



SHOCK PROOF

STORM READY

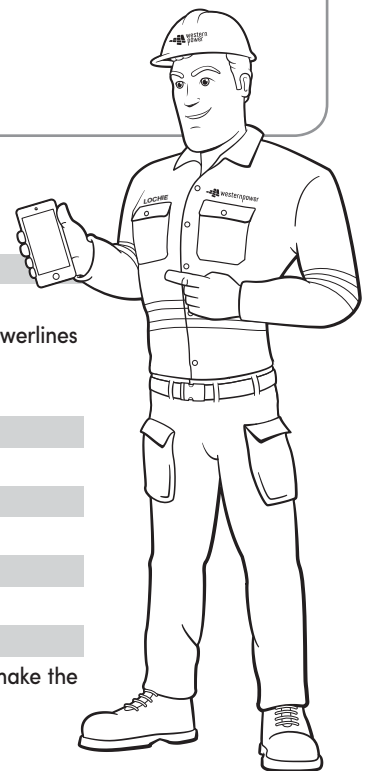
Imagine you work for Western Power’s marketing team. Your task is to design a radio advertisement in the form of a song or jingle about staying safe around electricity.

List some of electrical safety tips you know (for extra tips visit westernpower.com.au/XXXXXX)

Did you know that **SFX** stands for sound effects? What sound effects do you think you might use in your song or jingle?

Below is an example of a Western Power winter radio advert.

CUE	AUDIO
SFX	thunder, rain and lightening fading into background.
Glen	Hi it's Glenn here from Western Power. Winter can bring with it high winds and storms. You can help keep our electricity supply safe, by putting a safe distance between trees and powerlines on your property. And that could be from here...
SFX	tape measure rolling out across a short distance
Glen	... to here
SFX	tape measure rolling out across a short distance
Glen	... or even here.
SFX	tape measure stops unrolling.
Glen	The safe distance will depend on different factors.
SFX	background music fades in
Glen	To find out what's right for your property, visit Western Power dot com dot au, forward slash make the safe call



What was the main safety message in the advert?



westernpower

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What was the call to action? (that is what did the advert invite/tell people to do?).

Thinking about your own jingle, who is your target audience? (e.g. children, home owners, builders etc)?

What is your main safety message?

Use the table below to write your own radio jingle.

CUE	AUDIO