

Radio Spot Tips

Tip #1: WRITE LIKE YOU TALK

When you put together what message you want to get across to other kids, it is best to make it sound like someone is TALKING to them, not READING to them.

Tip #2: KEEP SENTENCES SHORT

It is better to write short, simple sentences than long sentences. It's hard to remember what was said if there are too many words in one sentence. That's what Healthy Children Healthy Futures tried to do when they wrote The 8 Habits of Healthy Kids™. Your team might want to shorten your special habit even more.

Tip #3: USE SMALL WORDS, NOT BIG ONES

Just like smaller amounts are better when it comes to food instead of extra-large amounts, so it is with words. Simple, small words instead of big ones are better.

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Tip #4: USE CONTRACTIONS

Contractions sound like people talk. For example, instead of saying “it is,” you can say “it’s.” For “I have,” “I’ve” sounds like a person talking.

Tip #5: USE ACTIVE VERBS

Active verbs describe an action and are clear, direct, and easy to understand. A sample of an active verb is “Anna ate an orange” instead of “An orange was eaten by Anna.”

Tip # 6: READ YOUR WORDS ALOUD

Teams can tape record their messages to hear how they sound.

Tip #7: WRITE A SCRIPT

A script is something that is written to be read aloud. For example, actors read scripts to know their lines for movies and TV shows. Each team will develop a 30- to 60-second script for a radio ad for their Healthy Habit.