

## **Adv Radio- Final Exam Review**

### **In the News...**

The pros and cons of radio news, feature stories, audio postcards, All Things Considered, Radiolab, Storycorps, This American Life, our news format (and what to open with), actualities, wraparounds, leads, sluglines, Nat Sound.

### **Technically Speaking...**

Studio B Console (channels, buses, etc), automation, live-assist, pots, VU's, transmitter (logs and readings), switcher select box, program, audition, cue, PFL, Using the Replay, mics and pickup patterns, feedback, jargon (standby, ramp, open mic, etc.), Adobe (insert, open, import).

### **Selling the Station- to our Listeners and our Sponsors...**

When we started, who started the station, Why radio is difficult to sell, Call letters, Freq., Slogan (or brand), Rules of Underwriting, Legal ID, Pledge Drive, Demographics, Spec Spot, CPM, Cume, AQH, Top of mind.

### **And the info from 4th Q Test that you just took...**