



Underwriting 101: Selling College Radio (Routledge Communication Series)

Shyrl L. Plum

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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, résumé 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 résumé, 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.



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