

Overview

This standard is about writing scripts for radio and audio to be read by a reporter, presenter or performer and heard by listeners.

It is also about establishing and working to deadlines while ensuring compliance with legislation, regulations and organisational guidelines.

This standard is for those who write scripts for radio and audio.

Performance criteria

You must be able to:

1. write in a clear, conversational and readable style, avoiding jargon
2. use expected punctuation, grammar and spelling
3. use language, content and approach to suit the requirements of the genre, format and target audience or the style of a presenter for whom radio or audio scripts are being produced
4. check that information contained in the radio or audio script is accurate
5. use the relevant layout and annotation for the genre and purpose
6. write intros, cues, outros or back announcements, avoiding duplication between cue and script
7. confirm that the radio or audio script content complies with legislation, industry regulations and organisational guidelines
8. inform colleagues when difficulties arise in producing the radio or audio script
9. deliver radio or audio scripts to agreed lengths and to deadlines

Knowledge and understanding

You need to know and understand:

1. the techniques of writing for the ear using plain English to address each individual listener
2. the importance of varying language, content and style to suit the genre, format, different stations, programme content or presenter style, in order to engage with the target audience
3. the principles of grammar, punctuation, spelling and phonetics, and the tools and methods for checking these
4. the purpose and intended use of the radio or audio script or written material
5. how to use relevant layout or annotations
6. how to tell a story, present arguments, summarise complex information, identify and communicate key points through well-structured writing
7. the difference between fact and comment
8. when to add script to natural sound to enhance the storytelling
9. how to write radio or audio scripts which are appropriate to the vocal style of a presenter or performer
10. relevant legislation, industry regulations and organisational guidelines
11. the timescales, deadlines and length of the required radio or audio script

Write scripts for radio and audio

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Originating Organisation	ScreenSkills
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Relevant Occupations	Station Manager, Production coordinator, Studio Manager, Radio Presenter, Technical Producer, Broadcast Assistant, Assistant Producer, Producer, Executive Producer, Drama Producer, Comedy Producer, Documentary Producer, Podcast Producer, Audio Producer
Suite	Radio and Audio Content Creation
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