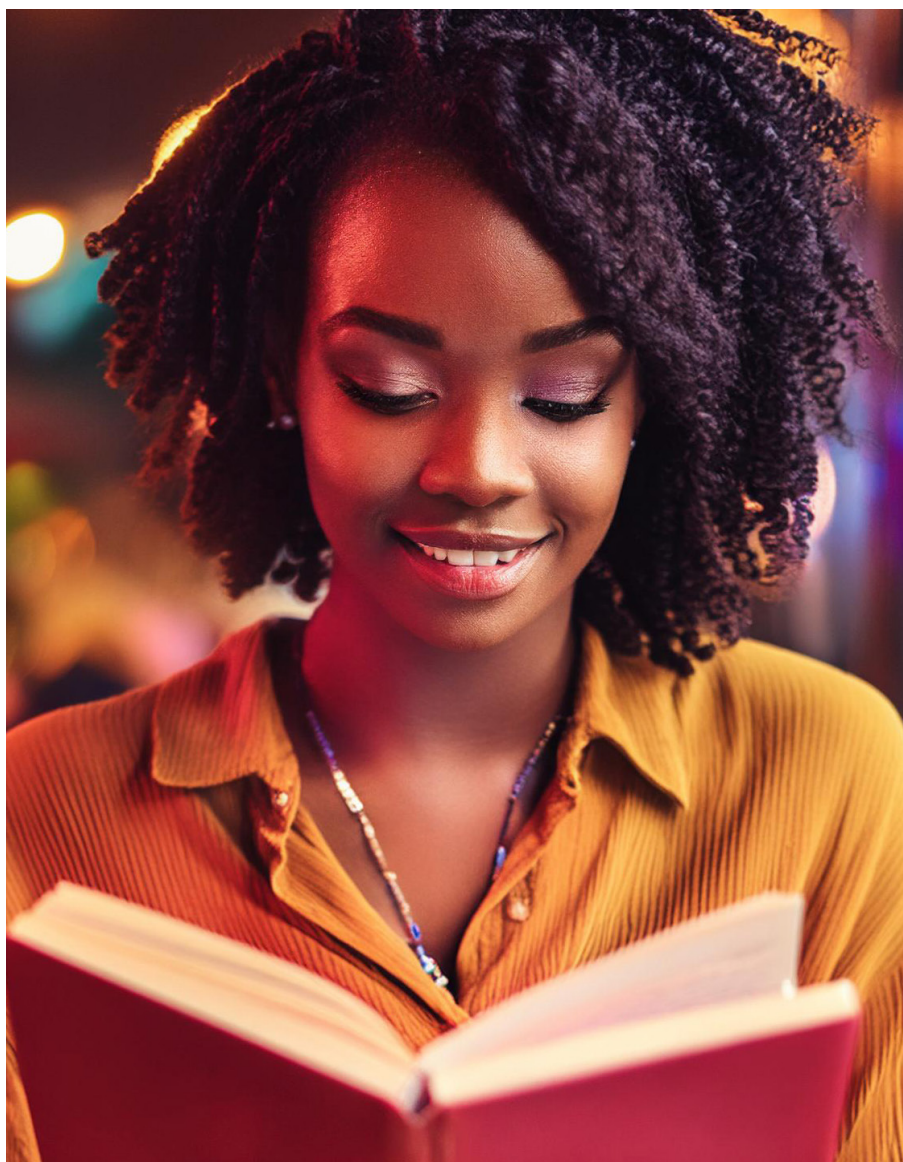
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# SELF EDUCATION: RECOMMENDED BOOKS

Our Panel's Top 30 Books List

1. **The Adweek Copywriting Handbook** by Joseph Sugarman
2. **How To Write A Good Advertisement** by Victor Schwab
3. **The Copywriter's Handbook** by Robert W. Bly
4. **Breakthrough Advertising** by Eugene Schwartz
5. **Ogilvy on Advertising** by David Ogilvy
6. **Everybody Writes** by Ann Handley
7. **Tested Advertising Methods** by John Caples
8. **Content Rules** by Ann Handley & C.C. Chapman
9. **Scientific Advertising** by Claude Hopkins
10. **The Ultimate Sales Letter** by Dan S. Kennedy
11. **Hey, Whipple, Squeeze This** by Luke Sullivan
12. **Influence: The Psychology of Persuasion** by Robert Cialdini
13. **Made to Stick** by Chip Heath and Dan Heath
14. **Copywriting Secrets** by Jim Edwards
15. **The Boron Letters** by Gary Halbert
16. **Ca\$hvertising** by Drew Eric Whitman
17. **Words that Sell** by Richard Bayan
18. **The 7 Secrets of Creative Radio Advertising** by Tony Hertz
19. **The Idea Writers** by Teresa Iezzi
20. **Persuasive Copywriting** by Andy Maslen
21. **The Advertising Concept Book** by Pete Barry
22. **Writing for Radio** by Vincent McInerney



23. **Radio Copywriting** by Peter Hunn
24. **Writing for Broadcast Journalists** by Rick Thompson
25. **On the Air: The Encyclopedia of Old-Time Radio** by John Dunning
26. **The Radio Drama Handbook** by Richard J. Hand and Mary Traynor
27. **Radio Production** by Robert McLeish
28. **The Sound Effects Bible** by Ric Viers
29. **The Radio Station: Broadcast, Satellite and Internet** by Michael C. Keith
30. **Writing for Radio: A Practical Guide** by Vincent McInerney

While not all of these books are specifically about radio copywriting, they do cover various aspects of copywriting, advertising, and radio production that can be valuable for radio copywriters.

The mix includes some classic advertising texts, modern copywriting guides, books on persuasion and also psychology.

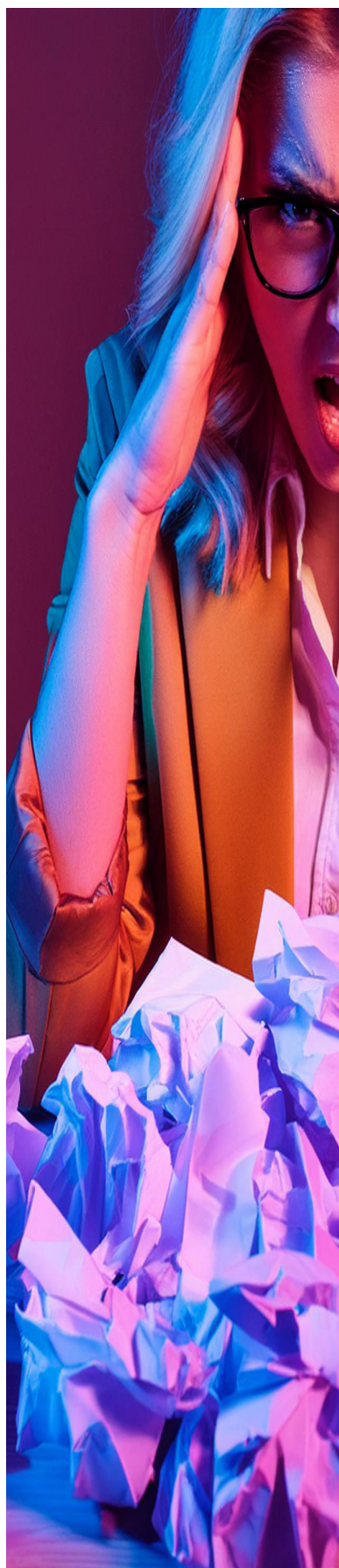
Plus, some radio-specific resources which should be on every copywriters bookshelf, and within arms reach.

<ENDS>



# SELF EDUCATION: THE COMMON PITFALLS

## 12 Things To Avoid



When putting together this issue, we asked our panel to suggest some pitfalls that they have either experienced or seen over their combined 60+ years of working in the industry.

The results were interesting to say the least.

Some of these were obvious (#'s 1 to 3), others, like #11 made for interesting and heated discussions on the editorial chatroom.

So we combined the answers into this fairly comprehensive top 12 list of common pitfalls.

See if you agree or disagree with our thoughts on the subject.

### **1. Focusing too much on theory without practical application:**

Reading books and taking courses is important, but radio copywriters need to actually practice writing to develop their skills.

There's a risk of getting stuck in "learning mode" without putting knowledge into action.

### **2. Not understanding the audience:**

A key mistake is failing to research and understand the target audience deeply.

Effective copy requires knowing the audience's needs, challenges, motivations, and level of awareness about the product/service.

### **3. Neglecting to study successful examples:**

Not analyzing real-world copy that has proven effective can limit a copywriter's growth.

Studying ads, landing pages, emails etc. that have performed well is crucial.

### **4. Overlooking the importance of strategy:**

Focusing solely on writing techniques without understanding the strategic aspects of copywriting (like positioning, offer development, etc.) is a common pitfall.

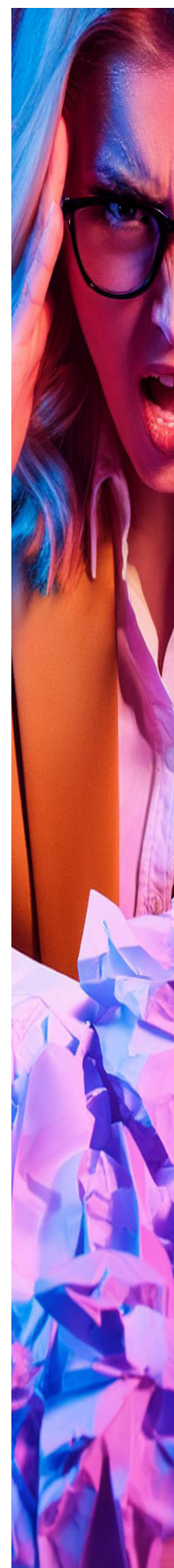
### **5. Ignoring industry-specific knowledge:**

Copywriters need to understand the industries they write for.

Neglecting to learn about specific markets and products can lead to ineffective copy.

### **6. Not seeking feedback:**

Self-education without external input can reinforce bad habits.



Do you agree or disagree with this article? Or any of the articles in this issue?  
You can reach out to us and let us know at: [allmarketing@radiocopywriters.com](mailto:allmarketing@radiocopywriters.com)



Getting constructive criticism from experienced copywriters or clients is essential for self ongoing improvement.

### **7. Relying too heavily on formulas:**

While copywriting formulas can be useful, over-relying on them without understanding the principles behind them can lead to stale, ineffective copy.

### **8. Neglecting to learn about related fields:**

Copywriting intersects with psychology, marketing, design, and more.

Failing to explore these related areas can limit a copywriter's effectiveness.

### **9. Not staying updated with trends:**

The digital landscape changes rapidly.

Not keeping up with new platforms, technologies (like Ai), and consumer behaviors can make a copywriter's skills outdated.

### **10. Underestimating the importance of research:**

Good copy requires thorough and ongoing research.

Skimping on this step and relying too much on creativity alone is a common mistake.

### **11. Focusing only on writing skills alone:**

Neglecting to develop related skills like SEO, basic design principles, or data analysis can limit a copywriter's career growth.

Plus, focussing on grammar is a huge mistake - people don't speak grammatically correct - so why should you write commercials that way?

Extend your skill set and your breadth of understanding the language to really succeed.

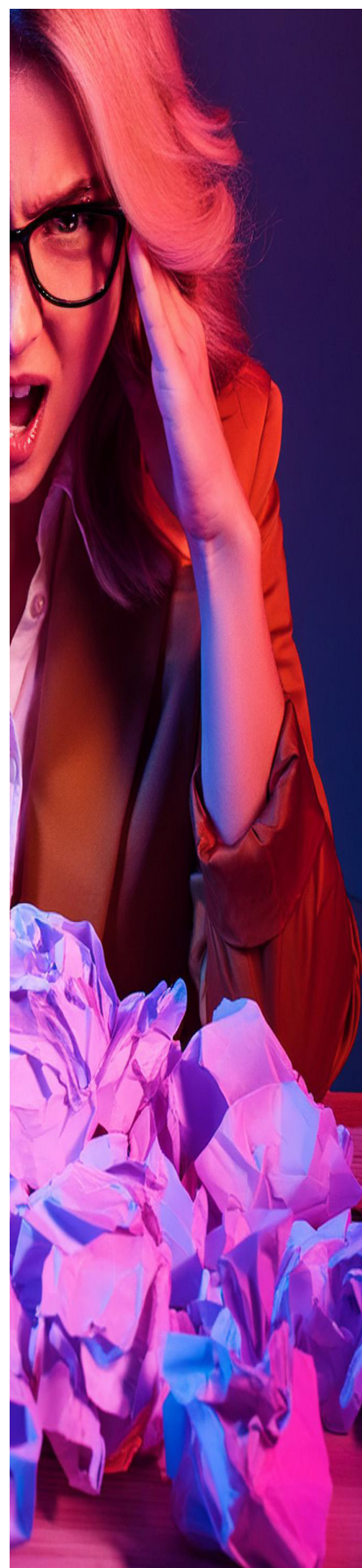
### **12. Not practicing different types of copy:**

Specializing too early or not experimenting with various forms of copywriting (e.g., direct response only, brand storytelling, technical writing) can limit versatility.

Learning to write all types of copy can create a better rounded set of skills that will serve you in all circumstances.

*Do you agree or disagree with our panel?*

**<ENDS>**







## SELF EDUCATION: STUDYING SUCCESSFUL CAMPAIGNS

Studying The Right Thing is ALL Important

Studying successful radio campaigns is crucial for anyone looking to excel in radio advertising.

Here's are some illustrative examples:

### Learning from the Best

Analyzing successful radio campaigns provides invaluable insights into what works in the medium.

By examining these campaigns, copywriters and marketers can:

- **Identify effective storytelling techniques**
- **Understand how to create memorable audio branding**
- **Learn how to maximize impact within time constraints**
- **Discover innovative ways to engage listeners**

### Understanding Audience Engagement

Successful campaigns demonstrate how to connect with listeners effectively.

They show:

- **How to capture attention quickly**
- **Ways to maintain interest throughout the ad**
- **Techniques for encouraging audience participation**
- **Methods for creating emotional resonance**

### Mastering the Audio-Only Format

Radio's unique audio-only nature presents both challenges and opportunities.

Studying successful campaigns reveals:

- **Techniques for creating vivid mental imagery through sound alone**
- **Effective use of music, sound effects, and silence**
- **Ways to compensate for the lack of visual elements**
- **How to leverage the intimacy of the audio medium**

### Adapting to Changing Trends

Examining successful campaigns helps:

- **Stay current with changing listener preferences**
- **Identify emerging trends in audio advertising**
- **Understand how to integrate radio with digital platforms**
- **Adapt to new technologies and formats in audio delivery**



## Examples of Successful Radio Campaigns

Let's look at 4 notable radio campaigns and what we can learn from them, although we can't include links to the audio here, a quick search on your favourite web engine will deliver you to the audio files:

### 1. Motel 6 - "We'll Leave the Light On"

This long-running campaign, featuring the distinctive voice of Tom Bodett, and really demonstrates the power of consistency and humor in radio advertising.

The campaign's success lies in its:

- **Memorable tagline**
- **Consistent brand voice**
- **Use of dry humor**
- **Simple, relatable messaging**

#### **The Key Takeaway:**

Take a large dose of consistency and a distinctive brand voice and you can create long-lasting brand recognition campaign.

### 2. Dos Equis - "The Most Interesting Man in the World"

While primarily known for its TV ads, this campaign also had a strong radio presence.

It showcases:

- **The power of a strong character persona**
- **How to create a rich audio world through storytelling**
- **Effective use of a tagline that translates well to audio**

#### **The Key Takeaway:**

A well-developed character can

drive a successful cross-media campaign.

### 3. UK Department for Transport - "THINK!"

This road safety campaign effectively uses sound design to create impactful public service announcements.

It demonstrates:

- **How to use sound effects to create tension and drama**
- **The power of silence in audio advertising**
- **Effective delivery of serious messages in a memorable way**

#### **The Key Takeaway:**

Clever use of sound design can create powerful emotional impact.

### 4. Spotify - "Thanks 2016, It's Been Weird"

This data-driven campaign showcased how to use listener insights creatively.

It illustrates:

- **The power of personalization of data in advertising**
- **How to create relevance through cultural references**
- **Effective use of humor to engage listeners**

#### **The Key Takeaway:**

Leveraging data and cultural insights can create highly relatable content.

### Applying These Lessons to Your Own Campaigns

By studying these and other successful radio campaigns

(internationally, nationally and locally) you can:

#### **1. Refine Your Storytelling:**

Learn how to craft compelling narratives that resonate with listeners.

#### **2. Improve Sound Design:**

Understand how to use music, effects, and silence to enhance your message.

#### **3. Develop Brand Voice:**

Create a consistent and memorable audio brand identity.

#### **4. Optimize for the Medium:**

Tailor your approach to radio's unique strengths and limitations.

#### **5. Enhance Creativity:**

Find inspiration for innovative approaches to audio advertising.

#### **6. Understand Timing:**

Learn how to pace your message effectively within time constraints.

#### **7. Improve Call-to-Action:**

Craft more effective ways to motivate listener response.

### The Importance of Ongoing Study

Continuous study of these campaigns is essential because:

- **Listener preferences evolve over time**
- **New technologies create new opportunities for innovation**
- **Cultural trends influence what resonates with audiences**

**- Competition drives the need for fresh, creative approaches**

By regularly analyzing successful radio campaigns, you stay ahead of the curve and continue to refine your skills as a radio copywriter or marketer.

**Let's Wrap This Up**

Studying successful radio campaigns is not just an academic exercise; it's a practical necessity for anyone serious about excelling in radio advertising.

These campaigns serve as a treasure trove of insights, techniques, and inspiration.

They demonstrate what's possible within the medium and set benchmarks for creativity and effectiveness.

This knowledge allows you to craft more compelling, memorable, and effective radio ads that resonate with listeners and achieve campaign objectives.

Remember, success leaves clues.

By studying the best, you're not just learning about past successes – you're equipping yourself with the tools and insights to create the next great radio campaign.

Whether you're a copywriter, marketer, or brand manager, making the study of successful radio campaigns a regular part of your personal professional development will pay dividends in the quality and effectiveness of your work.

**<ENDS>**



# HOW TO PRINT

## HOW TO PRINT



Within Adobe Reader or your preferred text reader:

Select print.

In 'Printer Properties'  
select colour.

Print all pages (or the page range you want).

Print on both sides.

Shrink oversized pages to fit & flip along long edge.

Portrait orientation.

Print - then read - and enjoy.

## DO YOU WORK WITH, OR ARE YOU: GEN Z? WHAT IS THE GEN Z HOT TOPIC RIGHT NOW?

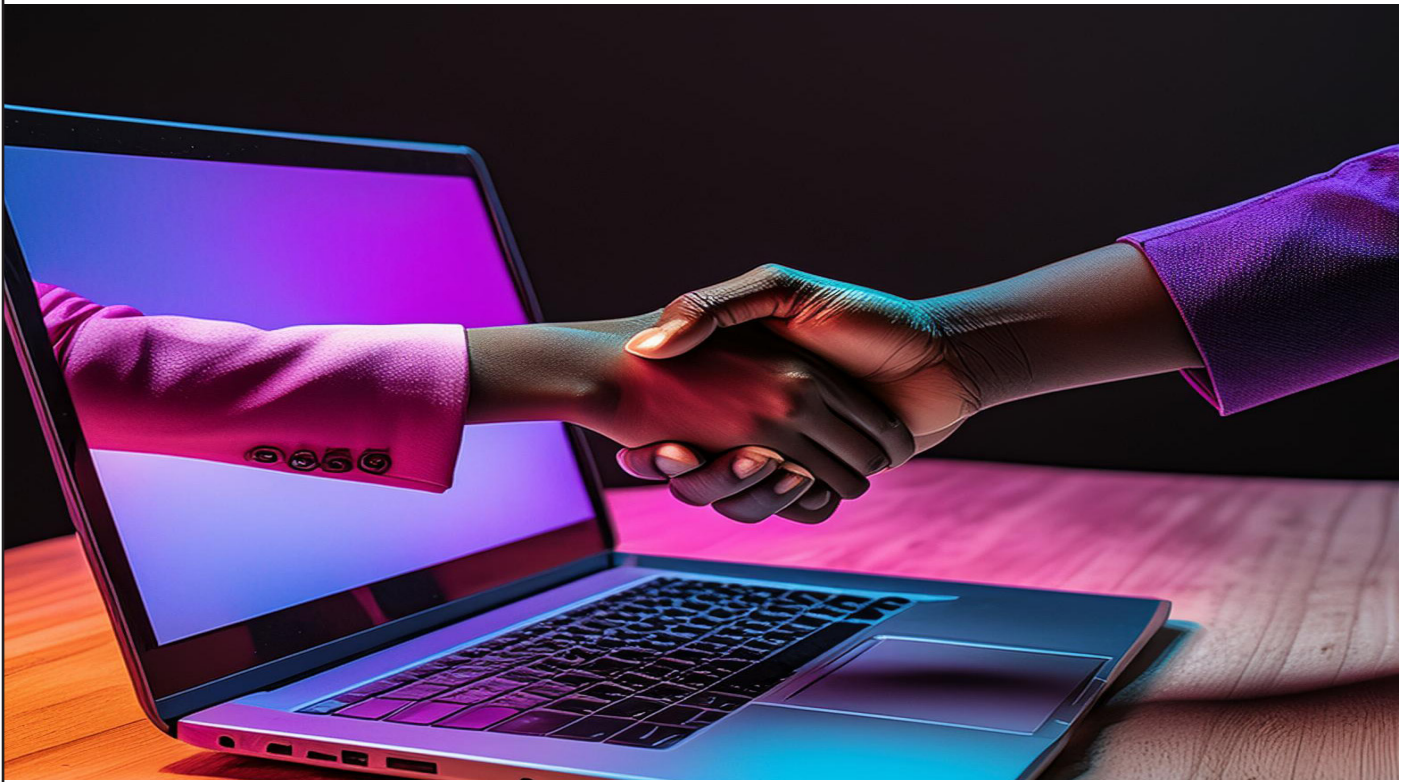
In a recent study by [Adobe.com](https://www.adobe.com):  
**Adobe Future Workforce Study: What U.S. employers  
need to know about Gen Z in the Workplace**

**28%** of GEN Z feel that  
their jobs don't tap their full potential.

A staggering... **83%** of GEN Z workers  
say that they WANT a workplace mentor.

But only **52%** actually have one!





## FREE ONLINE COURSES YOU CAN DO

**PLEASE NOTE:** *None of these courses are endorsed by us, they have been discovered or recommended by other people and sent to us - we hope you will conduct your own due-dilligence when signing up for any and all courses.*

Whether you're a budding novelist, a aspiring copywriter, or simply looking to improve your personal or writing skills, there's a wealth of free online courses available to help you hone your craft.

While we haven't given you the direct links in this article - but a quick search online will come up with the details and links for the courses.

Let's explore some of the options that are out there and available for you to do at no cost.

### Copywriting Courses

Several free copywriting courses stood out for the team:

#### 1. Filthy Rich Writer's Free Video Training:

This comprehensive 1+ hour training provides groundbreaking insights into the world of copywriting.

While you only have a few days to access it, the engaging content makes it worth your time.

#### 2. Filthy Rich Writer's Podcast:

If you prefer audio learning, this podcast offers specialized topics for copywriters at various stages of their careers.

#### 3. Mike Nardi's Practical Copywriting Course:

This 40-minute YouTube

video covers copywriting basics and offers tips on how to start making money as a copywriter.

#### 4. Copywriting Course's Free Videos:

These short, quirky videos provide a quick introduction to copywriting fundamentals in about 30 minutes total.

### General Writing Courses

#### 1. Alison's Effective Writing Skills:

This 10-15 hour self-paced course covers various writing styles and includes an exam.

#### 2. Coursera's Write Your First Novel:

For aspiring novelists, this 127-hour course guides you through writing a full-length

novel of 50,000 words.

### 3. Harvard University's The Art of Persuasive Writing & Public Speaking:

This 10-week course teaches you when and how to use various rhetorical devices in both writing and speaking.

#### Other free resources that can complement your education:

#### 1. AWAI's "The Writer's Life" Newsletter:

Provides daily tips and ideas for finding work and making money as a writer.

#### 2. YouTube Tutorials:

Many experienced copywriters share their knowledge through free YouTube videos.

**3. Writing Blogs:** Follow professional writers' blogs for ongoing tips and insights.

#### Leadership Courses from Institutions Around The World:

#### 1. GOLDMAN SACHS

*The Fundamentals of Leadership* – learn how to develop your leadership style, core values and company culture – this is a free, 3 hour course.

#### 2. HARVARD UNIVERSITY

*Exercising Leadership* – the Foundational Principals – Learn how to identify complex challenges, understand formal and informal authority, and build trust relationships. Course is 4 weeks.

“

*Remember, while these free resources are excellent starting points, investing in comprehensive paid courses... may be necessary as you progress in your writing career...*

”

#### Well-Being Courses:

#### 1. BERKELEY UNIVERSITY OF CALIFORNIA

*Mindfulness and Resilience to Stress at Work* – Learn how to manage and build resilience in the workplace. This course is self-paced.

#### 2. HARVARD UNIVERSITY

*Managing Happiness* – Learn the science of happiness and how to practice it. Course duration: 6 weeks.

#### 3. YALE

*The Science of Well Being* – Learn about the science of happiness and how to apply it to your life. Course Duration: 10 weeks.

#### 4. IBM

*Developing Interpersonal Skills* – Learn how to communicate effectively, resolve conflicts, and establish trust in professional relationships. Course duration 3 hours.

#### Free Artificial Intelligence Courses:

#### 1. AWS

*Introduction to Generative Ai – The Art of the Possible* – Learn about generative Ai and its applications. This course is self-paced.

#### 2. LINKED-IN

*Introduction to Prompt Engineering* – Learn how to generate high quality text using GPT-3 - This course is self-paced.

Remember, while these free resources are excellent starting points, investing in comprehensive paid courses or workshops may be necessary as you progress in your writing career, especially if you're aiming for success in specialized fields like radio copywriting.

<ENDS>

To locate any of these courses, see the LINKS page at the end of this magazine issue.



## RADIO'S REALITY CHECK - PART 1

Have You Ever Thought Of Being A Radio Advocate? This is a Call To Arms!

Let's face it: if you've spent any time in the marketing world lately, you've probably noticed the large amount of so called "DIGITAL MARKETERS" are everywhere, in almost every business.

Unfortunately, they have somehow managed to worm their way into the ear of business owners with their words of 'measurable data', and 'targeted marketing', and worst of all 'you'll be able to see where your money is going!'

While we love their enthusiasm for all things online, it's easy to forget that radio advertising is still a heavyweight contender in the marketing ring.

And business owners need to be reminded of this!

How?  
With a Radio Advocate.

You may think that your national body is already doing this for you (I am looking at you RAB/NAB/etc).

Honestly, it seems that they have dropped the ball on this and not been visible enough to make or have any affect on the bottom line of our industry.

That's why we need to have dedicated advocates, in every station.

Buckle up, because I don't plan to hold back...

### Radio's Reach is No Joke

First off, let's talk numbers. Radio reaches a whopping 93% of adults every week.

Yes, you read that right—93%! That's more than the number of people who actually read the terms and conditions before clicking "I agree."

While digital ads are busy getting scrolled past or blocked faster than you can say "skip ad," radio is capturing the ears of listeners, especially during those glorious commute times when they have nowhere else to go.

### Targeted & Budget-Friendly

Now, some digital marketers might tell you that online ads are the pinnacle of targeted marketing.

But guess what? Radio can target audiences too!



With stations catering to specific demographics, you can reach your ideal customers based on age, interests, and location.

And let's not forget about cost—radio ads can be produced and aired at a fraction of the price of a flashy digital campaign.

Who knew reaching your audience could be so affordable?

### **Trust Me, I'm a Radio Host**

In a world where trust is as rare as a unicorn, radio personalities still have a special bond with their listeners.

They're like the friend who always gives you the best advice (or at least the best gossip).

When a popular host endorses your brand, it carries weight that's hard to replicate in the digital realm, where ads often feel as genuine as a used car salesman.

### **Digital and Radio: A Match Made in Marketing Heaven**

Here's a thought: what if radio and digital marketing could actually work together?

Shocking, I know.

A well-crafted radio campaign can drive listeners to your website, social media, or app, creating a seamless experience.

It's like the peanut butter and

jelly of marketing—together, they make a delicious sandwich that's way better than each ingredient alone.

### **Flexibility? Yes, Please!**

Radio, offers flexibility that's hard to beat.

Need to get an ad on air in a week?

No problem!

Radio ads can be created and aired in days, allowing you to jump on trends faster than a digital marketer can say "SEO optimization."

### **Local Love**

If you're a local business, radio is your best friend.

Stations are deeply rooted in their communities, giving you a direct line to local consumers.

Meanwhile, digital marketers are busy trying to figure out how to target that one person who liked a cat video three years ago.

Talk about a wild goose chase!

### **Measurable Results: Yes, Really**

While digital marketers love to brag about how trackable their campaigns are, radio is catching up.

Thanks to advanced analytics, you can now measure the impact of your radio spots on website traffic,

store visits, and even sales.

### **The Magic of Audio**

In a world obsessed with visuals, let's not underestimate the power of audio.

Radio ads can create vivid mental images and emotional connections that stick with listeners long after the ad is over.

It's like a movie for your ears!

Meanwhile, digital ads are often forgotten as soon as the next meme pops up.

### **Wrap-Up: Embrace the Radio Revolution**

At the end of the day, it's not about choosing sides in the great marketing debate.

It's about finding the right mix that works for you.

So, don't let the digital hype overshadow the timeless power of radio.

Your marketing strategy—and your bottom line—will thank you for it!

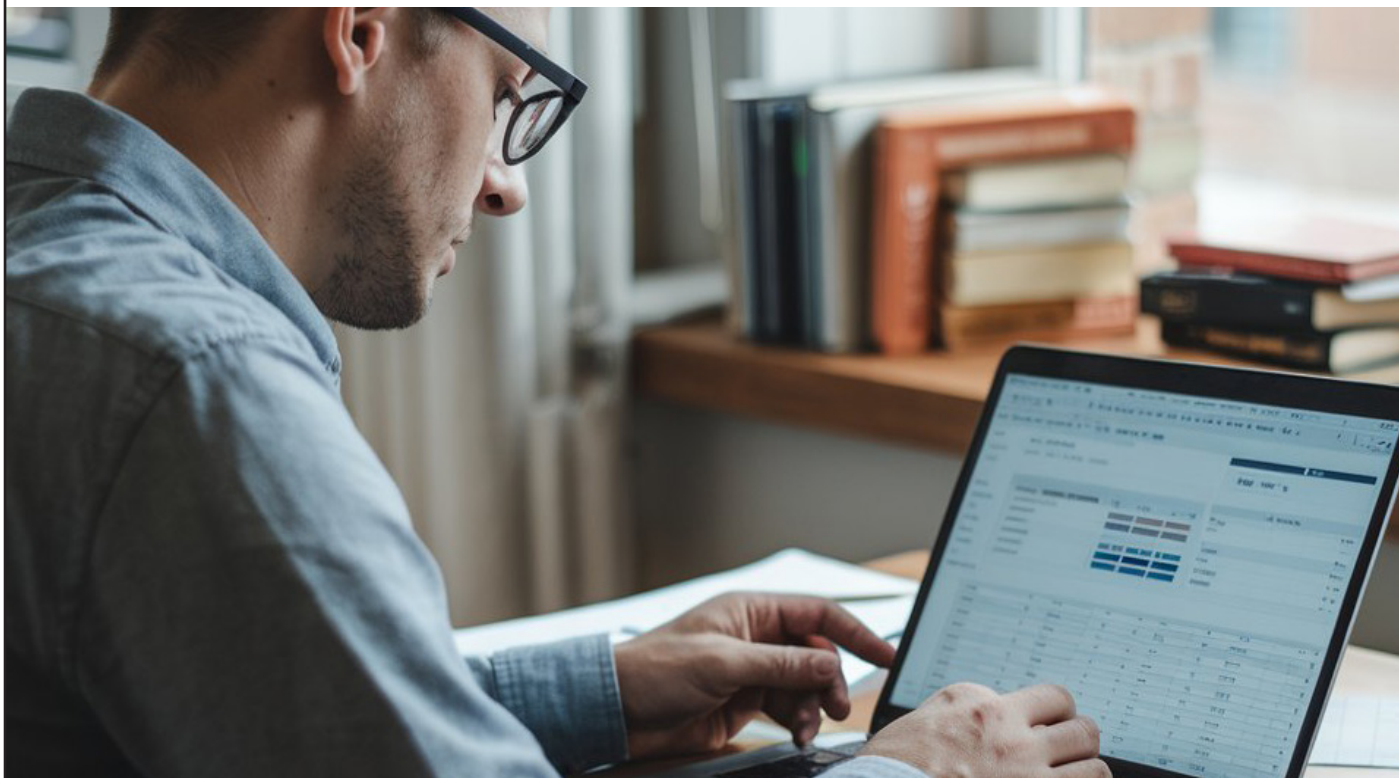
Are you willing to step up?

Are you willing to rattle the sabre for radio?

Are you going to let digital marketing kick radio from its position in the media landscape?

NO! I didn't think so!

**<ENDS>**



## LEARNING TO WRITE AI PROMPTS

We asked a student of Ai to give us actual working examples of using Ai to get the best results, this was their response...

Like it or not, Ai (Artificial intelligence) has arrived, and its impact on various industries is undeniable.

As radio copywriters, we find ourselves at a crossroads where embracing this technology can potentially enhance our craft.

While some may view Ai with trepidation, it's worth considering the wisdom of Abraham Lincoln, who allegedly said, "The best way to predict the future is to create it."

However, it's important to note that this quote is often miss-attributed to Lincoln.

In the spirit of shaping our own future, this article will explore

how we can harness Ai to our advantage across our industry, and as radio copywriters.

We'll focus specifically on Perplexity, an Ai tool that can assist in our creative process.

The principles and prompts discussed can also be applied to other Ai engines, allowing you to adapt these techniques to your preferred platform.

### **Leveraging Ai for Superior Radio Commercial Research and Writing**

By harnessing the power of these advanced systems, copywriters and marketers can enhance their research process and craft more compelling, targeted advertisements.

### **Understanding the Ai Advantage**

Ai programs do offer unprecedented access to vast amounts of information and can process data at remarkable speeds.

For radio commercial writers, this means quicker research, more diverse insights, and the ability to tailor content to specific audiences with greater precision.

### **The Research Phase: Laying the Groundwork**

#### **Defining Your Objective**

Before diving into Ai-assisted research, clearly define your commercial's goal.

Are you promoting a new product, boosting brand awareness, or driving a specific action?

A well-defined objective will guide your Ai queries and also ensure relevant results.

### Crafting Effective Prompts

The key to getting valuable information from Ai lies in how you frame your questions.

Apply these principles when formulating your prompts:

#### 1. Clarity and Specificity:

Avoid vague requests. Instead of asking, "Tell me about radio advertising," try instead "Provide recent statistics on radio advertising effectiveness for automotive products targeting millennials in urban areas."

#### 2. Context Awareness:

Give the Ai system enough background to understand your needs.

For example: "Considering the current economic climate and shift towards sustainable products, what are the key selling points for eco-friendly household cleaners in radio commercials?"

#### 3. Role Definition:

Assign the Ai a specific persona to frame its response. "As an experienced radio copywriter specializing in financial services, what are the top three emotional triggers to use in a 30-second commercial for a new savings account?"

“

*The best way to predict the future is to create it.*

”

*Abraham Lincoln*

### Gathering Industry Insights

Use Ai to stay updated on industry trends and consumer behavior.

Try prompts like:

- "Summarize the latest trends in radio listening habits among [target demographic] in [specific region]."

- "Identify the most successful radio commercial campaigns for [product category] in the past year and explain their key elements."

### Crafting Compelling Content

#### Developing the Hook

The first few seconds of a radio commercial are crucial.

So let's use Ai to brainstorm attention-grabbing openings:  
- "Generate five unique ways to start a 30-second radio commercial for a luxury car brand, focusing on exclusivity and innovation."

Perplexity gave me this:

**1. Sound of Silence:**  
*Begin with 2-3 seconds of complete silence, then a smooth voice says: "That's the sound of perfection. Introducing the new [Brand*

*Model] - where silence meets innovation."*

**2. Futuristic Sound Effect:**  
*Start with a sleek, high-tech sound effect, followed by: "The future of luxury isn't coming. It's already here. Experience the revolutionary [Brand Model]."*

**3. Exclusive Invitation:**  
*"Your private invitation has arrived. The [Brand Model] launch event - where only 100 will witness the dawn of automotive excellence."*

**4. Question Hook:**  
*"What happens when cutting-edge technology meets timeless luxury? The answer awaits you in the all-new [Brand Model]."*

**5. Celebrity Voiceover:**  
*Have a recognizable celebrity voice say: "I've driven the best. I've experienced luxury. But nothing prepared me for the innovation of the [Brand Model]."*

Not amazing results - but they are something to begin writing your script from, I would classify this as a bit of research, a start, or a rough draft.

### Storytelling and Emotional Appeal

Ai can help you to craft



narratives that resonate with your audience:

- "Outline a brief story arc for a 60-second radio commercial about a family-owned restaurant, emphasizing tradition and community connection."

Perplexity gave me this:

### Story Arc Outline

1. **Opening Scene (0-10 seconds)** *Sound of a bustling kitchen with sizzling pans and laughter.*

**Narrator:** "In the heart of our community, where every meal tells a story, lies [Restaurant Name]—a family-owned gem that's been serving love on a plate for over [X years]."

2. **Introduction to Tradition (10-20 seconds)** *Soft, nostalgic music begins to play.*

**Narrator:** "Here, recipes are passed down through generations, each dish crafted with the same care and passion that Grandma [Name] poured into her kitchen. From our famous [signature dish] to the warm bread baked fresh daily, every bite is a taste of tradition."

3. **Community Connection (20-40 seconds)** *Sounds of families chatting and children playing in the background.*

**Narrator:** "But it's not just about food; it's about family. At [Restaurant Name], we believe in bringing people together. Whether it's a birthday celebration, a family reunion, or just a cozy dinner with friends, we create moments that last a lifetime."

4. **Call to Action (40-55 seconds)** *Music shifts to a more upbeat tone.*

**Narrator:** "Join us at [Restaurant Name] and experience the warmth of

**our family. Visit us today and become a part of our story.**

**Because here, you're not just a customer—you're family."**

5. **Closing Line (55-60 seconds)** *Sound of a bell ringing as the door opens.*

**Narrator:** "Come taste the tradition. [Restaurant Name]—where every meal is a celebration of community."

### Tailoring Language and Tone

Adapting your commercial's language to your target audience can be tricky, and in our experience takes some time to get it just right - but if you use Ai, you can ask it to do it for you with this prompt:

- "Rewrite the following product description in a tone suitable for a radio commercial targeting young professionals: [paste product description]"

### Optimizing for Audio Format

#### Sound and Rhythm

While Ai may not (in the vast majority of cases - and we do know there are some out there that do, do this) create the actual audio, it can assist in planning the auditory elements (although the results can be mixed - see below):

- "Suggest a rhythm pattern for a 30-second radio jingle promoting an energy drink, considering the product's vibrant and energetic brand image."

Perplexity suggested this:

1. **Intro (0-5 seconds):** *Start with a fast-paced, upbeat electronic drum beat (around 130-140 BPM). Use a combination of kick drum and snare to create an*

*instantly energizing rhythm.*

2. **Verse (5-15 seconds):** *Introduce a syncopated pattern with emphasis on off-beats. Add in percussive elements like hand claps or finger snaps to maintain high energy. The rhythm should feel urgent and exciting.*

3. **Pre-chorus (15-20 seconds):** *Briefly simplify the rhythm to build tension. Use a four-on-the-floor beat with a pulsing bassline to create anticipation.*

4. **Chorus (20-25 seconds):** *Explode into a full, dynamic rhythm. Layer multiple percussion elements, including cymbals and toms. This section should feel like a burst of energy, mirroring the drink's effect.*

5. **Outro (25-30 seconds):** *Return to the initial beat but with added intensity. End with a dramatic drum fill or a sudden stop on the last beat, leaving listeners feeling energized.*

### Memorability and Call-to-Action

Craft memorable phrases and effective calls-to-action:

- "Create five catchy, rhyming slogans for a local pizza delivery service, each ending with a clear call-to-action."

And perplexity suggested this:

1. **"Hot and fresh, we're the best, order now, forget the rest!"**

2. **"Craving a slice? Don't think twice, call us up for a pizza paradise!"**

3. **"From our oven to your door, one bite and you'll come back for more!"**

4. "Cheese so gooey, toppings galore, dial us up, let's start the score!"

5. "Pizza dreams, we make them real, order today, it's a delicious deal!"

“

... but if you use Ai,  
you can ask it to do it for you

”

## Refining and Testing

### A/B Testing Ideas

Use Ai to generate multiple versions of your commercial for testing:

- "Provide three different approaches for a 45-second radio commercial promoting a new smartphone, varying the main selling point in each version."

### Addressing Potential Weaknesses

Identify and improve weak spots in your commercial:

- "Analyze the following radio commercial script for potential issues and suggest improvements: [paste script]"

### Ethical Considerations and Best Practices

#### Maintaining Authenticity

While Ai is a powerful tool, it's crucial to maintain your brand's authentic voice.

Use AI-generated content as a starting point, then refine and personalize it to match your brand's unique style and values.

#### Fact-Checking and Verification

Always verify facts and statistics provided by Ai.

Cross-reference information

with reputable sources to ensure accuracy in your commercials.

### Continuous Learning

The field of Ai is rapidly evolving.

Stay updated on new features and capabilities of Ai tools to maximize their potential in your radio commercial creation process.

### Where To Go From Here?

Incorporating Ai tools like Perplexity into your radio commercial research and writing workflow can significantly enhance your efficiency and creativity.

By leveraging Ai's vast knowledge base and processing power, you can create more targeted, engaging, and effective radio advertisements.

Remember, Ai is a powerful assistant, but your expertise, creativity, and understanding of your brand and audience remain the core of successful radio commercial creation.

As you embrace these Ai-powered techniques, you'll find yourself producing radio commercials that not only capture attention but also drive results, keeping your brand at the forefront of the ever-evolving advertising landscape.

*NOTE: This article was not sponsored by PERPLEXITY, it is based entirely on using the free account that this Ai engine supplies to all users for the past 6 months.*

*We will be using other Ai engines in future articles.*

<ENDS>

**Try Perplexity yourself** - or the others at the same level: ClaudeAi, WriteSonic, You.com, or... A new Ai assistant... **BELOGA** - we have only just started to use this, and **WOW!** It is free, and really helps with research (as we discussed here) Beloga immediately impressed us with its AI-powered search technology that enhanced, captured, organized, and retrieved information. Creating workspaces to keep our research organized and accessible, has been a game-changer. Try it yourself at [www.beloga.xyz](http://www.beloga.xyz)



reminiscence bump” suggests that people have stronger emotional connections to music from their adolescence, particularly around age 14.

Advertisers can capitalize on this by either:

**1. Demographic Targeting:**

Selecting songs that were popular when the target audience was in their teens.

**2. Nostalgia Appeal:**

Using familiar tunes from the listeners’ youth to evoke positive memories and emotions, creating a favorable association with the product.

**Emotional Resonance**

Music has the ability to elicit strong emotional responses, which can be harnessed by...

## LEARNING TO CHOOSE THE RIGHT MUSIC, USING THE 'MUSICAL REMINISCENCE BUMP'

Music can be a powerful tool in radio advertising, leveraging the emotional connections and memories associated with specific songs to trigger a buying response from listeners.

We recently came across an article from the journal *Music and Science*, it made us think about hearing a song that instantly puts a smile on your face, from the very first note, it gets you singing along, and holds a special meaning for you.

It is more likely that if a song does this, you were a teenager when you first heard it.

We will discuss (in some loose terms as each country has different rules) how you can effectively use music to trigger this response and enhance your radio commercials selling to those demographics.

Remember that you should at all times try to obtain the proper rights to use any and all copyrighted music, paying a licence fee for that music, or use sound-a-like music beds from your production music library.

**Targeting the Musical Reminiscence Bump**

The concept of the “musical

**Mood Setting:**

Choosing music that aligns with the desired emotional state for the product (e.g., upbeat for energy drinks, soothing for relaxation products).

**Brand Identity:**

Developing a consistent musical theme or jingle that becomes synonymous with the brand, creating instant recognition.

**Memory Activation**

Music can also serve as a powerful memory cue, which advertisers can use to their advantage...



### **Associative Learning:**

Pairing a product with a catchy tune or jingle can help listeners remember the brand long after the commercial ends.

### **Autobiographical Memories:**

Selecting music that triggers personal memories can make the advertisement more relatable and memorable.

### **Neural Nostalgia**

The concept of neural nostalgia, where music prompts memories and feelings, can be particularly effective:

#### **Positive Associations:**

Using music that evokes happy memories can transfer those positive feelings to the advertised product.

#### **Comfort and Familiarity:**

Familiar songs can create a sense of comfort, potentially lowering resistance to the advertising message.

### **Strategic Song Selection**

Choosing the right music is crucial for maximizing impact:

#### **Chart Toppers:**

While popular songs from the target audience's youth are effective, personal connections to music are also important.

#### **Genre Matching:**

Aligning the music genre with the product and your target audience preferences.

#### **Lyrical Relevance:**

Selecting songs with lyrics that subtly reinforce the product's message or benefits.

“

...It is more likely that if a song does this, you were a teenager when you first heard it....

”

### **Psychological Triggers**

Music can be used to activate specific psychological responses:

#### **Urgency:**

Up-tempo music can create a sense of excitement and urgency, encouraging immediate action.

#### **Trust:**

Familiar music can build trust and credibility for the brand.

#### **Social Proof:**

Using popular songs can tap into the listener's desire to fit in or be part of a trend.

### **Technical Considerations**

The implementation of music in radio commercials is also important:

#### **Sound Mixing:**

Ensuring the music complements rather than overpowers the voiceover.

**Timing:** Synchronizing key musical moments with important message points for maximum impact.

**The single most important factor... LICENCING**

Obtaining proper rights to use copyrighted music should be your first consideration - the cost involved for running a campaign can be in the thousands for a short run (3 month) campaign.

Or the hundreds of thousands in the case of a long campaign.

Look at the costs FIRST, and BEFORE pitching the idea to your client.

By strategically incorporating music that resonates with the target audience's memories and emotions, radio advertisers can create more engaging and effective commercials.

The power of music to evoke nostalgia, trigger positive associations, and enhance brand recall makes it an invaluable tool in influencing consumer behavior and driving purchasing decisions.

However, it's crucial to select and implement music thoughtfully, ensuring it aligns with the brand message and resonates authentically with the intended audience.

<ENDS>



## THE COPY VAULT: REAL ESTATE

### 60 second (139 words):

Attention homeowners and property investors!  
 Are you looking to sell, buy, or manage real estate in <AREA NAME>?  
 <BUSINESS NAME> has you covered!  
 We understand the unique needs of our customers.  
 Our local experts offer personalized service whether you're selling your family home or expanding your rental portfolio.  
 Worried about costs?  
 We offer competitive commission rates and flexible property management packages tailored to your budget.  
 Convenience is key at <BUSINESS NAME>.  
 Access our services online, by phone, or visit our offices in five convenient locations across the state.  
 Have questions?  
 Our team is available twenty four seven.  
 Call us now at <PHONE NUMBER> or visit <WEBSITE NAME DOT COM>.  
 From first-time buyers to seasoned investors, <BUSINESS NAME> is your trusted partner in real estate.  
 Let's turn your property dreams into reality today, at <BUSINESS NAME> Where your journey ome begins.  
 [SFX Door opening]

### 30 second (81 words):

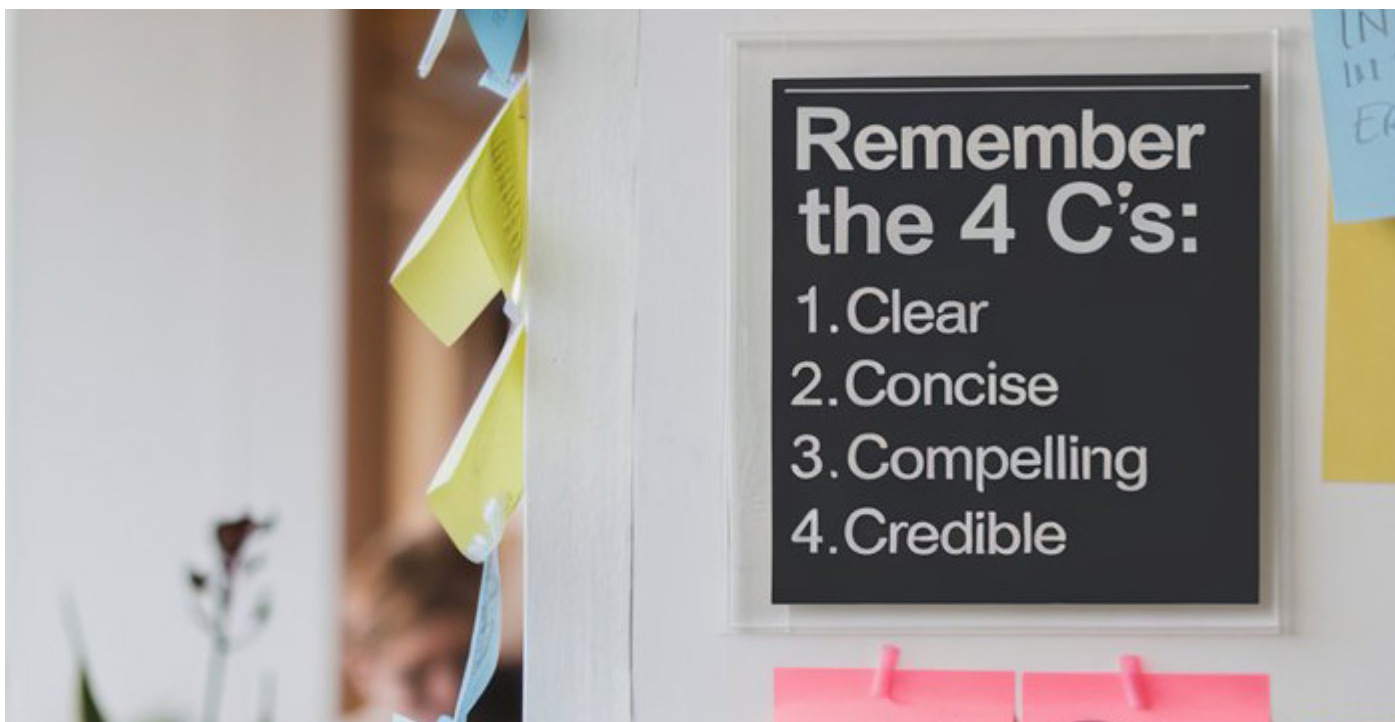
((FVO1)) I like the idea of having a property portfolio...  
 ((FVO2)) "Me too, flats, units, houses..."  
 ((FVO1)) Yes... having a wide-ranging portfolio is such a dreamy thing to have, or do?  
 I mean, I've never actually brought a property, but I like the idea of owning my own...  
 ((FVO1)) "Oh I like the idea too"  
 ((FVO3)) Not everyone is on the property ladder, but if you want to take the first step, then call <NAME> at <BUSINESS NAME> and she can help.  
 Search <BUSINESS NAME> today.

### 15 second (32 Words):

((FVO)) At <BUSINESS NAME> the all-women boutique real estate company , we really do the best deals for you. Talk to us about about your property management, sales, rentals, or leasing. <BUSINESS NAME>.

<ENDS>

The next issue's COPY VAULT will contain scripts from our STATION scripts file, with scripts to attract business to your radio station.



## CLASSIC COPYWRITING FORMULAS - THE 4 C's

It will become obvious very quickly why the 4 C's is so popular:

1. **Clear**
2. **Concise**
3. **Compelling**
4. **Credible**

Stay focused on the goals and the benefits to your audience.

Keep your writing clear...

Keep it concise...

Find a compelling angle to write from...

And write with credibility that what you're promising can be trusted to happen.

### Examples:

1. "Guys! Remember everything. Even your wedding anniversary. The world's most well-known memory tool is now here."
2. "Clean glass... means you can see the kids playing... you can watch what they are doing in the backyard... with... the dog and that hose!

HEY! STOP THAT!"

3. " Busy parents, are you struggling to find time for fitness? Our 24-hour gym with on-site childcare and creche has you covered"

4. "Drive home in a new car today with \$0 down and 0% financing for 60 months. Plus, our 10 year warranty gives you peace of mind."

5. "Groceries delivered to your door in as little as 2 hours. Order on our app or website - no minimum purchase required."

6. "Have questions about our new mobile banking app? Call us now at 555-1234 and our experts will walk you through it over the phone."

Other factors to consider when using the 4 C's:

1. Focus on addressing specific needs.
2. Consider the full cost to the listener, not just the price.
3. Always make it obvious that your answer to their problem is easy to achieve. and finally...
4. Focus on engagement, a call to action that will drive them to act on the offer.

<ENDS>





## RADIO DAYS ASIA 2024 - REVIEW

Discussion and Review by Earl Pilkington

The Radiodays Asia 2024 conference on September 2-4 at the Royale Chulan in Kuala Lumpur, Malaysia - promised to be a pivotal event for professionals in the radio, audio, and podcast industries across the Asia-Pacific region for the 5th year.

The first part of this article will look at what was covered, then a quick review and opinion...

### Conference Structure and Format

The event kicked off with a two-day conference followed by a day of workshop sessions.

The conference days were split into 2 tracks to allow you to choose which sessions would be more suitable for what you wanted to cover.

### Key Themes and Topics

Here's a recap of the key highlights from my notebook, given that I couldn't see everything over the conference, I tried to find out as much as I could about the sessions I missed:

### Day 1 - The Highlights:

1. **Chris Marsh**, Creative Producer of the Hamish and Andy Show, shared secrets to motivating talent and achieving long-term success in radio and podcasting.

He revealed 10 'secret sauces' that contributed to 20 years of success in the industry.

2. A panel explored how radio networks could provide trusted news and information in a cluttered media ecosystem.

They discussed new programmes, formats, and technologies to ensure journalism reached audiences effectively.

3. **Philippe Generali**, President and CEO of RCS, discussed adapting to new business models in the evolving audio consumption landscape.

He shared global examples and best practices for incorporating Software as a Service (SaaS) in the changing audio environment.

4. **James Ross** and **Glenn van Zutphen** delved into the art of engaging talk radio, including how to create meaningful content and connect with audiences.

5. Successful radio innovations and strategies from India, China, and Indonesia were showcased, providing attendees with ideas to implement at their own stations.

6. Experts presented innovative apps and digital platforms for reaching new audiences and increasing revenue.

The session featured insights on audiobooks, radio drama, and indigenous storytelling with a digital twist.

7. **Mike Russell** explored the impact of Ai on the audio and radio business, discussing new tools and strategies for staying ahead of the curve.

8. The session on DAB+ demonstrated how it was revitalizing broadcast radio globally, including innovations such as Automatic Safety Alerts.

9. **Jo Dick** and **Deb Hishon** presented the latest innovations and research on radio's resilience in a digital world, addressing industry questions about radio's future.

10. Award-winning podcast producers shared insights on creating successful podcasts, offering valuable lessons for aspiring creators.

11. A global discussion on the future of radio strategies, innovations, and challenges took place, exploring the latest trends and technologies shaping the industry.

12. Industry leaders addressed the changing landscape of in-car entertainment and radio's role, discussing how broadcasters could stay in control of the radio experience.

13. The BBC 'What in the World' team reflected on their experiences creating news podcasts for young global audiences, sharing lessons from their first year.

14. **Lauren Joyce** discussed integrating content and marketing for radio, exploring approaches to radio marketing that blend content creation with promotional strategies.

## Day 2 - Focused On:

15. **James Cridland** (Podnews editor), **Shuka Muranishi** from Otonal Inc. and **Simon Lee** (APAC Audio Marketplace Operations Director, Triton Digital) presented global podcast consumption trends, offering insights into listening habits across different regions..

16. A special guest explored innovative approaches to radio and podcast business strategies, challenging conventional norms.

17. **Emily Kwong** delivered a keynote on long-form science reporting in podcasts, sharing insights from NPR's Short Wave and her new show, Inheriting.

18. The latest research on listening trends in radio, audio, and podcasts in Asia was presented, providing valuable data for industry professionals.

19. Industry experts shared tips on expanding podcast audiences, covering techniques from social media to paid marketing for podcasts of all sizes.

20. The Radio Asia Podcast Awards recognized outstanding achievements in podcasting, with Steve Ahern unveiling some of the winners.

21. A session on podcast production covered the Indian market, language expansion, and video integration in podcasting.

22. Experts discussed brand building strategies and management, offering three perspectives on the topic.

23. **Craig Bruce**, **Irene Hulme**, and **Wade Kingsley** analysed lessons from the Melbourne radio wars, presenting some truly excellent insights from the competitive landscape that is Australian radio.

24. A panel explored various podcast monetization options, including ad sales, sponsorships, and subscriptions.

25. Radio industry experts discussed competing in the digital space, sharing strategies for developing client relationships and leveraging Ai.

26. **James Cridland** and a panel speculated on the future of podcasting, discussing potential developments in RSS, downloads, and measurement.

27. A rapid-fire session presented 30 ideas in 40 minutes for radio innovation.

### Day 3 - The Workshops:

28. **Steve Ahern** (CEO of Radio Info Australia) led a sustainability workshop on the future-proofing of media companies, covering the UN Sustainability Goals and their application to the media industry.

29. A hands-on workshop with **Mike Russell** explored Ai tools for radio and social video production, covering voice cloning, content summaries, and automated workflows (*even with some technical difficulties, Mike handled this amazingly well*).

30. Experts guided attendees in integrating audio branding into marketing strategies, focusing on four key areas for brand success.

31. A session discussed leveraging Ai for podcasting while maintaining the right balance between Ai use and human input.

32. A workshop focused on improving LinkedIn profiles for women in radio, utilizing Ai and workshopping bio descriptions.

But more importantly, it was an opportunity to network, to re-connect and to discover.

I connected with some truly interesting global leaders in their fields, picked their brains and shared common experiences with them.

### Was It Worth It? HECK YES!!!

What was great, more than anything else was the ideas I came back with.

I filled my 100 page notebook with 70 pages of ideas.

That's 60 pages of notes from the conference, and another 20 of ideas that was sparked by what was discussed.

Was it relevant to copywriting - yes, in so many ways - but directly, not so much.

It is a huge ask to cover every aspect of radio in a 2 day conference, even with 2 tracks of programs going at the same time (making it very difficult to see everything - and I did want to see everything!).

The biggest take-away for me was the Ai discussions with everyone, attendees and speakers alike, and with **Mike Russell**, who I managed to talk to a couple of times, and kick around ideas and talk shop with.

Mike has his own YouTube channel that I encourage you to check out, or you can search for **Music Radio Creative**, he is an industry professional with some chops!

And Mike's exploration of the Ai engines out at the moment led me down some interesting paths for commercials and writing.

I also talked to the team at RCS about their playout and music scheduling gear (shout out to the team at [rcsworks.com](http://rcsworks.com)).

I had a very interesting and frank chat with **Steve Ahern**, CEO of Radio Info Australia, about radio in Australia.

And was inspired by the work of **RJ Nasir Ali Khan** and his work at Radio DPS, specifically about bringing a new generation of students to radio.

Plus a wide range of other attendees from all



around the world, and from very different radio stations from New Zealand to India, Malaysia, the UK and Europe, and of course, Australia.

Thank-you to everyone for all for the time that you all spent with me, asking all those questions, I am sure I was annoying!

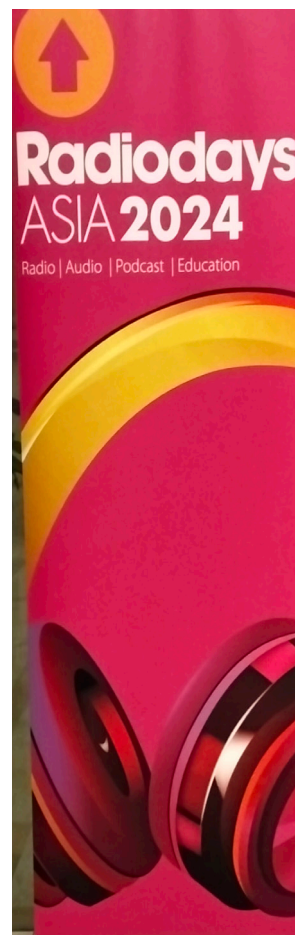
And finally, I am afraid, that I also fan-boyed big time when meeting **Han Seo Son**, Chief Producer at MBC in Korea, who produces Idol Radio. He shared amazing studio shots and information about the show he produces... (Yes I am a K-Pop fan - *Can you forgive me?*)... Han has over 19 years experience - amazing!



I also have to give a personal kudos and thanks to **Rosie Kendrick** and her team of volunteers from **Taylor's University in Malaysia**, they did an incredible job of keeping everything moving smoothly - well done all of you.

Thankyou again to everyone who attended.

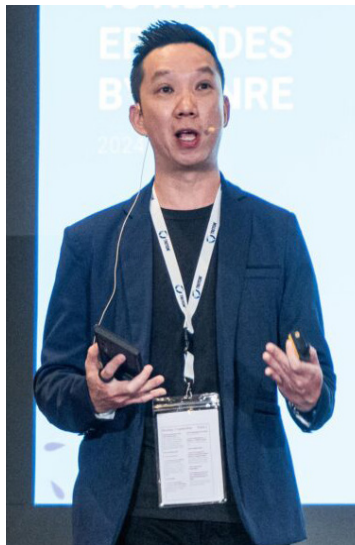
<ENDS>





# RADIO DAYS ASIA - PHOTOS

All photos supplied by Radio Days Asia, and by Earl Pilkington











## OTHER CONFERENCES YOU COULD CONSIDER

Here are some of the best conferences for radio copywriters to attend.

Why? They can help you professionally as a copywriter to stay current with industry trends, network with peers and potential clients, and gain new skills and inspiration to enhance your craft.

We also have a brief look at the benefits of attending.

### CopyCon

CopyCon is one of the premier copywriting conferences, held annually in London, usually around November.

While not specifically focused on radio, it offers valuable insights for all types of copywriters and anyone who uses words to make a living (love that line).

Why attend:

- **Learn cutting-edge copywriting techniques from industry experts**
- **Sessions on topics like “Writing for Audio” directly relevant to radio copywriters**
- **Network with other professional copywriters**
- **Gain inspiration and new ideas to apply to radio scripts**

### VidCon

Though primarily focused on video content, VidCon in Anaheim, Mexico or online (a fantastic way to attend) offers insights applicable to audio storytelling as well.

Benefits for radio copywriters:

- **Learn about engaging audiences through audio-only mediums**
- **Understand trends in digital audio content that can inform radio copywriting**

- **Network with content creators across various platforms**
- **Gain a broader perspective on the evolving media landscape**

### NAB Show

The National Association of Broadcasters (NAB) Show (held in April in Las Vegas) is one of the largest gatherings for the broadcast industry.

Reasons to attend:

- **Immerse yourself in the latest radio industry trends and technologies**
- **Attend sessions specifically focused on radio content and copywriting**
- **Network with radio professionals from around the world**
- **Learn about new audio production techniques that can enhance your copywriting**

## Radio Advertising Bureau (RAB) Various Events

The RAB hosts various events throughout the year (so it's more than just one conference) focused on radio advertising.

Why it's valuable:

- *Gain insights directly related to radio copywriting and advertising*
- *Learn about the latest research on radio audience behavior*
- *Network with radio station executives and advertisers*
- *Understand the business side of radio to inform your copy writing*

## Podcast Movement

While focused on podcasting, this conference offers valuable insights for radio copywriters.

In 2025 their event will be in August in Dallas, TX.

Benefits of attending:

- *Learn about storytelling techniques in audio formats*
- *Understand the crossover between podcasting and radio*
- *Network with audio content creators and producers*
- *Gain insights into audience engagement strategies for audio content*

'Evolutions' will be in Chicago at the end of March 2025, it is put together by the same team behind Podcast Movement.

It is interesting but more focussed on the experience rather than what is discussed above.

<ENDS>



# Radiodays EUROPE 2025

Radio | Audio | Podcast

## ATHENS 9-11 MARCH 2025

### RADIO DAYS EUROPE 2025 REGISTRATIONS ARE NOW OPEN!

Registrations are now open for **RDE25!**

Radiodays Europe will be held in March in Athens  
**GET YOUR TICKETS NOW!**

Whether you are coming to the  
Sunday Summits (there are SEVEN this year!),  
or just for the conference on the  
Monday and Tuesday, or...  
For all 3 days, we are looking forward to  
welcoming you the beautiful Athens in March.

Register now and join us in Athens in 2025!

The venue for Radiodays Europe next year is the  
fantastic **Megaron Athens Concert Hall.**

Four halls offering a comprehensive range of  
facilities, designed to the very highest  
specifications and one of the most impressive  
venues of its kind anywhere in the world.

FOR MORE DETAILS SEE:  
[www.radiodayseurope.com](http://www.radiodayseurope.com)

**We are looking forward to welcoming you to  
RDE25 in Athens 9-11 March 2025!**



## HEAD-TO-HEAD: MANNYS MINE TRAINING & SAFETY

2 very different 30 second radio scripts, written from the same copy brief, by 2 copywriters at opposite ends of the world. Which do you think the client should pick?

Vote at [www.radiocopywriters.com](http://www.radiocopywriters.com)

### SCRIPT #1: (87 WORDS)

((SFX: HEAVY MACHINERY FADES IN))

Tired of the 9-to-5 grind?  
Dig deep... have a career that rocks!

((UPBEAT ROCK MUSIC STARTS))

Manny's Mine Training and Safety is your ticket to the high-paying world of mining. No experience? No problem! We'll gear you up with all the certifications you need.

((SOUND OF A TRUCK REVVING))

From working at heights to driving massive loaders...  
Join us at our open days every Saturday next month.

((MUSIC INTENSIFIES))

Don't just dream about a better future – excavate it!

Visit “Manny M T dot com” and start a career that'll move mountains!

((SOUND OF EXPLOSION, THEN FADE OUT))

### SCRIPT #2: (86 WORDS)

Attention job seekers!

Looking for a career change that offers excellent pay and exciting opportunities?

Manny's Mine Training and Safety will prepare YOU for in-demand jobs in the mining industry.

Our comprehensive training programs cover everything from general safety to operating heavy machinery.

With our certifications, you'll be ready to fly-in, fly-out in no time.

Visit our well-equipped facility, during our open days, every Saturday next month.

For details see "Manny M T dot com", and take your first step towards a rewarding career in mining.

<ENDS>



# Submission Guidelines

We are thrilled to receive your submissions and share your expertise with our passionate community of radio copywriters.

## Theme-Based Submissions

Each issue of our tri-monthly magazine revolves around a specific theme.

We encourage you to submit ideas for articles that explore the theme from various angles, offering fresh perspectives, insights, and practical tips for creating captivating radio copy.

## Article Length

Typical article length should be around 500 words, but we welcome longer submissions if the content warrants it.

Our goal is to provide our readers with in-depth, informative, and engaging articles that truly resonate with their craft.

## Content Guidelines

Articles should be researched, informative, and offer actionable advice for radio copywriters.

Submissions should be original and previously unpublished work.

Articles should be written in a conversational style.

And yes we test all submissions against an AI bot detector.

Any AI generated articles will be rejected.

## Subjects

We welcome a range of topics, including but not limited to:

- \* **Copywriting techniques & strategies**
- \* **Creative ideation & brainstorming**
- \* **Effective use of sound & music**
- \* **Storytelling through radio ads**
- \* **Trends & best practices in the industry**
- \* **Case studies & success stories**

## Submission Process

Submit your idea to:  
[allmarketing@radiocopywriters.com](mailto:allmarketing@radiocopywriters.com).

## Identification & By-Line's

Include a brief author bio (10-50 words) and a high-resolution headshot (optional).

Clearly state if you wish to remain anonymous or if you wish to use a pseudonym.

Submissions are accepted on a rolling basis, we do recommend submitting your work at least two months before the desired issue's publication date.

## Copyright & Compensation

Radio Copy Paste does not at this time offer monetary compensation for published articles.

Authors do retain full copyright ownership of their original submitted work.

By submitting your article, you grant Radio Copy Paste permission to publish and distribute your work in print and digital format.

We look forward to receiving your insightful and engaging submissions.

Together, we can elevate the craft of radio copywriting and inspire our community to create exceptional work.

For any further questions or inquiries, please contact us at:  
[allmarketing@radiocopywriters.com](mailto:allmarketing@radiocopywriters.com).

Next issue theme is:

**'CLIENTS'**

Article Proposal Cut-Off:

**January 14, 2025**

Published:

**1st Week In March**

If you have any stories, article ideas you would like to submit to us - please reach out, we would be happy to chat about your prospective article.



## INSIDER: DO YOU COPY AT THIS TIME OF YEAR?

As the festive (silly) season fast approaches us, we as radio copywriters face a familiar dilemma: should they dust off old scripts and rehash some of the tried-and-true themes, or push themselves to create fresh, innovative content?

While the temptation to recycle past work might be strong, especially during the hectic holiday period, the answer is clear – it's time to embrace creativity and craft something new.

### The Case for Fresh Content

The allure of old scripts is very understandable.

They're comfortable, familiar, and have proven successful in the past.

However, this approach does a disservice to both the listening

audience, the client, and, to the craft of copywriting.

Listeners are bombarded with holiday messaging from all directions during Christmas and New Year.

The last thing they need is to hear the same tired jingles and clichéd sentiments repeated ad nauseam.

Instead, consider the unique opportunity the holiday season presents to add to your skill set and learn something new.

Each year brings new cultural moments, trends, and shared experiences that can be woven into fresh, relevant copy.

By tapping into the zeitgeist, copywriters can create content that resonates more deeply with their audience and stands

out in the crowded holiday airwaves.

### Learning from Other Mediums

To truly elevate your holiday copywriting, it's crucial to look beyond radio and draw some inspiration from other mediums, print, socials, TV, and podcasts.

Here's how:

#### Print Advertising:

Study holiday print ads to learn how to convey a message visually and succinctly.

This can help you craft more impactful radio scripts that paint vivid pictures in listeners' minds.

Not to mention the very occasional word play you can use to your own advantage.

### **Social Media:**

Observe how brands engage with their audience during the holidays on platforms like Instagram or Twitter (X).

This can inspire more conversational and relatable radio copy.

### **TV Commercials:**

Analyze the holiday TV ads to understand storytelling techniques that evoke emotion.

Adapt these narrative structures to your radio scripts for more compelling content.

### **Podcasts:**

Listen to how podcast hosts discuss holiday topics.

Their conversational tone can inspire a more natural, engaging style in your radio copy.

### **Learning from Other Copywriters**

Collaboration and learning from peers are invaluable in the creative process.

Here's how to leverage the expertise of other copywriters:

#### **Attend Workshops:**

Participate in copywriting workshops, especially those focused on holiday content.

These events often provide fresh perspectives and innovative techniques.

#### **Join Online Communities:**

Engage with copywriting groups on platforms like

LinkedIn or Reddit.

Share ideas, ask for feedback, and learn from others' experiences.

#### **Study Award-Winning Campaigns:**

Analyze holiday campaigns that have won industry awards.

Understand what made them stand out and how you can apply those principles to your work.

#### **Collaborate on Projects:**

Partner with copywriters from different backgrounds or industries.

Their unique perspectives can spark new ideas for your holiday content.

### **5 Strategies for Creating Fresh Holiday Content**

#### **1. Research Current Trends:**

Stay updated on the latest holiday trends, both in your local market and globally.

This knowledge can inform your copy and make it more relevant.

#### **2. Use Audience Surveys:**

Gather insights directly from listeners about what they want to hear during the holidays.

This firsthand information can guide your content creation.

#### **3. Experiment with New Formats:**

Try unconventional script structures or storytelling techniques.

Perhaps a holiday-themed mini-series or an interactive element could refresh your approach.

#### **4. Incorporate Real Stories:**

Reach out to listeners for their holiday experiences and incorporate these authentic narratives into your copy.

#### **5. Focus on Niche Aspects:**

Instead of broad holiday themes, dive deep into specific aspects of the season that might resonate with your audience.

Remember, your audience deserves your best effort, especially during a time of year that's meant to be special and memorable.

By committing to creating original, thoughtful content and learning from diverse sources, you're not just doing your job – you're contributing to the magic of the season and growing as a professional.

Embrace the challenge of creating something new, different, and topical, drawing inspiration from various mediums and learn from fellow copywriters to enrich your work.

Your listeners – and your professional growth – will thank you for it.

After all, isn't the spirit of the season about giving your best? Make your words a gift that keeps on giving, surprising and delighting your audience

<ENDS>





## 40 CHRISTMAS THEMED FIRST LINES

Here are 40 creative first lines for Christmas-themed radio commercials that can capture listeners' attention and set the festive mood right from the start, evoking a curiosity, and excitement while setting the stage for a radio commercial script that resonates with listeners:

**1. "This Christmas, unwrap the magic of moments that matter most."**

2. "Ever wonder how Santa manages to deliver joy to every home? We've got the secret!"

**3. "What if this holiday season, you could gift more than just presents?"**

4. "Imagine a Christmas where every wish comes true – let's make it happen!"

**5. "Is your holiday spirit feeling a little dim? Let us light it up!"**

6. "This year, let's trade in the ordinary for extraordinary Christmas memories."

**7. "What's on your Christmas list? Let us help you check it twice!"**

8. "As the snow falls, so do our prices – get ready for a winter wonderland of savings!"

**9. "Feel the warmth of the season with gifts that come straight from the heart."**

10. "What if your holiday shopping could be as joyful as Christmas morning?"

**11. "This holiday, let's turn 'I wish' into 'I got it!'"**

12. "Join us in spreading cheer – because every little act of kindness counts!"

**13. "Have you heard? Santa's favorite place to shop is right here!"**

14. "This Christmas, let's create a tapestry of joy with every gift we give."

**15. "Why settle for ordinary when you can have a Christmas that sparkles?"**

16. "This season, let's make spirits bright with gifts that shine as bright as the stars!"

**17. Christmas is only <NUMBER> Sleeps away.**

18. "What if this Christmas, you could give a gift that lasts a lifetime?"

19. "Let's deck the halls with deals that will make your wallet sing!"

20. "This year, let's celebrate not just with gifts, but with unforgettable experiences."

21. "Have you ever wished for a stress-free holiday? Your wish is our command!"

22. "What if your holiday shopping could be an adventure instead of a chore?"

23. "As we gather around the tree, let's remember what truly makes this season special."

24. "Is your holiday spirit ready for a boost? Tune in for some festive cheer!"

25. "This Christmas, let's not just count down the days – let's celebrate each one!"

26. "Ever wondered what makes Christmas truly magical? Let us show you!"

27. "Join us on a journey to discover the true meaning of giving this holiday season."

28. "Why wait for Santa? Get your holiday surprises now and make spirits bright!"

29. "This year, let's fill our hearts with gratitude and our homes with joy."

30. "Ready to make this Christmas unforgettable? Let's get started!"

31. Believe it or not, here's one time that you'll be glad you waited until the last minute for Christmas shopping!

32. "Could your holiday use a sprinkle of magic? We've got just what you need!"

33. Months of planning for Christmas... and it's all come down to this: CHRIS trying to choose between <PRODUCT> or a <PRODUCT> From <BUSINESS NAME>

34. It's just what she wants this Christmas, and it's for less than you would think...

35. You could do your Christmas shopping all in one night... or... take your time and do it over months or weeks... but let's face it fella's... 5 minutes is usually all we set aside to do it! Let's change it up this year and visit <BUSINESS NAME>

36. This Christmas find dashing fashion from the <BUSINESS NAME> with our new range of Christmas themed footwear now in store! If you love sparkles, you'll love these on your feet!

37. Bring in your old tangled, working or not working Christmas lights to <BUSINESS NAME>, and we will give you up to 70 percent off new L-E-D bulbs and light string combos! This is not a trick, not a joke and not a mistake, we want you to get rid of your old lights and get brand new, safe L-E-D lights up at your place this holiday season.

38. A stress-free Christmas? Say yes to incredibly fresh from <BUSINESS NAME>

39. Let <BUSINESS NAME> make your Christmas even better this year with an explosion of flavours from pre-prepared meals, through top the freshest of ingredients!

40. Follow the scent of Christmas to <BUSINESS NAME>... with a huge range of time-tested fine fragrances, celebrity perfumes and well-known popular names like...

If you want more - grab your **FREE** e-book HOOKS, FIRST LINES AND SCENE SETTERS at: [www.radiocopywriters.com](http://www.radiocopywriters.com)

<ENDS>





## WRITING PROMPTS - TEXT

1. Write a commercial from the perspective of a sentient kitchen appliance talking about the clients product or service.
2. Create an ad for a time travel agency that only goes backwards in time, unless you have something (like a loyalty card from the clients business)..
3. Pitch a product that allows people to taste colors.
4. Advertise a service that lets you rent a family for social events.
5. Promote a cologne/perfume that smells different to each person who wears it.
6. Market a pill that makes you temporarily forget how to ride a bicycle (or use the clients product or services).
7. Advertise shoes that let you walk on water, but only on Tuesdays.
8. Promote a service that delivers random objects to your door daily. Todays product being that of your clients.
9. Pitch a reality show where contestants have to live as their favorite fictional character for a month, while using the clients products.
10. Create an ad for a restaurant where the menu changes based on your mood.
11. Sell a mirror that shows you as a random historical figure each time you look in it.
12. Market a pillow that gives you dreams of your alternate reality selves.
13. Advertise a gym where you exercise your imagination instead of your body.
14. Write a compelling headline for <business> that grabs the attention of <persona> by highlighting the key benefit of <USP>. The headline should be no more than 10 words.
15. We hear the sounds of a mouse clicking and some typing for 5 seconds, what are they doing? And why?
16. Create a conversation for something that is not related to the business, yet somehow the response is all about the business.



17. Use 1980s style language that addresses specific needs and challenges of a clients business.

18. A customer is calling a clients business, describing what is happening, describe the surroundings with words and sound effects.

19. What would the clients product taste like? (works better if it is not something edible) Then use that description in a creative way in your script.

20. Come up with 10 different sale names for the clients business, and use every one of them in their script (or as many as you can).

21. Describe in your script, how to get to the check-out counter at the business, as if you are telling someone directions to get from one town to the next, and what they would see along the way.

22. Write a short poem about the business, this is the basis of the script, is it a child saying the poem? Why? Is it a poem in a national competition? A magazine? A book?

23. The colours of the clients business logo are mesmerizing, you can't look away from them - why?

24. Look at the blank script page. Close your eyes, take a deep breathe in and then out, then in again and hold it for as long as you can. Your first thought after you next breathe out is the starting point for your script.

25. The old saying "An apple a day" keeps who away from your clients business?

26. Write an obituary for a soon to be gone product that is on sale, use this as the basis for your script.

27. Imagine your script as a Gangster Noir style story, tell the story of the product/business as told by a hard detective.

28. Look at your hands, resting on the keyboard, tell the story from their perspective.

29. A fortune teller is casting lotts for the future of the product/end user/business... what is their fortune going to be?

30. Look around your office, find one word and use it in 3 different sentences (they can be creative or straight forward), then pick one of those to write your commercial around.

31. The product has a character voice (think cartoon character) can you describe what type of voice that would be? Then use that to create your script in that voice.

32. Tell a highly creative story about a scar on your body, and how it got there - tying it in of course with the clients product or service.

33. The business owner's pet (dog, cat, ferret??) is telling the story of the business. From their perspective.

34. Create a character that is not related to the business in any way - not a cliché character but someone who you would never expect to use the business or product, let them tell the story of why they do use them.

35. Take the copy brief (you do have a copy brief right?) and use an ai song lyric generator, put the information that been supplied into it and see what the Ai engine comes up with - then - use only 1 line that it generated to start your commercial with or end it with.

36. Imagine 2 people in Victorian London (or pick another era) and they are guessing what the future will hold, what incredible products or businesses will exist in 100 years time.

37. Take apart a famous movie scene, and instead of the actors saying what they said - make them say new lines aligned with the business, with the same inflections and drama.

38. Listen, and create a sound effect that can be explained as the creation process of the clients product - make it weird, wild and fantastical with lots of different machinery building something basic.

<ENDS>

# WRITING PROMPTS - VISUAL (6 PAGES)

## Prompt #11

An advent calendar which contains products and services from the clients businesses, each day we hear a different commercial (same top and tail) with a new product being unveiled or discussed.

OR... do the script as a countdown to christmas or other holiday event with the best and biggest thing being the final one.





## Prompt #12

"In a world of so many consumer choices...  
one woman, decides to abandon the normal..."

Or... a variation on this type of introduction  
before we go into the rest of the script.





## Prompt #13

Create a fictional game that people are playing, the final prize or questions are to do with the clients business, product or service.

It could be a board game, a card game, an online app or game.

Make sure you make it sound like fun.





## Prompt #14

Create a parody of a popular tv show and build characters similar to those in the show (don't copy them directly) - then have them realise that they are just parodies of the real thing.

OR: Have the parody mirror or reflect something that is happening that is outside what would normally happen in the TV series (eg: Game of Throne characters dealing with a car breakdown).





## Prompt #15

The boss of the business is away on holidays (or popped out to go to the shops) and the staff are having a sale on a particular product or service - BUT you can only get it NOW, while they are away, strictly limited time offer and only while stocks last.

We have seen this done for lunchtime specials and it works really well.

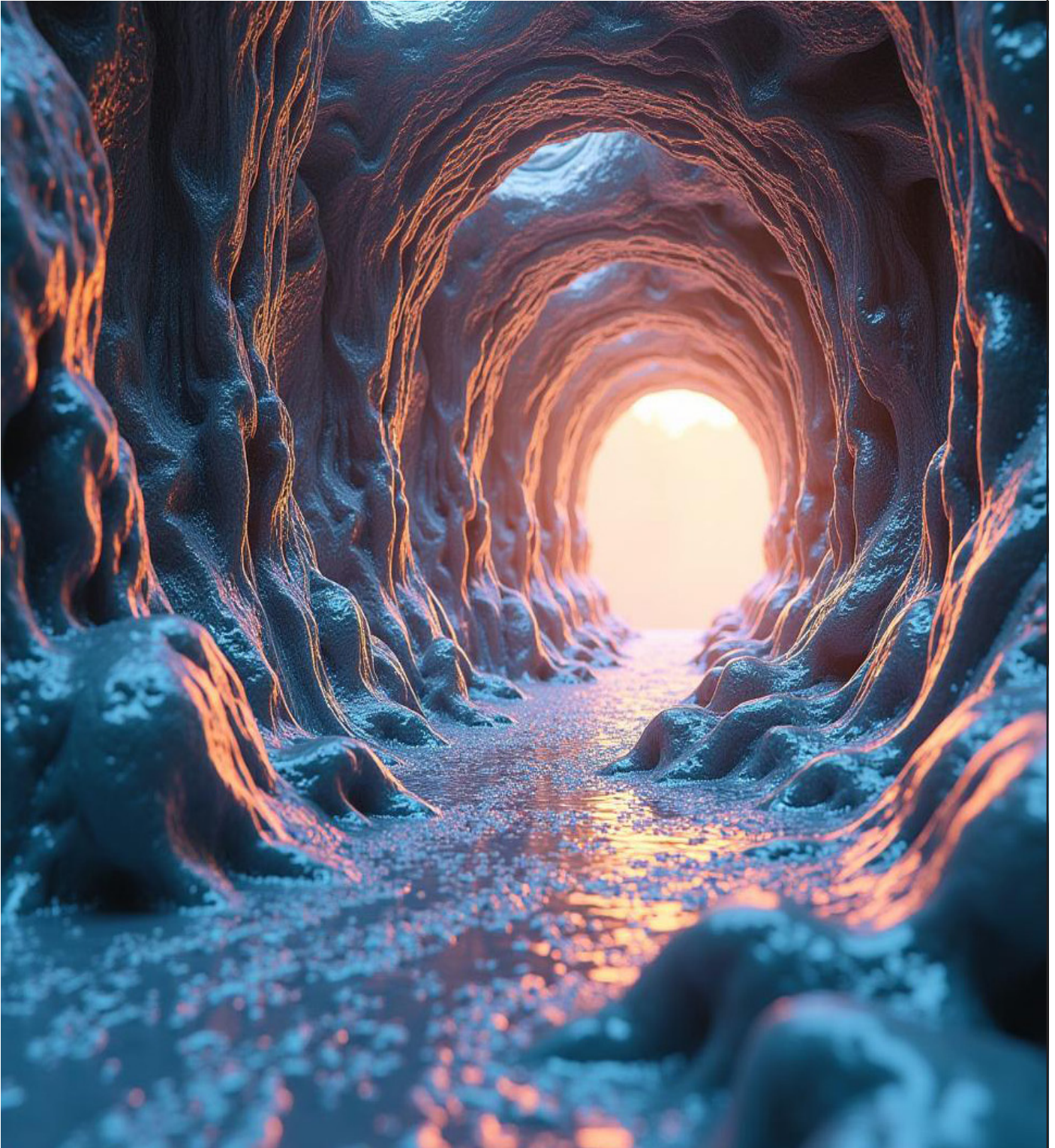




## Prompt #16

Some criminals have dug a deep tunnel to get into the clients business as they have heard what they have on offer is very valuable - we hear the digging, the planning and then the realisation that what they are trying to get to is not exactly what they thought it was.

This works really well if you can write some intense and realistic dialogue!





## **YOUR HEALTH: WE TAKE A LOOK AT SUGAR INTAKE & MENTAL HEALTH, ITS A COMPLEX RELATIONSHIP!**

The connection between sugar consumption and mental health has become a topic of increasing interest in recent years.

Ongoing and current research suggests that our daily sugar intake can significantly impact our psychological well-being, affecting mood, cognitive function, and overall mental health.

Before we start...

### **Individual Variations**

It's crucial to understand that the effects of sugar on mental health can vary from person to person.

Factors such as genetics, overall diet, lifestyle, and existing health conditions can all influence how an

individual's body and mind respond to sugar intake.

While you might think that the sugar rush you get from your daily donut helps you to get work done - it may be doing more harm than good (*in fact we are sure it is doing more harm!*)

### **Blood Sugar Levels & Your Mental Health**

High blood sugar levels, particularly those associated with type 2 diabetes, have been linked to an increased risk of depression, anxiety, and cognitive impairments.

When we consume excessive amounts of sugary foods and drinks, it can lead to unstable blood sugar levels, which in turn can negatively affect our mood and mental well-being.

### **Inflammation & Your Mental Health**

One of the surprising physical mechanisms through which sugar impacts mental health is inflammation.

High sugar intake can promote inflammation in the body, which has been associated with an increased susceptibility to some mental disorders.

This inflammatory response can potentially contribute to the development and/or the exacerbation of various mental health conditions.

### **Noncommunicable Diseases & Mental Health**

It's important to note that the effects of sugar on mental health often intersect with other health conditions.



Noncommunicable diseases such as hypertension, diabetes, and heart problems can all be influenced by sugar intake and can, in turn, impact mental health.

For instance:

- **Hypertension:** High blood pressure can affect brain function and increase the risk of cognitive decline.

- **Diabetes:** As mentioned earlier, the blood sugar fluctuations associated with diabetes can impact mood and cognitive function.

- **Heart Problems:** Cardiovascular issues can affect blood flow to the brain, potentially impacting mental health.

### **Cholesterol & Glucose Levels**

While not directly related to sugar intake, cholesterol and glucose levels play crucial roles in overall health and can indirectly affect mental well-being.

High cholesterol levels can contribute to cardiovascular problems, which may impact brain health.

Similarly, glucose levels, which are directly affected by sugar intake, can influence cognitive function and mood stability.

### **Promoting Mental Health Through Diet**

To support mental health, it's advisable to reduce the consumption of sugary foods and drinks and instead focus on a balanced diet.

“

*It's crucial to understand that the effects of sugar on mental health can vary from person to person.*

”

Opting for foods that help stabilize blood sugar levels can potentially reduce the risk of mental health issues and improve overall well-being.

### **Seeking Professional Advice**

Given the complex interplay between sugar intake, mental health, and various health conditions, it's crucial for individuals to consult with their healthcare providers.

A medical professional can provide personalized advice based on your specific health status, including your blood sugar levels, cholesterol levels,

and overall health profile. In conclusion, while research continues to explore the intricate relationship between sugar levels and mental health, being mindful of our sugar intake appears to be a prudent approach to supporting both physical and mental well-being.

By making informed dietary choices and seeking professional guidance when needed, we can take proactive steps towards maintaining our mental health in the face of modern dietary challenges.

<ENDS>

### **When was the last time you had a full health check?**

Just like your car needs regular maintenance, your body needs an annual check-up to stay in good shape.

A complete health check goes beyond just checking your blood pressure and cholesterol; it helps catch potential issues early.

Your yearly visit should also include a mental health check as your mind and body are connected, and ignoring one can seriously affect the other.

By addressing both physical and mental health in one visit, you're not just taking care of yourself; you're investing in your happier and healthier future.

## ON-AIR: YOUR AIR-CHECKS, THEY ARE YOUR...

# SECRET WEAPON



Ever wondered how the best radio DJs keep their shows sounding fresh and engaging?

The answer is the air-check.

Far from being a dreaded critique session, air-checks can actually be a DJ's best secret weapon for their success.

Let's dive into why these feedback sessions are so crucial and how they can supercharge your radio career.

### What is an Air-Check, Anyway?

Think of an air-check as your personal coaching session.

It's a time when you and your Program Director (PD) sit down to listen to recordings of your show and discuss what's working and what could use a little polish.

It's like having a personal trainer for your radio skills!

### The Air-Check Conundrum

Here's a shocking stat: more than 4 out of 10 radio personalities say they never get airchecked.

That's like trying to win a marathon without ever timing your runs!

If you're in that 40%, it's time to change the game.

### Why Air-Checks Matter

#### 1. Sharpening Your Skills

Air-checks are your chance to fine-tune your on-air persona.

Maybe you've got a habit of using filler words, or perhaps your timing could use some work.

These sessions help you identify and iron out those little quirks that might be holding you back from radio greatness.

#### 2. Staying on Brand

Your station has a unique voice, and air-checks ensure you're hitting the right notes.

They help you align with the station's goals and keep your content on-brand.

It's like making sure you're always wearing the right uniform to the game.

#### 3. Building Confidence

Believe it or not, air-checks can be a major confidence booster.

When done right, they highlight what you're doing well, not just what needs work.



It's like getting a pat on the back and a gentle nudge in the right direction all at once.

### **The Magic Formula: 2 Positives, 1 Improvement**

One PD, Chris Baker from KATF-FM in Oklahoma City, had a brilliant approach to air-checks.

He'd start by pointing out two things the DJ was doing right, then suggest one area for improvement.

This method takes the sting out of criticism and turns the session into a positive, growth-focused experience.

### **How Often Should You Get Airchecked?**

The frequency of air-checks can vary, but here's a good rule of thumb:

**Weekly: Ideal for new DJs or those working on specific improvements**

**Bi-weekly: Great for maintaining consistency and gradual improvement**

**Monthly: Minimum frequency for experienced DJs to stay sharp**

But here's the kicker: don't wait for your PD to schedule an air-check.

Be proactive! Listen to your own shows regularly and critique yourself.

Because the best DJs are their own harshest critics, take notes of what you think is or isn't working - then work on it.

## **Making the Most of Your Air-Check**

### **Before the Session**

#### **1. Listen to your show:**

Come prepared with your own observations.

#### **2. Note your strengths:**

What do you think you're doing well?

#### **3. Identify areas for improvement:**

Be honest with yourself about where you could use some work.

### **During the Session**

#### **1. Stay open-minded:**

Remember, feedback is a gift.

#### **2. Ask questions:**

If something's unclear, speak up!

#### **3. Take notes:**

You'll want to remember these golden nuggets of wisdom.

### **After the Session**

#### **1. Review your notes:**

Refresh your memory on the key points.

#### **2. Set goals:**

Based on the feedback, what do you want to improve before your next air-check?

#### **3. Practice, practice, practice:**

Put those new skills to work on your next show.

## **The Ripple Effect of Regular Air-Checks**

Consistent air-checks don't just improve you, they elevate the entire station.

When every DJ is at the top of their game, listeners take notice.

It's like each air-check is a small stone thrown into a pond, creating ripples that extend far beyond your own show.

### **Your Air-Check Checklist**

To make sure you're getting the most out of your air-checks, keep this handy checklist in mind:

- Schedule regular sessions with your PD.**
- Listen to your own shows frequently.**
- Come prepared with self-observations.**
- Stay open to feedback.**
- Set specific improvement goals.**
- Track your progress over time.**

### **The Bottom Line**

Air-checks are an ongoing educational opportunity, a chance to refine your craft, and to build a stronger, healthier relationship with your PD.

So the next time you hear "Let's schedule an air-check," don't groan – grin!

You're about to take another step towards becoming the best DJ you can be.

Who knows? With enough great air-checks under your belt, you might just become the next radio legend.

So, are you ready to ace your next air-check?

**<ENDS>**



## PROMOTIONS: SOME PRO 'FISHING' TIPS

These opinions presented here are based on 30+ years in radio promotions.

I'm going to move fast, so strap in...

### Hit the Books (and Podcasts)

First things first, it's time to become a sponge, teach yourself everything you can.

The world of radio promotions is ever-evolving, and staying ahead of the curve is key.

#### Read, Listen, Watch

- Dive into industry publications like Radio Ink and All Access
- Subscribe to podcasts like "The Radio Stuff Podcast" and "Worldwide Radio Summit"
- Follow radio promotion gurus on social media for daily tips and tricks

**Pro Tip:** Create a "promotion in-

*spiration" folder on your phone. Whenever you see a cool promo idea (even from other industries), snap a pic or jot it down. You never know when it might be the hook or spark for your next big campaign!*

#### Network Like a Rockstar

Who you know can be just as important as what you know. It's time to mingle!

#### Expand Your Circle

- Attend industry conferences and workshops.
- Join professional organizations like the National Association of Broadcasters.
- Connect with other promo pros on LinkedIn and Twitter.

**Remember, the person you meet at a conference today could be your collaborator on an epic cross-station promotion tomorrow!**

#### Become a Local Expert

To create promotions that resonate, you need to know your market inside and out.

#### Dive Into Your Community

- Attend local events and festivals
- Follow local news and social media influencers
- Get to know the hot spots and hidden gems in your area

**Bonus Points: Create a "Local Lowdown" document with key dates, popular venues, and community quirks. It'll be your secret weapon for planning hyper-local promotions.**

#### Master the Art of Listener Psychology

Understanding what makes your audience tick is crucial for crafting irresistible promotions.

#### Get Inside Their Heads

- Study basic marketing and



consumer behavior principles

- Conduct listener surveys and focus groups
- Analyze data from past promotions to see what worked (and what flopped)

**Fun Fact: Did you know that the fear of missing out (FOMO) is a powerful motivator?**

**Use limited-time offers in your promos to tap into this psychological trigger!**

### Embrace the Digital Revolution

Your promotions need to shine both on-air and online.

#### Go Digital or Go Home

- Learn the ins and outs of social media marketing
- Explore tools for creating eye-catching graphics and videos
- Experiment with live streaming and interactive content

**Challenge Yourself: Try creating a TikTok challenge that ties into your next on-air contest.**

**It's a great way to engage younger listeners and expand your reach.**

#### Cultivate Your Creative Spark

Coming up with fresh and exciting promotions is an art form. Here's how to keep your creative juices flowing:

#### Fuel Your Imagination

- Set up brainstorming sessions with your team
- Create a "crazy ideas" jar where everyone can contribute wild promo concepts
- Look for inspiration in unexpected places (art galleries, nature walks, and dreams!)

“

*First things first, it's time to become a sponge, teach yourself everything you can.*

”

**Remember: There's no such thing as a bad idea in brainstorming. That wacky concept might just be the seed of your next viral promotion!**

#### Learn from the Best (and the Worst)

Success leaves clues, but so do failures.

Study both to refine your promo skills.

#### Analyze and Adapt

- Research case studies of successful radio promotions
- Don't be afraid to ask other stations about their experiences
- When a promotion doesn't go as planned, conduct a thorough post-mortem

**Pro Move: Start a "Promo Hall of Fame (and Shame)" document. Track your biggest hits and misses, and use them as learning tools for future campaigns.**

#### Never Stop Experimenting

The world of radio promotions is all about innovation. Keep pushing those boundaries!

#### Try New Things

- Experiment with different contest formats

- Test out unconventional prize packages
- Explore partnerships with unexpected local businesses

**Dare to be Different: Could your next promotion involve a flash mob, a citywide scavenger hunt, or a listener-powered world record attempt? Think big!**

#### Conclusion: Your Promo Playground Awaits

Becoming a promotions pro is an ongoing journey of constant learning, creativity, and fun.

By immersing yourself in industry knowledge, understanding your audience, and constantly pushing the creative envelope, you'll be crafting unforgettable promotions in no time.

Remember, every day in radio promotions is a new adventure.

So grab your metaphorical paintbrush, turn up the volume.

Your promo playground is waiting – go make some noise!

**<ENDS>**



## SALES TRAINING = IMPROVED CLIENT VALUE

A well-trained sales team is one of the foundations of a good (if not great) radio station.

Far from being an expense, investing in training for your radio salespeople is a strategic decision that yields substantial returns.

Let's delve into why training your radio sales team is not just a cost but a vital investment that enhances client value and improves returns for both your organization and your clients.

### The Ripple Effect of Radio Sales Excellence

When you invest in training your radio sales team, you're not just enhancing their skills; you're initiating a positive ripple effect that extends to your clients and your bottom line.

A well-trained radio salesperson becomes a trusted advisor rather than just another ad seller.

This shift in perception is crucial for building long-term relationships and fostering client loyalty.

### From Cost Center to Profit Driver

Many organizations view radio sales training as an expense – a cost center that reduces profits.

BUT... When executed properly, radio sales training turns your team into a profit-driving powerhouse.

Here's how:

#### 1. Enhanced Product Knowledge:

Trained salespeople have a

deeper understanding of your station's programming, your audience demographics, and advertising options, allowing them to craft tailored solutions for clients.

#### 2. Improved Communication Skills:

Training hones the ability to listen actively and communicate persuasively, leading to better client interactions and higher close rates.

#### 3. Increased Confidence:

Knowledge breeds confidence, and confident salespeople are more likely to pursue and win high-value advertising deals.

#### 4. Adaptability to Market Changes:

Regular training keeps your team agile and responsive to shifting market dynamics and client needs.



## **Building Client Value Through Expertise**

A well-trained salesperson doesn't just sell ad space; they provide value at every single interaction.

They become experts in their field, offering insights and solutions that go beyond the immediate sale.

This expertise translates into tangible benefits for clients:

### **- Tailored Advertising Solutions:**

Trained salespeople can accurately assess client needs and propose customized packages that resonate with target audiences, leading to higher satisfaction and better campaign outcomes.

### **- Efficient Problem-Solving:**

With a broader knowledge base, salespeople can quickly address issues and provide innovative solutions, saving clients time and resources.

### **- Strategic Partnerships:**

As your sales team's expertise grows, they evolve from mere advertisers to strategic partners, helping clients achieve their marketing objectives through effective campaigns.

## **The Investment That Keeps on Giving**

Unlike many business expenses that depreciate over time, the returns on radio sales training compound.

As your team applies their new skills and knowledge, they not

only improve their performance but also share insights with colleagues, fostering a culture of continuous learning and improvement.

## **Measurable Impact on the Bottom Line**

The beauty of investing in radio sales training is that its impact is quantifiable. Stations that prioritize sales training consistently report:

- Higher ad close rates
- Increased average deal sizes
- Improved client retention
- Greater market share
- Enhanced employee satisfaction and retention

Translating directly into improved financial's making the case for radio sales training not just compelling but irrefutable.

## **Staying Ahead in a Changing Industry**

In an era of rapid technological advancement and changing listener behaviors, staying static is not an option.

Regular sales training ensures your team remains at the cutting edge, equipped to handle evolving client expectations and market conditions.

## **Conclusion: A Win-Win Investment**

Investing in radio sales

training is a strategic decision that yields benefits for all parties involved.

For your station, it means a more skilled, confident, and effective sales force.

For your clients, it translates to better service, more tailored advertising solutions, and improved marketing outcomes.

And for your salespeople, it offers professional growth, job satisfaction, and increased earning potential.

In the grand scheme of business investments, few offer the wide-ranging and lasting impact of radio sales training.

It's not just about selling more ad space; it's about creating value, building relationships, and driving mutual success.

By viewing radio sales training as an investment rather than a cost, you position your station for sustained growth and excellence in an increasingly competitive marketplace.

Remember, in the world of radio sales, standing still is moving backward.

Invest in your sales team today, and reap the rewards for years to come.

**<ENDS>**

This article was suggested by a reader who wanted help convincing their management team that they should invest in training. Glad to help.



## 4 RADIO POWERED RECIPES

### CHLOE'S TAKE ON A: Thai-Style Pumpkin and Chicken Soup

This serves 4 and only takes 15 minutes to prepare. I have found this makes a fantastic microwaved meal when dining el-desko at work.

1/4 cup (60g) of red curry paste  
 2x510g cans of pumpkin soup  
 2x400ml cans of coconut milk  
 1 cup (250ml) of chicken stock  
 2 chicken breast fillets sliced thinly (approx 340g)\*  
 4 green onions (scallion), sliced thinly  
 2 tablespoons of chopped, fresh, coriander

- Add the curry paste to a heated, oiled, medium sized saucepan.
- Cook, stirring until fragrant.
- Add the tins of pumpkin soup and coconut milk and stock to pan; bring to the boil.
- Once boiling, add the chicken slices and stir until cooked through.
- Finally stir in onion and coriander.
- Serve in bowls, or dish out into sealable microwave safe containers.

\*Cut the cooking time - pre-cook the sliced chicken.

### BRIANS GO TO SNACK: Cream Cheese, Coconut and Lime Cookies

This makes around 36 cookies, and preparation and cooktime is around 40 minutes (depending on your oven).

250g (8 ounces) of softened butter  
 90g (3 ounces) of softened cream cheese  
 1 tablespoon of finely grated lime rind  
 1 cup (220g) of firmly packed light brown sugar  
 2 eggs  
 1 1/4 cups (185g) of plain (all-purpose) flour  
 1 cup (150g) of self-raising flour  
 1/2 cup (40g) of desiccated coconut

- Method:
1. Preheat oven to 180 C/350 F.
  2. Grease oven trays, and line with baking paper.
  3. Beat butter, cream cheese, lime rind and sugar in a small bowl with an electric mixer until it is light and fluffy.
  4. Beat in eggs one at a time.
  5. Transfer the mixture to a large bowl.
  6. Stir in the sifted flours and coconut, in 2 batches.
  7. Roll level tablespoons of the dough into balls.
  8. Place them about 5cm (2 inches) apart on the trays.
  9. Flatten slightly with a spoon or fork.





10. Bake for about 15 minutes.  
11. Cool on the trays.

Store these in an airtight container for up to a week, unless I am around, then, they won't last a day!

### JOYS RAINBOW VEGE WRAPS

This makes 4.

4 (8 inch) multigrain tortillas or wraps  
1 cup (220g) prepared olive hummus  
2 ounces (56g) thinly sliced Cheddar cheese  
1 1/3 (320g) cups baby spinach  
1 cup (220g) sliced red bell pepper  
1 cup (220g) broccoli sprouts  
1 cup (220g) thinly shredded red cabbage  
1 cup (220g) julienned carrots  
And Green goddess dressing for serving - to taste

Spread each tortilla with 1/4 cup hummus.

Top each with one-fourth of the Cheddar, spinach, bell pepper, sprouts, cabbage and carrots.

Roll up each wrap.

Wrap in cling film and keep cold in fridge until you are ready to eat. Keeps for 1 day.

### KATHYS BREAKFAST OATMEAL SQUARES

Make ahead of time, the topping options are endless!

Prep: 5 minutes

Cook Time: 5 minutes

*\*Overnight refrigeration is required\**

2 cups (440g) oats (I use old-fashioned oats)  
4 cups (1 quart) water

- Bring water to a boil in a large pot.  
- Add oats and reduce heat to medium.

- Cook for 5 minutes, then cover and let sit for 3-5 minutes.

- Pour oatmeal into a greased 8x8 or 9x9 pan.

- Cool then cover and refrigerate overnight.

- Cut a square - or circle or whatever shape you like - and add desired toppings.

#### TOPPING IDEAS:

- Stir in applesauce and cinnamon after oats are cooked.
- Stir in pumpkin after oats are cooked and after set, top with peanut butter.
- Stir in peanut butter and top with jam or chocolate drizzle.
- Stir in honey (or maple syrup or brown sugar) and top with fruit and/or yogurt.
- Serve savory with eggs and soy sauce, or cheese and veggies.
- Lightly toast under the broiler and add bacon and eggs.

<ENDS>



## A FINAL WORD (or two)

We wanted to take this space, time, and opportunity to thank everyone who reached out to be a part of this issue - we were honestly so overwhelmed with so many submission ideas for articles - it was amazing.

Because we had so, so many our BONUS BITS download is a full magazine in itself (bigger than our first issue), and if you haven't already downloaded it - now.

Early on we decided to keep each issue under 100 pages (if we ever were lucky enough to get that many pages), so we had to split up what we had.

If you want to be a part of the next issue - then please let us know as early as you can because we had well over 200 article ideas submitted by around 250 people (there were many overlaps).

The most amazing thing was that people just like you and me wanted to share their experiences with training and their education.

So many wanted to weigh in on the high school radio article, as with the on the job training article - so we had to be fairly ruthless when it came to picking the right angle to write about those 2 specific topics.

In other news - we are in the throws of getting a Social Media Specialist role for the magazine as our Chief Editor Earl Pilkington is not really a fan of the old socials.

So look forward to the next issue and the announcement of our social media presence.

We are also still (deeply involved) in the process of updating our website, it has

been a longer process than we thought and the content we want to include is causing some issues with how it is to be presented.

The Radio Copy Paste merchandise tee-shirts and mugs has hit a design snag with some slight technical difficulties in sourcing good quality products - but I am told that we should have that sorted in the new year.

And our Word Monkey says that the response for the recipe book has been massive, but he still wants more ideas!

Meanwhile the editorial team have been filling our bellies, while we try out the delicious ideas being sent in.

Finally, a huge thankyou again for downloading this issue.

<ENDS>



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CopyCon = [www.copywritingconference.com](http://www.copywritingconference.com)

**VidCon = www.vidcon.com**

NAB Show = <https://cloud.e.nabshow.com/2025/>

**Radio Advertising Bureau (RAB various) = https://www.rab.com/ (see the TRAINING tab)**

Podcast Movement = <https://podcastmovement.com/>

**Radio Days Europe = www.radiodayseurope.com**

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Free download books are available until the end of December 2024 at:  
[www.RadioCopywriters.com](http://www.RadioCopywriters.com)

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## KEY TAKE-AWAYS FROM THIS ISSUE

*(We asked an Ai bot to summarize this issue for you!)*

This edition featured a wealth of content designed to enhance the skills and knowledge of aspiring radio copywriters.

The magazine emphasizes the diverse avenues available for training - ranging from formal college programs to self-education - providing readers with insights into which methods may be most effective for their personal learning styles.

The editorial team, led by Earl Pilkington, has curated this content with input from over 200 article submissions, reflecting a strong community engagement.

One of the standout features in this issue is the new regular column dedicated to writing AI prompts.

This column aims to help writers leverage artificial intelligence tools effectively, ensuring they can produce high-quality content while embracing modern technology.

Additionally, there are articles that explore the unique

aspects of training for radio copywriting, highlighting how it differs from other forms of writing.

The magazine stresses the importance of understanding local culture and audience nuances, as well as the need for immediate impact in radio ads.

This issue also covers insights from the 'Radio Days Asia 2024 conference', providing attendees' perspectives and photos that capture the essence of the event.

This coverage not only informs readers about industry trends but also showcases networking opportunities within the global copywriting community.

Readers are encouraged to consider attending similar conferences and events to broaden their horizons and connect with fellow professionals.

Another significant aspect discussed is 'self-education' as a competitive edge in the industry.

This issue also outlines recommended books and resources for self-study, emphasizing that many traditional courses do not adequately cover radio copywriting.

We also included practical advice on crafting effective radio ads tailored to different formats.

The editorial team encourages writers to embrace these strategies while also adapting their scripts to fit seamlessly within their station's programming.

Lastly, the magazine concludes with a lighthearted section featuring writing prompts that inspire creativity beyond traditional copywriting tasks and "radio-powered recipes".

*See you next issue in the first week in March, 2025. AND... also, a mega huge thankyou for downloading this issue - please share it within your own radio copywriting network, and grab your free e-books from our website.*

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