

# THE MICHIGAN BROADCASTER



Editorial

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## Station Information Packets, Old School Marketing Techniques That Still Work and Show Your PD Some Love!

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**The Nielsen reporting process with SIP's (station information packets) can affect your ratings.** This system (in diary markets) relies heavier on listener feedback than information provided by radio stations. However, it is important to clearly identify your station as often as you can. Make sure air talents are not rushing through or not selling calls and frequency. The #1 goal is to do everything to insure listeners know who they are listening to.

**Programmers need love tot!** Suggest a weekly meeting and or lunch out of the station to catch up and allow the PD some quality time to discuss important matters. Tell a jock you heard a good break. Send a note after a jock does a nice job at a remote. Walk by the studio and give thumbs up. This is also a good time to make sure that communication with your consultants and researchers are working frequently and properly.

**Do you have a "relationship" with your core?** This is perhaps the #1 and most important element to getting consistently strong ratings. You can play all the right songs; have all the right sweepers and the best jingles in the market. If you're missing that hard to describe link that bonds the listener to your station, the ratings will most likely not be there. Remember the old saying "People Listen to People They Like." Is your station likable?

**Loyal listener databases still work.** A little "old school" can go a long way. The days of unlimited marketing budgets are long gone. Take advantage of technology that is sitting on your desk today and is free to use. A listener database is a great way to speak to your best listeners and thank them with special offers that mean something to them. Many stations are wasting this by dumping worthless promotions into these databases. This sends out a message that communication from my favorite station only clogs up my mail box with spam.

**Better:** Send out an email blast on Wednesday that says when you will play a secret song on Thursday. Give them a "special number" to call to win \$100. Most important, make sure they understand that this contest is only for them (those who received the email). For \$100 a week (less than some spend on lunch) you may set yourself up for a ratings spike. If you decide to do this, don't forget to start asking new people to sign up for your database.

**"Change" is not adult radios friend.** This is especially important with female based formats. When thinking about adjustments, think them over carefully. When changes in programming are made on a whim it could ultimately hurt or even worse, open up an opportunity for a competitor. By the way, listeners are more aware of on-air changes than we think.

**The earlier the better with marketing.** If you are marketing for the book, starting early in the book is preferred. Many believe that it takes 60-90 days for changes to affect a rating book. Whether or not that is true, it makes sense to start early, and allow the cumulative effect of your marketing affect the book. This is especially important in one or two book markets.

**A music test is only as good as the songs tested and the people rating them.** Music tests are perhaps one of the most valuable tools a music based station can have. Don't cut too many corners here. Make sure the right people are in the sample. Most important, make sure all of the right songs are put in the test. Please remember the old saying; "You get what you pay for."

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