

Radio Station Paper

50 Points

Write a word paper critiquing an on air radio station of your choice. This could be any AM or FM station in the Chicago area.

Answer these questions in your research:

1. What is the format of the station?
2. Who is the station's target audience?
3. What is the station's daytime lineup?
4. What is the station's current ratings? Where does it rank compared to other stations in the market?
5. What is the station's history? How long has it been on and how long has it been this particular format?
6. What type of commercials do you hear on this station? Specific products?
7. Critique one ½ hour (30 min) specifically. Who was on the air? What did they play or talk about?
8. How many commercials were broadcast? What did you think?

Paper due **Wednesday, February 24th**