

Radio Terminology:

It is common for an industry to have its own 'lingo' or 'language' that is specific to its specialty. The following are just a few relevant radio terms to aid the advertiser in understanding the various expressions.

Announcer – An on-air talent personality who is the person with the job to read scripts or announcements on radio or television. (Disc jockey, news anchor, sports announcer, etc.)

Audio production – Recording of sound and reproduction is the mechanical or electrical inscription and re-creation of sound waves, typically used for the voice or for music. The two basic classes of sound recording include analog and digital recording.

Billboard – The opening of a radio or TV show; a brief announcement identifying a sponsor at the beginning or the end of another programming element such as the news or traffic.

Broadcast – A presentation of a recorded or live program on the radio or TV, commercial or otherwise.

Bulk Commercials - Buying large quantities of commercials. Bulk buys are usually at discounted prices.

Bumped- When a log item such as a commercial is kicked out of rotation due to product conflict or no available times for placement, etc.

Bumper – An audio segment that is prerecorded, typically consisting of voice over music, that acts as a transition to or from a stop set of commercials or other content.

Campaign ads – Commercials in a series that have the same theme.

Commercials – Business’s advertising messages, they are recorded or live. Lengths are usually 15, 30 or 60 seconds, and sometimes 2 minutes.

Copy – Content or written material used to produce commercials, promotional or public service announcements, or any other worded information that will be read by a DJ.

Copy Points - The information used to create finished 'Copy', such as business name, address, phone, etc.

Copywriter – Individual who scripts and writes radio and TV commercials.

Creative – the process of designing, writing and producing ads of all types.

Drive Time – A range of time during the day that correlates to the average time frame that the majority of listeners drive to and from work.

End date – (kill date) The date that a program or commercial ends; especially if tied to information such as a ‘3 day sales event’.

Edit – To delete or add on a recording, tape or video.

Format – The program element; example: AC, Country Western, Jazz, Rock, etc. Each format has a specific 'target audience'.

Frequency - (commercial) refers to how many times your ad airs in a short amount of time. A commercial that airs multiple times in a day has a better chance of reaching the listener than a commercial that only airs a few times in a week.

I.D. – A station’s legal identification, usually given at the top of the hour.

Jingle – A programming element such as an anthem or musical song produced by professional studio singers for commercials or radio station promotional announcements.

Log – The written record of what transpires at the radio station, including: music, commercial content and transmitting specifications. A commercial log shows which commercials were played and when.

Make up- When a log item such as a commercial has been bumped and is in rotation to be re-scheduled.

Media – Any type of advertising service – radio, TV, newspaper, etc.

Package - Pre-determined schedule of a certain quantity of commercials over a period of time. Advertising packages are usually sold as one unit and are usually sold at discounted prices.

Premium Ads - Commercials that are guaranteed to be designated for 'highest priority' and best times when being scheduled for broadcast. These commercials also come with a premium pricetag.

Primary coverage – The area where the reception of a broadcast is at its best; an excellent locality and area. Often times considered grade A in broadcast.

Promo – An announcement, live or pre-recorded, promoting upcoming events or the radio station's image, promotes the results of a past event or promotes any other event which benefits a station's activities.

PSA, Public Service Announcements – these are announcements providing advice on an issue of importance, such as alcohol related campaigns like, "Friends Don't Let Friends Drive Drunk."

Remnant Advertising (also known as remainder advertising, last minute advertising or fill ads) refers to the surplus inventory of time slots that are available at the last minute. Media outlets will often take far

less than their usual fees to fill their remnant space. This means advertisers can buy what is typically expensive media for a great deal less money than normal.

Remote – This refers to a broadcast that originates live on location, outside the station’s studio where the broadcast would normally originate.

ROS- Run of schedule or a time period during a day that commercials are scheduled to be aired.

Script- the written form of a commercial. 30 second commercials are usually approximately 8 lines of number 12 font on an 8x11 paper. (60 second, 16 lines)

Sponsor - One who underwrites/finances a program or event, such as a newscast or weather forecast, etc.

Spot – another word for commercial

Stop set – This refers to the place where commercials are played during a typical broadcast hour. There may be several scattered throughout a typical 60 minute period.

TAG – A short 5 second addition or statement which is added to an existing commercial message.

Target Audience - The type of potential customer that a business is searching for. Ex: men? women? youth? etc...

Traffic- The process and flow of directing commercials and programs from sales and production to scheduling, logging and airing; ending with invoicing and accounting.