

Making a Radio Buy

Things to Know:

1. There is a difference between a PSA (public service announcement) and a commercial. When you submit information for a PSA, the station determines when/if/how many times your info will air. When you purchase commercial time, you dictate when/where/how many times your information will be aired.
2. Who's your audience? Do you want to "preach to the choir" or air your message on a station that will target a younger demographic that may not have ties to a church? Consider this not only when you're choosing a station to purchase advertising from, but when you're choosing a day-part or programming to air your commercial in.
3. One of the most important lessons in advertising is: FREQUENCY. Your audience needs to hear the spot more than once to retain the information that you're sharing. Your sales contact at the radio station will help you determine a schedule to fit your budget.
4. Terminology:
 - Spot**—commercial
 - Cutting a spot**—having the script read and recorded for airing
 - Day part**—part of broadcast day when message will air
 - Drive time**—those times when people are most likely in their cars commuting to and from work.

Steps to Take:

1. Determine which station you want to do business with, and ask for a sales representative. They will walk you through all the steps and explain things along the way.
2. Since you're spending money with them, don't be afraid to ask about some value added spots. Possibly, they will help you stretch your radio buy with a few free spots added in dayparts you hadn't chosen.
3. See if you can augment your radio buy with a live interview opportunity. Can you talk about the campaign during the morning show? Do they have community programming on Sunday mornings to fill? Ask if there is a forum for you to share more about this campaign with their audience.