**How to Sell Radio Advertising – Assignment (Part 1)**

Get yourself ready to sell your show and your radio station.

1. Fill in the following information about the shows represented by your class. Make sure each of your classmates is represented.

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| --- | --- | --- | --- |
| NAME OF SHOW | WHO DOES IT? | WHAT’S THE SHOW ABOUT? | TARGET AUDIENCE |
| Zach’s Music Shack | Zach Chapman | Local Music Scene | Music Lovers, Musicians, Music Reps |
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1. What makes our station unique? List three examples we can use to make a potential sponsor want to buy advertising with us.

1.

2.

3.

1. Choose a local restaurant you would approach to advertise on WPPB. Write and produce an official 30-second commercial about that restaurant using what you know about it as well as whatever else you can find. Make it good enough to actually give them.
* Submit correctly formatted commercial script
* Use the tips for successful commercials
* Submit a 30-second mp3 file of the commercial
* What WPPB show listed above would this business best fit with as a sponsor? Why?