



## Chapter

# 12

## Electronic Media

### Radio

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Copywriters who work in radio today face many new challenges, the biggest one being *people don't listen*. You need to find a way to break out of the audio wallpaper that radio has become. From a copywriting standpoint, radio presents a perfect opportunity for you to flex creative muscles in totally new ways. You're using words, music, and sound instead of pictures. When you're the writer/producer, the radio commercial is your baby, and the art director can't save your lame idea with a great layout.

### Why radio?

For advertisers and the people who write the ads, radio offers many unique advantages:

- It's everywhere, and it's free. There's nothing to buy (other than a radio) and no effort to find programming.
- You can stimulate immediate action. And you know if your spots are successful.
- It supports local retailers and national brands. You can combine national campaign themes to support local stores.
- It features segmented markets. You can personalize your messages. Radio has become a very personal medium, so you can tailor specific messages to reach specific demographics.
- Radio personalities sell. Well-known voices have built-in credibility with key listener demographics.
- It offers creative opportunities. It's the ultimate creative challenge to create visuals with music, voice, and sound effects.
- Digital technology, such as podcasts, provides radio programming on demand.



### Words of Wisdom

*"[We're] bring[ing] the audience closer into the commercial. Radio is wonderful as a medium for doing that. It's so one-to-one. So personal."*<sup>1</sup>

—Dick Orkin