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Urban Radio - Unlocked! (Paperback)

By Willis G Smith

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Discover Urban Radio - Unlocked! the new sales book and research tool redefining urban radio that McGhee Williams Osse Co-CEO of Burrell Communications is calling . .a must for anyone interested in attracting or selling to the African-American or urban consumer. Designed for industry professionals and other professionals in the fields of advertising, marketing, media planning an buying, journalism, consumer products, policy and academia. Jay Holloway, Director HBCU Radio Sirius XM Media Sales Institute at Howard University says that Urban Radio - Unlocked! is a necessary read for all radio professionals, listeners, advertisers, and those in media buying and planning. Urban Radio - Unlocked! offers new sales insights that better position urban radio for advertising buys. Moreover, these research insights equate to better selling points and more innovative and creative uses of audience and market research data in sales, media planning and buying. Examples are included. According to Oscar Gandy, Jr. Broadcast and marketing professionals, as well as students of the media will be much better prepared to contribute to, and benefit from future developments. Oscar H. Gandy Jr., Ph.D....



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