30-SECOND PROMO WRITING TIPS

* Get your target’s attention
* Be enthusiastic!
* Be creative and unique
* Identify who you are
* Identify your show (and time if you have one)
* Why should they listen?
* What are you featuring on the show? Why is it important to your listeners?
* Re-emphasize name of show (and time)
* Your last words should be “on W-P-P-B The Pulse.”