

Traditional Media

Exercise

How does the radio work?

Fill in the blanks using words from the box below.

1. The radio allows you to establish a special _____ with consumers.
2. The radio can reach _____ consumers.
3. The radio's on-location remote _____ are both powerful and profitable.
4. The radio's unique, specialized formats allow you to target your best _____.
5. The radio reaches _____ closest to the point of purchase.
6. The radio can bridge the _____ left by other media options.
7. The radio provides unique specialized _____ promotions.
8. The radio is king for establishing _____ awareness.
9. The radio can _____ new markets and prospects.
10. The radio can complement other _____ platforms.
11. The radio's _____ remains strong, while time spent with other media declines.

relationship

broadcasts

gap

advertising

on-the-go

top-of-mind

audiences

prospects

listenership

on-air

influence