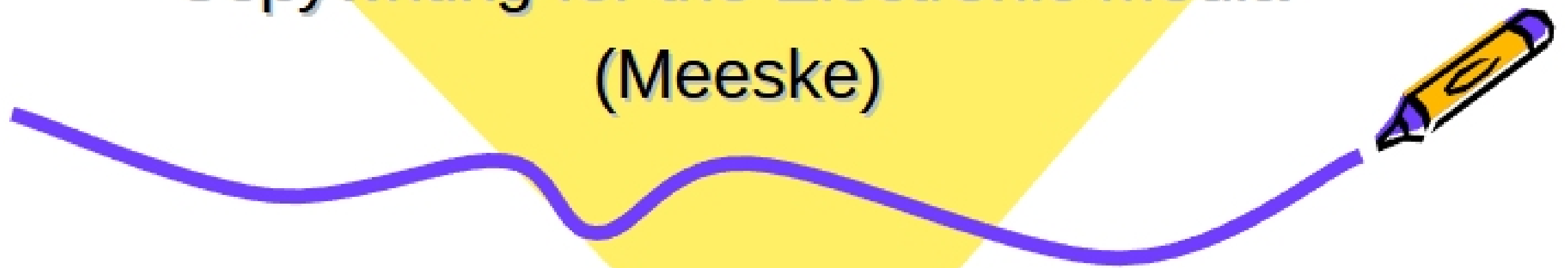


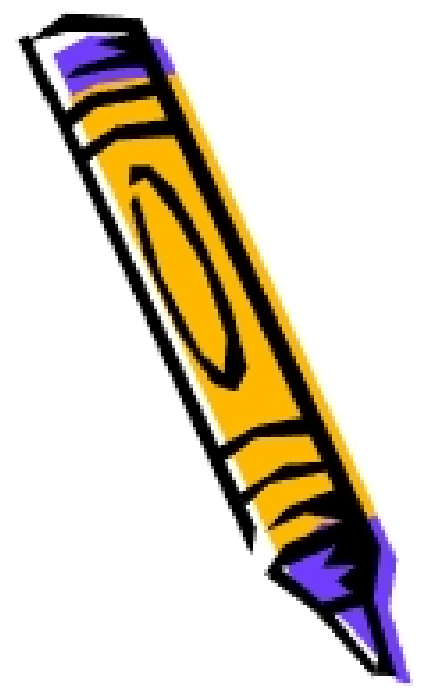
# Types of Radio Copy

Copywriting for the Electronic Media  
(Meeske)



# Straight Copy

- jzj



# Hard-Sell Copy

- Price Reduction:
- Urgency:
- Sound effects:
- Punchy sentences:
- Slogans:

