EASY SHOW PROMO TEMPLATE

In a 30-second generic show promo, be sure to answer the following questions the listener may have:

1. Who are you?
2. What’s the name of your show?
3. Why should I listen to your show? What’s in it for me?
4. When can I hear your show?
5. Is there any place I can learn more about your show?
6. What is it again? When is it on? What station? (End with this information “*on WPPB The Pulse*”)

Write your 30-second promo below (record and submit it).

WHO?

WHAT?

WHY?

WHEN?

WHERE?

(REPEAT KEY FACTS, *“that’s…”* END WITH “*on WPPB The Pulse*” )