

Tuesday 16th June 2020

I can create script for a radio ad.

# Orangutans



Follow the link below to watch the video about Rang-tan.

<https://www.literacyshedblog.com/blog/persuasive-writing-and-greenpeace>



# There's a 'Rang-tan' in my bedroom

There's a Rang-tan in my bedroom and I don't know what to do.  
She plays with all my teddies and keeps borrowing my shoe.  
She destroys all of my houseplants and she keeps on shouting "ooo!"  
She throws away my chocolate and she howls at my shampoo.  
There's a Rang-tan in my bedroom and I don't want her to stay.  
So I told the naughty Rang-tan that she had to go away.  
Oh Rang-tan in my bedroom, just before you go...  
Why were you in my bedroom?  
I really want to know.

There's a human in my forest and I don't know what to do.  
He destroyed all of our trees for your food and your shampoo.

There's a human in my forest and I don't know what to do.  
He took away my mother and I'm scared he'll take me too.

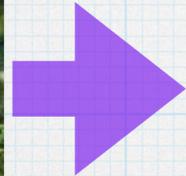
There are humans in my forest and I don't know what to do.  
They're burning it for palm oil so I thought I'd stay with you.



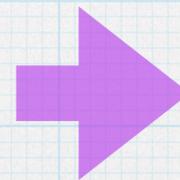
Oh Rang-tan in my bedroom now I do know what to do.  
I'll fight to save your home and I'll stop you feeling blue.  
I'll share your story far and wide so others can fight too.  
Oh Rang-tan in my bedroom I swear it on the stars  
The future's not yet written but I'll make sure it is ours.

**Task:** Imagine that you have been invited to take part in a debate about Orangutans on the radio. You want to help saving their habitat and feel strongly against the use of palm oil products. You need to open the show with a short advert on the topic.

**Use your creativity to write a short script for a radio ad against the use of palm oil products in the UK.**

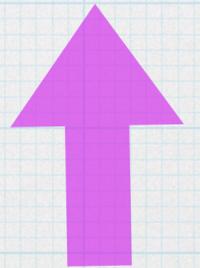


Fruits of a palm oil tree.



Palm oil shampoo and body lotion.

**You can make a change!**



Palm trees in Malaysia.

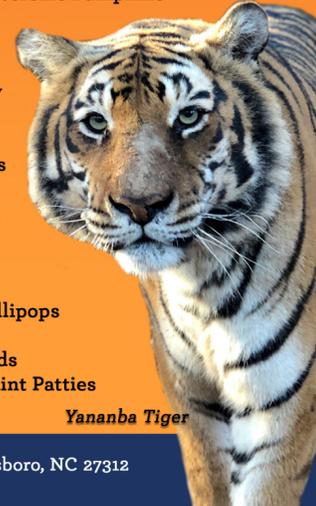
## Things to keep in mind:

1. Radio ads rarely go beyond 60 seconds - so radio ad scripts get less than a minute to convince listeners to buy a product.
2. The audience usually moves onto the next thing within 30 seconds.
3. Because of the time restrictions, radio ads have to be simple and precise:
  - attention-grabbing introduction
  - followed by some benefit/damage of the product
  - lastly comes the call to action that prompts the listener to act - Use palm oil **FREE** products!  
Save Orangutans and their homes!



## Palm Oil-free Candy

Did you know that 300 football fields of tiger habitat are destroyed each hour to make way for palm oil plantations? Palm oil is found in about half of packaged food. Save tiger habitat by purchasing products that are palm oil-free. Read labels, avoiding ingredients with "palm" in the name, like palm kernel oil, palm olein, and palmate.

<b>HERSHEY'S BARS</b> Milk Chocolate Milk Chocolate with Almonds Special Dark Special Dark with Almonds	<b>NESTLE</b> Goobers Crunch Raisinets
<b>HERSHEY'S KISSES</b> Milk Chocolate (silver) Milk Chocolate Almond (gold) Special Dark (purple)	<b>REESE'S</b> Peanut Butter Cups - snack-sized Read the labels. Avoid holiday shapes.
<b>HERSHEY'S NUGGETS</b> Milk Chocolate Milk Chocolate with Almonds Special Dark Special Dark with Almonds	<b>OTHER CANDIES</b> 100 Grand Boston Baked Beans Brach's Classic Candy Corn Brach's Mellowcreme Pumpkins Candy Canes Dots Dum Dums Good & Plenty Gobstoppers Jelly Beans Jolly Ranchers Lifesavers Mike and Ikes Nerds Red Hots Ring Pops Saf-T-Pops Lollipops Smarties Sour Patch Kids York Peppermint Patties
<b>M&amp;M's</b> Almond Milk Chocolate Dark Chocolate Dark Chocolate with Mint Mini Mega Pretzel White Chocolate Mint	 <i>Yananba Tiger</i>
<b>DOVE</b> Milk Chocolate Dark Chocolate Dark Chocolate with Almond	

**CAROLINA TIGER RESCUE** 1940 Hanks Chapel Rd., Pittsboro, NC 27312  
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Great work today!

