BCST 110 - RADIO HOT CLOCK ASSIGNMENT

Choose a radio station to listen to for one hour (or record and listen later). From the top of the hour to the end of the hour, list the type of content aired in chronological order. For example, if the station plays a few songs in a row from 1:05 to 1:10, you could call that a “music sweep” for that time. Then take that list of content and put it on the clock at the appropriate times. See the example below and use the template on back or create your own. Take note of what commercials play, which will tell you what types of advertisers are interested in that station’s audience.

(Template on back for you to use or make your own clock)

EXAMPLE

Current Hit Radio Clock Wheel