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# 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  
prospects  
audiences  
top-of-mind  
listenership  
on-air  
influence