



Swank Broadcasting Network

"Where Learning Comes To Life!"



Each new show will have a host, tag line and segments. Each show will be heard around the world over the Internet. The show will be introduced and closed with a teaser.

Vocabulary

Segment: A complete section of a broadcast that is usually written and spoken by one or two people.

Tag Line: A clever, cool, or witty slogan used throughout the show/segments (For example: SBN is a show for kids by kids).

Host: A person who introduces the show and each of the segments. Before each new segment you will "send it back" to the host.

Teaser: The 1st audio heard in a broadcast in which the host gets the audience excited. It will be accompanied by music.

With your SBN group, you should work together to make a cohesive show that is catchy, interesting, and informative. Use the steps listed below to create the best show possible.

1. **Tag Line:** Write down some ideas for a tag line to use throughout the show. Try to think of tag lines that rhyme and have humor. You will vote for the best tag line when you meet with your group.

Tag Line idea #1: _____

Tag Line idea #2: _____

2. The Teaser (Host Only): The teaser should get the audience excited about the show and each segment.

- a. The teaser should introduce each segment
- b. It should include:
 - i. The name of the host
 - ii. The tag line
 - iii. The show line-up (What we will hear)
 - iv. Who will be speaking

3. The Segment: Individually, or with one partner, create a segment that is 30 seconds to 45 seconds in length. Some ideas for your segment could be: Interview a famous person (You have to roll play), interview a teacher, broadcast a local event that is coming up, forecast the weather, present a technology tip, present a joke, or create your own idea with the teachers permission.

Segment Name: _____

Segment Writer: _____

Introduction: (Make it catchy. *Host Only*)

Segment: Use this paper and the back to write what you will say. If you have a good web site that relates to your story, list it here:

Remember to use words that are interesting and rhyming. Practice your segment by speaking slowly and clearly. It may help to type your segment so that it is easy to read.

Use the space below to write your 1st draft:

The name of the host: _____

The tag line: _____

The Teaser:

The show line-up with speakers:

- Segment 1
- Segment 2
- Segment 3
- Segment 4