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|  | ***Written Project: The Voice Commercial*** | |
|  | *Work in: Pairs or Solo* | |
| **Product** | Create and deliver a (one) minute radio commercial to interest people on the Netflix show *Making A Murderer.*  See my example on mrbeckett.net | |
| **Content** | You should consider a straight read for the format of your ad especially if you are  Use copy writer words to make your voice  <http://bit.ly/ngwords2>  <http://bit.ly/ngwords1>  <http://bit.ly/ngwords3>  Reviews  <http://bit.ly/ngreviews> | **Format: *A straight read***  A single voice reading 60 seconds of clear, concise, fact-filled copy that motivates and sells listeners is always a good choice. No frills. No jokes. No unrealistic dialogue. Just the offer — the selling proposition — read by a good, strong voice. You may want to toss in some background music or even some sound effects.  A straight read is the most effective copywriting method you can use to convey a selling message. And it’s the easiest, which, if you’re new to the game, may be the best reason of all to employ it. |
| **Include** | * Include music * Voice * Audio clips from the show | ***(THE Title Song Plays)***  **VO:** The binge viewing event of the season.  **Show Audio:** Steven Avery (poor people aint got a chance)  **VO:** Vaslin on IMDB calls it “The best true crime legal documentary ever made”    **Show Audio:** Dean Strang  **VO:** The explosive and controversial third episode  **Show Audio:** confession testimony expert  **VO:** Don’t be left out of the conversation about the show every one is talking about  **Show Audio:**  **VO:** Episode 3 Making a Murderer available now exclusively on NETFLIX. |
| **Audience** | This commercial is a radio spot intended for the audience of the show *Making a Murderer.*  The audience is generally adults and smart discerning older teens like the students in ENG4C | |
| **Tech** | Audacity   * Audacity program is on the music tab on all school computers * and it is a free download online | |