

RADIO JINGLE



DO YOU KNOW WHAT A JINGLE IS?

Jingles are songs used to sell products, and they have been used on radio from its early days as a way to get listeners to buy different things. At first companies actually produced full-length songs about their products, but later these became short, catchy tunes that would stick in your head and make you want to try out whatever the song was selling – from cereal and drinks to toys and furniture, and so much more!

With a lot of the early radio programs, the musicians on the show would sing the jingle in between their performances. Later, jingles were often delivered as recordings. For example, Mother Maybelle & The Carter Sisters recorded a Dr. Pepper radio jingle, as did several other country artists – you can listen to the Carter version on YouTube by searching “Mother Maybelle Dr. Pepper jingle” or by clicking on this [link](#)! For Radio Bristol’s monthly *Farm and Fun Time* show, house band Bill and the Belles writes and performs original jingles for local businesses and for the show’s regular recipe segment.

WHY DON'T YOU WRITE A JINGLE TOO?

1. Pick something you want to sell. It can be anything – from dog toys and food to clothing and sports equipment, whatever you like! Here is an example: gummy bears.
2. Make up a name for the company that is going to sell it and put it together with your product. This is where you get to be creative – the sillier the company name, the more fun it is! Here is an example: Notorious Nick’s Gummy Bears.
3. Think up some good adjectives to describe your product and to help you sell it. Again, the sillier, the better! For instance, here are some words to go along with question #2’s example: hairy and scary, making it Notorious Nick’s Hairy Scary Gummy Bears.
4. Finally, create a short song, sung to any tune you want, using the product, the company name, and your describing and selling words. Here are a few lines from a song for Notorious Nick’s Hairy Scary Gummy Bears:

Notorious Nick’s Gummy Bears,
They’re hairy, scary gummy bears.
They bounce off chairs,
They roll off stairs,
Notorious Nick’s Gummy Bears!

