SHOW PROMOS

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)

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

WHO?

WHAT?

WHY?

WHEN?

WHERE?

(REPEAT)

WHO/WHAT AGAIN? WHEN?

*(End With*)….ON W-P-P-B THE PULSE