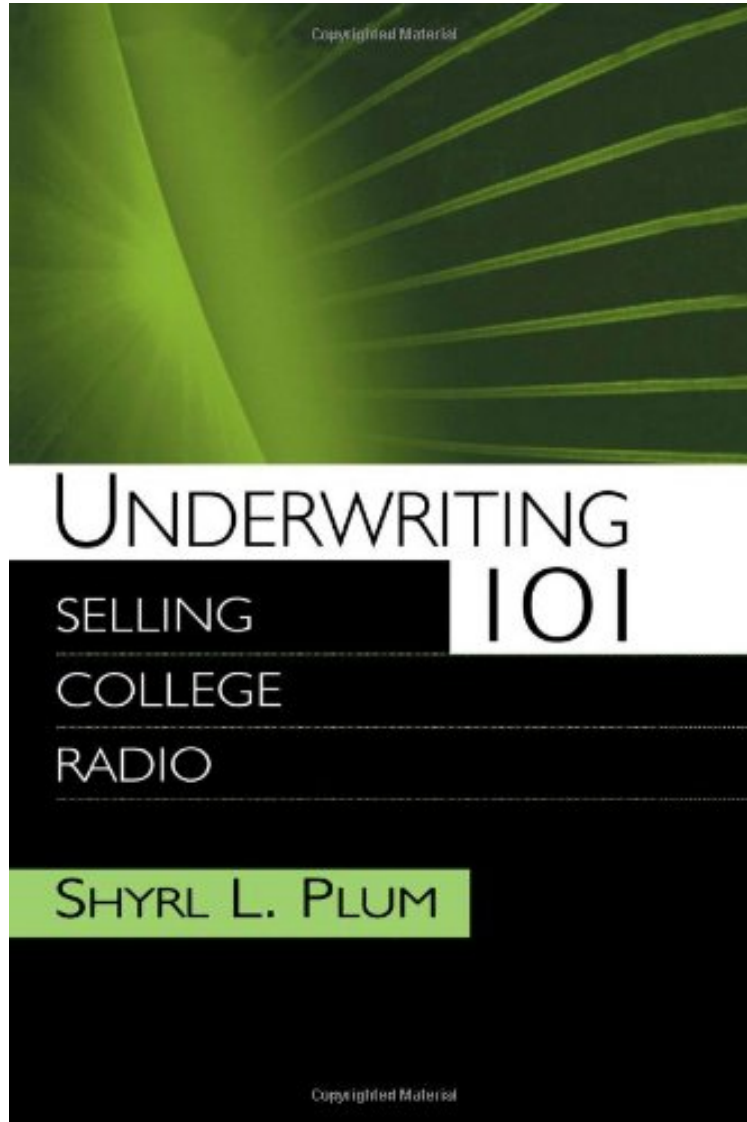


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Underwriting 101: Selling College Radio (Routledge Communication Series)

Shyrl L. Plum

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Shyrl L. Plum : Underwriting 101: Selling College Radio (Routledge Communication Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Underwriting 101: Selling College Radio (Routledge Communication Series):

1 of 1 people found the following review helpful. Extremely Simplistic, Outdated Course TextbookBy MediamanThis book is actually a poorly-written textbook for a college class about selling ads. The title is a bit deceptive--there is

very little about underwriting in the book. Instead it focuses on radio sales, gives examples of commercial radio stations, constantly promotes the concepts in the book "How to Win Friends and Influence People," and falls short of being a comprehensive look at selling college radio. It's very simplistic with little beyond just the elemental basics of selling radio ads. The lack of depth regarding underwriting makes the book almost worthless--there's probably more online than you'll find here. And because it was written in 2000 it's extremely outdated. There's a need for a book on public radio underwriting, but this isn't it.

This media sales primer serves as a step-by-step manual to assist students in attaining sales proficiency and confidence. The author employs a practical, hands-on approach, enabling readers to develop valuable professional and interpersonal skills and to improve their options for obtaining sales positions. Underwriting 101 covers the activities involved in sales work, such as developing sales kits and presentations, handling objections, writing proposals, closing, and preparing underwriting announcements. Role-playing, sales promotion, rsum preparation, and interviewing are also covered. Special features include: *materials needed to teach the 15 week course, including a syllabus, calls schedule, positioning worksheet, sample proposals, sample rsum, sample cover letter, and course evaluation; *comments from former students who have secured sales positions upon completion of the course; *underwriting announcement guidelines for FCC conformation; and *a guide to Internet research tools for sales presentation enhancement. Intended for upper-level students in radio or broadcast sales courses, Underwriting 101 will be useful to sales instructors with or without sales experience. It is also appropriate for use in college radio stations, as a resource for sales departments.

Underwriting 101: Selling College Radio contains valuable information for students considering a career in radio sales or those simply interesting in getting some broadcast sales experience. Journal of Radio Studies