

Radio Have to Scuff!?'? The Answer

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Branding:
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eld, Iowa-
s given the
premise to
(10% or 20%)

cult name easier to remember.

He also reminded his audience of some of the key radio basics:

- Write for the ear
- Talk to your audience in a one-on-one fashion
- Don't try to read a print ad into a microphone and expect it to work as a radio spot

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Jeffrey Hedquist

*"Safe radio is
dull radio"*