

## Tips for Effective Script Writing

If you work directly with script writers, it is better to have multiple options at the start of the script writing stage. For example, each writer should submit their own script for each spot based on the final creative concept. This way, you have multiple versions to choose from and can even merge two or more scripts to achieve a final version. Alternatively, if you have an advertising agency on your team, the agency can develop and submit scripts based on the creative concept.

Your core group should review the draft scripts independently before convening to discuss the strengths and weaknesses of the different scripts. Remember to compare the scripts against the synopsis to ensure all critical elements are included. It is tempting to start editing each script at this stage, but you should focus on choosing one script to ensure productive use of everyone's time.

If there are no strong scripts to choose from (e.g., key SBC objectives or key points in the synopsis are missing), provide feedback to the writers and ask them to try again. You will need to decide when the writers have taken the script as far as they can go before you and the core group reconvene to finalize the job. This step may include inserting lines from one script into another, editing, and finalizing.

You may need to produce the campaign in more than one language. Using professional translators is helpful, but program staff should review the draft translation and revise as necessary to ensure it is suitable for the intended audiences. Professional translators may be prone to more academic or “bookish” word choices, which may not effectively communicate the message. Engage program staff to serve as first and secondary reviewers and ensure scripts are suitable. You may also share the final translation with stakeholders or read the scripts aloud with some intended audience members prior to recording.