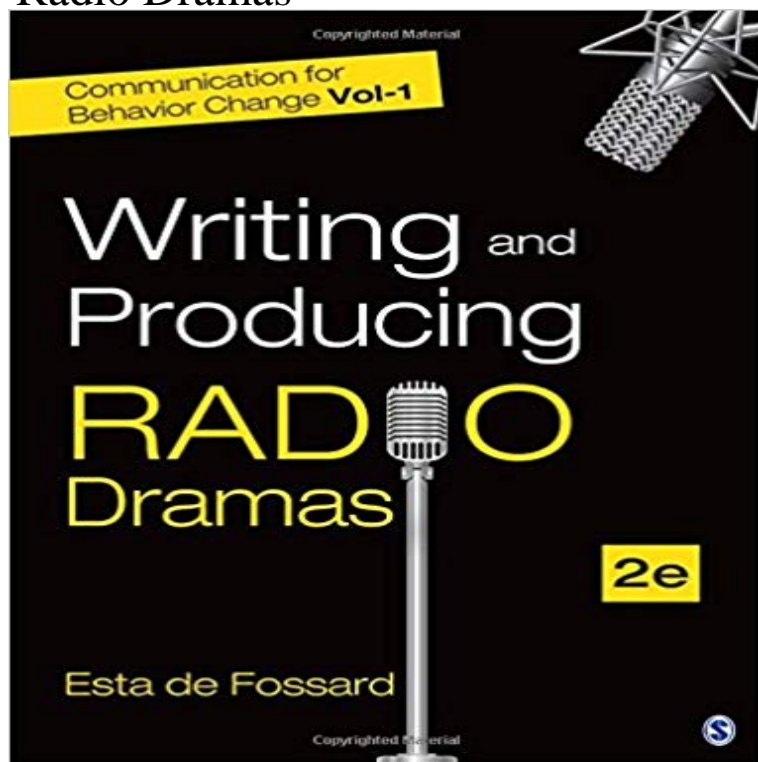


Communication for Behavior Change: Volume I: Writing and Producing Radio Dramas



The book demonstrates how to create RADIO DRAMAS that encourage people to make positive behavioral changes to improve their lives. It provides instructions, examples, and samples on the creation of serial or stand-alone radio dramas that will attract the attention of audiences. The book teaches people how to: Create RADIO DRAMAS that will appeal to a select audience. Create characters that represent and attract the target audience. Introduce subtle and convincing ways to improve the standard of living of the audience. Conduct design workshops for preparing design documents that help script writers create convincing dramas containing the behavior-change message accurately.

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