

THE WEST COAST RADIO WORD COUNT GUIDE FOR RADIO SCRIPTS:

This is a guide for the *MAXIMUM* word count for all radio scripts produced for you, in-house, by West Coast Radio for 97.3 Coast FM and 91.7 The Wave.

RECOMMENDED * **HIGHLY RECOMMENDED ****
NOT RECOMMENDED # **TO BE AVOIDED ##**



MAXIMUM WORD COUNT FOR 15 SECONDS:

- * 15 SECONDS, 32 WORDS = Lots of inflection, sincere style read
- ** 15 SECONDS, 39 WORDS = Typical Straight read
- # 15 SECONDS, 45 WORDS = Fast read
- ## 15 SECONDS, 50 WORDS = Hard sell, maximum speed read

MAXIMUM WORD COUNT FOR 30 SECONDS:

- * 30 SECONDS, 64 WORDS = Lots of inflection, sincere style read
- ** 30 SECONDS, 78 WORDS = Typical Straight read
- # 30 SECONDS, 87 WORDS = Fast read
- ## 30 SECONDS, 95 WORDS = Hard sell, maximum speed read



MAXIMUM WORD COUNT FOR 45 SECONDS:

- * 45 SECONDS, 96 WORDS = Lots of inflection, sincere style read
- ** 45 SECONDS, 117 WORDS = Typical Straight read
- # 45 SECONDS, 130 WORDS = Fast read
- ## 45 SECONDS, 142 WORDS = Hard sell, maximum speed read

MAXIMUM WORD COUNT FOR 60 SECONDS:

- * 60 SECONDS, 128 WORDS = Lots of inflection, sincere style read
- ** 60 SECONDS, 156 WORDS = Typical Straight read
- # 60 SECONDS, 180 WORDS = Fast read
- ## 60 SECONDS, 200 WORDS = Hard sell, maximum speed read



PLEASE REMEMBER...

PHONE NUMBERS = Each number is a separate word, eg: 9535, 6123 = nine five three five; six one two three (or 8 words) and a mobile phone number is 10 words.
WEBSITES = we drop the www. And say... Your Business Name dot com dot a-u (7 words)