

Episode 4: Producer power

A radio producer is responsible for the creative processes and audio content.

- **Choose a voice that suits the message and audience**
 - From serious and calm to fun and creative, the right voice can set the tone and resonate with the audience.
- **Work effectively with producers and sound engineers to assemble the advert**
 - There are some essential tools for production – microphones, sound effects and editing software – all of which help record your ad.
- **Ensure the advert adheres to broadcasting rules**
 - Your ad should be truthful and non-misleading
 - Honesty in advertising is important. Exaggerations are not allowed, while accurate safety advice is essential.



What sound effects might you use in your radio advert?



Cadent
Your Gas Network



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