



Another Black Eye For Robo-Radio

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Music radio was embarrassed when its automated programming sounded oblivious to the sudden deaths of Michael Jackson and Whitney Houston. Those stories – which blocked-out the sun for days – sure were shockers. But in both cases, only one person died. And, sadly, in both cases, we saw it coming.

When “the worst tornado damage in world history” suddenly devastated Moore OK, it was Talk Radio’s conspicuous fail.



Applause to local Oklahoma stations that sprang-into action.

It was reliance, by radio elsewhere, on robotic programming, that again devalued AM/FM as First Informer.

As the death count was already in the dozens, The Mark Levin Show – must-carry for some of Talk Radio’s biggest stations – was a re-run. “Best of,” listeners were asked to accept.

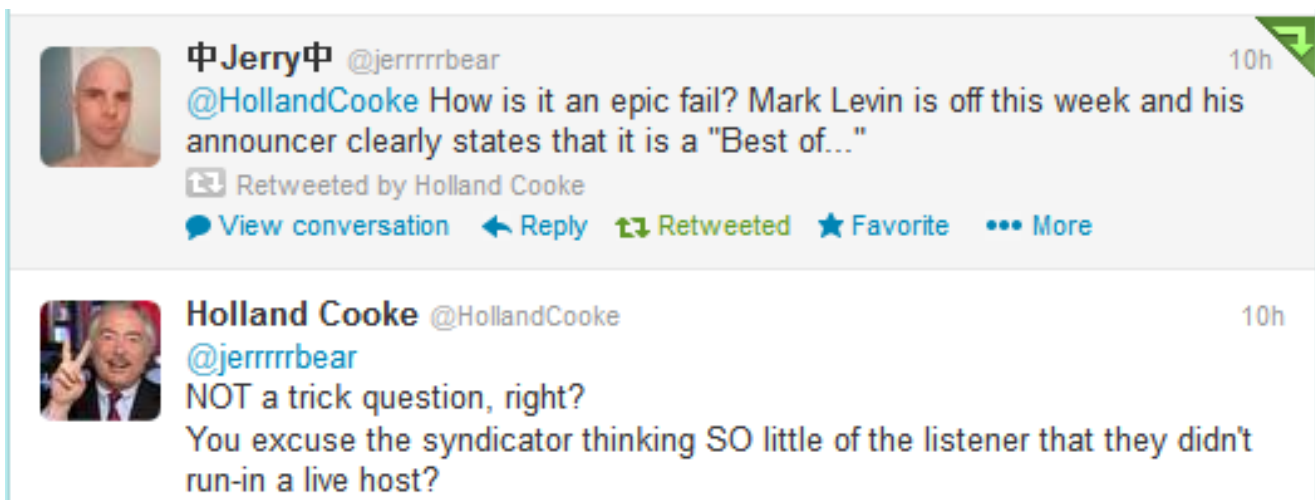
And to rub their nose in it, the archival show that aired was promoting live presidential remarks which had been upcoming on the day recorded.

“Hannity was talking about it, so I figured we’d be OK with Levin.”

Owner of a station affiliated with both shows.

Be clear: I don’t blame Mark Levin for taking a vacation. It’s the people he works for who blew it...big time.

HOW BAD has it gotten? Only listeners seem to notice these no-shows. When I Tweeted that this gaffe was #EpicFail, this exchange seemed to epitomize the aim-low mode radio now settles for:



NEXT TIME? If your news network is feeding continuous coverage, and the-blowhard-on-the-bird is a re-run, dump-out. It’s your station’s job to deliver instant information. It’s your news network’s job to mitigate repetition.