

Standard 3.3 –

Understanding Broadcast Media Listening Guide

Use the powerpoint to fill in the missing words

Broadcast Media includes
_____ and _____

Advertising _____ –
companies that work jointly with
business clients to develop
_____.

Talent & Modeling Agencies –
companies that work jointly with
advertising agencies to supply the
_____ (i.e. actors & models)
needed for advertising projects such
as print work for _____ &
_____, TV commercials,
runway, _____, etc.

_____ – pictures in the
shape of TV screens usually depicting
scenes for the advertisements. Story
boards may also have speakers
_____, sound
_____ and camera
_____.

Name _____

Period _____

Storyboard Development

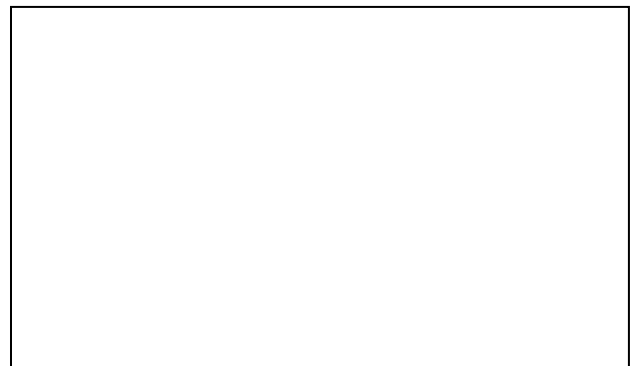
Storyboard Design

Artist carefully designs how each
scene should appear, arranging
actors, scenery, props, lighting, and
camera angles to maximize impact,
beauty, and mood.

Storyboard helps artists visualize
commercial's tone and sequence of
action, discover any conceptual
weakness, and make presentations
for management approval.

Storyboard serves as _____
_____.

Draw one frame from the sample of
the actual storyboard used to create
the opening ceremony for the Salt
Lake 2002 XIX Olympic Winter
Games



Name _____

Period _____

Types of Auditions

Advertising agencies usually use talent agencies or manager/agents to find the models or actors for their t.v. movie, print, runway or radio ads. These models/talent go to auditions or “go-sees” to try out for particular rolls.



Three types of auditions are:

Cattle Calls – Usually have _____ or more people lined up and slating in (saying their _____, _____ and _____ into the camera) The advertising agency or casting director chooses who they want to fill the part called for in the advertisement.

_____ – are used to record and pay the actors, talent

agencies and advertising agencies. They usually include each party’s information, name of job, location, date & time and length of run.

Imagery _____ - is when advertisers run a schedule on t.v. and then convert the audio portion into radio (transferring that t.v. image to radio)

_____ **and** _____ **time** - Most network t.v. advertising is sold on a participation basis with most advertisers buying a 30 second spot.

A _____ **rate** is when an advertiser agrees to be bumped to another spot if another advertiser pays a higher premium rate offered on the t.v. stations rate card.

Makegood is when a TV commercial is not run as specified in the contract and the station will make good by offering _____ advertising time to compensate for incorrect spots.

_____ For network and cable TV is between _____ and _____ when millions of viewers are watching. It is the most expensive advertising time.

Name _____

Period _____

_____ (*Radio primetime*) -

The best time for radio advertisements are when people are driving to and from work (late afternoon and early evening).

T.V. and Radio

	Advantages	Disadvantages
Television	Large companies with widespread distribution get large coverage.	It has the highest production costs, especially prime time.
Radio	Lower cost than TV, and selective target audiences. The messages can be changed easily. Radio is a mobile media and can be taken almost anywhere.	Has a short life span and lack of visual involvement.

Viewership or Listenership

Audience viewership or listenership affects _____.

Rates vary from _____ to _____ but the highest volume of viewers carries the highest price tag.

Also special events affect advertising rate, such as the _____ bowl.

