

3.01 FBLA Promotional Radio Ad Project

Directions: For this project, you will be a member of a team of students who are members of the Future Business Leaders of America for your school. Your team has been put together to compete in the national FBLA Radio Ad Challenge. Teams from all of the United States will submit an original radio promotional ad to raise awareness of how the FBLA supports students.

Steps:

1. Conduct background research on the FBLA by using the 3.01 FBLA Information Sheet, by reviewing the [FBLA Fact Sheet](#) and by visiting the FBLA website: <http://www.fbla-pbl.org/>.
2. As a team, brainstorm ideas on how to apply the information gathered to create a dynamic script that will be informative and exciting. Think about whom the target market is and what will appeal to them as you brainstorm ideas.
3. Create a script that will support a 90 second radio promotion, approximately 250 words. As you plan, chunk the ad into sections to help organize and maintain a clear progression. One example might be: *15 seconds for the Introduction, 30 seconds for the Detailed Information, 30 seconds for the Advantages/Benefits, and 15 seconds for the Call to Action.*

Consider the following radio script tips as you write:

- Write down key points to help identify what helps your organization stand out.
 - Create a strong opening statement that grabs attention quickly. Such statements are often open-ended.
 - Try to raise a level of curiosity through developing the key points.
 - For a ninety second promo, you should try to mention the name of the organization at least four times.
 - Try to devise a simple way to work contact information into the ad that will be memorable. Often times those listening to a radio ad do not have a pencil.
4. Gather any assets that might be needed for the project: background music, sound effects (such as applause), or any other stock audio that might enhance the project.
 5. Using Adobe Audition, work together to create a plan to record the script. You should try to run through the script in its entirety, but if during the process a member makes an error, do not stop. Just continue the recording by picking up from the spot that was last completed.
 6. Edit the clips after recording to piece together the best version of the finished script.
 7. Add any other assets that need to be a part of the radio ad, such as music or sound effects.
 8. Make any necessary edits to the ad that will enhance the final product, such as: adjusting the volume of the actors or the background music.
 9. Save the file as (Last Name) FBLA Radio Ad as an .Sesx file so that it can be reopened later if the ad needs to be modified or enhanced.
 10. Export the ad in the following formats and filenames:
WAV: First names + Period # + FBLA Ad

3.01 Create a Radio Promotional Ad: FBLA Basic Information Sheet

Organization Name: Future Business Leaders of America

Website: <http://www.fbla-pbl.org/>

FBLA-PBL Mission

Our mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs.

Basic Information:

The FBLA is the largest and oldest business student organization in the world. A quarter of a million high school and middle school students, college and university students, faculty, educators, administrators, and business professionals have chosen to be members of the premier business education association preparing students for careers in business

The FBLA concept was developed in 1937 by Dr. Hamden L. Forkner of Columbia University. The first high school chapter was chartered in Johnson City, Tennessee on February 3, 1942.

FBLA-PBL's National Awards Program recognizes and rewards excellence in a broad range of business and career-related areas. Through state-based competition at the spring State Leadership Conferences, students compete in events testing their business knowledge and skills. Top state winners then are eligible to compete for honors at the National Leadership Conference each summer.

For a complete list of competitive events: [FBLA Competitive Events Guidelines](#)

FBLA-PBL Goals

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

FBLA-PBL Pledge

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America-Phi Beta Lambda and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

View the [FBLA-PBL Factsheet](#).

3.01 Create a Radio Promotional Ad: Sample Script

Johnny: Hey Alex, you want to come over after school to play some video games.

Alex: Naw, I can't. I have to get ready for my competition.

Johnny: What? Did you join the tiddly winks club.

Alex: Yeah Right. No I am a member of our schools FBLA club.

Johnny: The FBLA. What the heck is that?

Alex: What? You have never heard of the Future Business Leaders of America? The FBLA is only the largest and oldest student business organization in the world. They have been around since 1942 and have more than a quarter of a million members.

Johnny: 1942. Wow, the FBLA is older than my grandpa. So, why did you join?

Alex: My friend, Alexis is a member and she was telling me how the FBLA was helping her to develop her confidence and leadership ability.

Johnny: So what are you going to do for your competition?

Alex: I am competing in the Website Design event, but there are more than more than 50 to choose from, such as: Digital Video Production, Entrepreneurship, Cybersecurity, and a lot more.

Johnny: What do you get if you win?

Alex: If I win, I get to compete at the State Competition and possibly the National Competition. I also get to become a better leader and person, and of course having FBLA on my resume really looks good.

Johnny: Yeah, I guess I can't put "I play video games on my resume". Maybe I should consider joining.

Alex: You should stop by the next meeting or go to fbla-pbla.org to check out the website and get all the info you need.

Johnny: What was that site?

Alex: fbla-pbla.org. The Future Business Leaders of America. Bringing education and business together.