



Your Station Promos: "Blah, blah, blah?"

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Nothing we say about the station on-air adds listeners, because the only people who hear promos are already listening.

The goal of on-air promotion is to add Time Spent Listening by existing cume -- specifically adding additional occasions of listening -- with messages which suggest why-and-when to come-back-for what-promos-promise.

So who are we talking to? And what do we want to tell 'em?

Who do local retailers want to meet as-a-result of advertising on the station? **Why** would they listen more?



Busy people in-car.

Radio is the original mobile medium. And radio still comes closer-to-the-cash-register than any other.

- What-she's-driving is called "a radio on wheels." You can't even special-order one from Detroit without a radio.
- Every time she stops it, she takes money out of her purse.
- How can we offer the station as a handy dashboard "app?"



Families with children – of any age – living at home.

They're retail super-consumers.

- See that little guy? Every stitch of clothing he's wearing won't fit in 6 months. And the older he gets, the more expensive he gets.
- How about that other child? Boo-Boo is not "an animal." Americans spent \$41 BILLION on pets last year.
- To these people, weather is survival information. Ditto news, but only if it matters to them. And funformation.
- Be uber-relevant, the-opposite-of blah-blah-blah.



AM radio's natural constituents, 50+.

Radio's longest-TSL users grew-up with a radio habit.

- Baby Boomers are lifelong experimenters, NOT set-in-their-ways brand loyals. And empty-nesters and new-or-soon retirees spend big as they play the back nine.
- They're grown-ups who've heard-it-all and don't want to be barked-at through reverb...or EQ that sounds like announcer-in-a-box.

Station imaging shouldn't be about the station. It needs to be about them, and how the station fits-into their lives.

Accordingly...

Does your on-air imaging play Arbitron's game?

Loud-and-clear message from PPM data: THE – repeat, THE -- quickest path to Share growth is to get people-who-listen-to-us-most (so-called First Preference or P1 listeners) to listen even more.

- Mathematically, that'll move-the-needle quicker than a BUNCH of expensive TV spots or billboards. TV reaches beyond your signal footprint geographically, and speaks to people who don't have, as research nerds say, "a proclivity to use your format." Billboards? Hello? It's an INTERSTATE highway. Many who see 'em aren't even locals.
- Think of it this way: Your listeners already know you and use you. And with promos, we're "buying a spot schedule on our own air," the most-efficient medium for reaching our own listeners.

In "Charlie Brown Christmas?" That muted trombone you hear when the grown-ups talk? That's how most radio promos sound to real people.

Typical station imaging is a caricature.

- For starters, copy tends to be station-centric, rather than benefit-laden. What's "The Traffic Leader?" The broken-down car a-mile-ahead that's causing the delay? Instead: "WXXX Time-Saver Traffic," which implies value. That particular line has been ripped-off SO many times that nobody can remember where it began! Because promos are commercials-for-your-station, remember Commercial Copy 101: "Sell benefits, not features."
- Much of what I hear in my tireless radio travels is boastful, and some of it is an outright lie. Example of both: "RHODE ISLAND'S STATION-OF-RECORD." Two problems:
 - a) The claim is factually untrue (not exactly what-you're-looking-for in a news station). The state government has bestowed no such designation.
 - b) Even if that claim were true, the allure of authority is Old School. Now, we crowdsource. Rather than deferring to movie critics and Consumer Reports, we read each other's reviews. Heck, crowd photos helped catch the Boston bombers. And the NRA and Talk Radio are ginning-up gun lovers' FEAR of government. Rather than talking-down to listeners, stations should make them feel like part of something.
- And talk-about talking-down! What's with the barking announcer delivery, and 70s-sounding whizzers? Too much radio imaging sounds like an-imitation-of radio, hokey to grown-ups who are heavy users.

And yours?

Give a listen, outside the station and outside the box. Every time you hear your station say-something-about-itself – live format language, or produced promo -- ask yourself: Will THAT cause a listener to come back again another time?

If not, RSVP.

Sure, your consultant coaches the on-air **product**, "the meat." But it all goes into a **package**, "the bones."

See also:

- **Is Your Station Habit? Or Caricature?**
<http://getonthenet.com/HabitOrCaricature.pdf>
- **Where Radio Fits: Radio's Strengths In The Media Landscape**
<http://www.radio-info.com/2012/09/26/where-radio-fits-radios-strengths-in-the-media-landscape/>
- **STILL Presuming AM/FM Radio Use?**
<http://hollandcookemedia.wordpress.com/2013/04/01/not-an-april-fools-day-joke/>

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