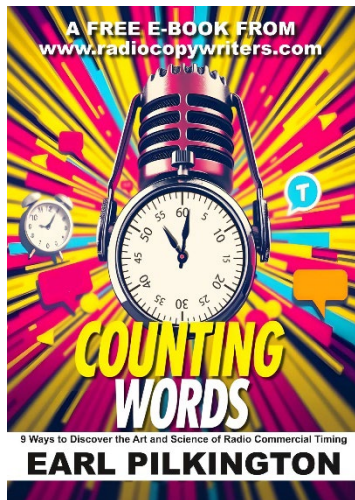


SUMMARY FOR:

9 WAYS TO TIME OUT YOUR COMMERCIAL RADIO SCRIPTS



"Counting Words: 9 Ways to Discover the Art and Science of Radio Commercial Timing," a free e-book by Earl Pilkington, offers a comprehensive guide to mastering timing in radio copywriting.

Targeting both newcomers and experienced professionals, emphasizing timing's crucial role in effective radio ads, and blends timing techniques with modern production requirements.

The book's content is based on current industry standards and best practices, and it is full of tips and tricks to make sure you meet standards.

The e-book outlines 9 core timing methods:

1. **Simple Word Count:** The basis for all other methods, providing word guidelines for standard commercial lengths (15, 30, 60 seconds).
2. **Traditional 'Standard Count':** Based on sentence length and number in a script.
3. **Stress Pattern Method:** Focuses on the natural speech rhythm, using emphasized words for pacing.
4. **Character Count System:** Adapted from Japanese broadcasting, counting every character for accuracy.
5. **Musical Bar Method:** Aligning copy with musical measures for commercials with music.
6. **Syllable Count:** Counting the number of syllables to determine if a word works.
7. **Breath Group Method:** Based on natural speaking patterns for comfortable delivery.

8. Sentence Length Pattern: Uses varying sentence lengths to control pacing and maintain listener interest.

9. Word Rate Timing Method: Calculates words per spot based on speaking rates for precise control.

Each chapter explains a method, provides examples, addresses challenges, offers tips, and includes worksheets.

The book also covers digital tools, troubleshooting common timing issues, and adapting techniques for different ad styles, plus includes access to free radio copywriter tools via the website www.radiocopywriters.com

The modern context of radio copywriting is discussed, while considering the technological changes and challenges within the radio industry.

Earl Pilkington encourages readers to explore each method, practice with the exercises, find and develop their own timing style.