

GROW YOUR STATION ON A SHRINKING BUDGET *New approach improves quality while reducing expenses*

Not long ago the typical set up at most radio stations included live personalities in key dayparts and a local morning show. Stations gave away big prizes, conducted audience research, dispatched the van and “street crew” daily to hot-zips, and advertised routinely on TV and billboards. Not so anymore. Programming staffs have been cut to the bone, research and marketing budgets are practically gone, and there are fewer advertisers able to partner with on blockbuster promotions. Despite these changes many stations plug along as if nothing has changed. More voice-tracking is used to sustain the illusion of “live” radio. Without promotional budgets, contests and promotions are over-commercialized and fail to excite the audience. Air-staffs rely on part-timers and beginners. Syndicated programming is used in place of local programming because it’s cheaper. In the end, what comes out the speaker is not compelling radio. And the longer this goes on the more the image and status of radio – and the prominence of your stations in your local communities – is diminished in the minds of listeners and advertisers.

Ok, enough discussion of gloomy conditions. There is another way. Step 1: Stop trying to do more with less, Step 2: Accept conditions as they are, and Step 3: Act in accordance with the new reality – that means a new approach using the resources you have.

HERE’S WHAT YOU CAN DO: *Rather than trying to sustain formats meant to operate with full programming staffs with a bare-bones staff, re-think the operation so it can easily be run with 1-3 people. And this is where we can help.*

PATHFINDER CAN PROVIDE THE FOLLOWING:

- Daily music logs emailed to your inbox
- Quarterly music library updates
- Imaging strategy that includes liner writing and contact with imaging producers
- Weekly monitoring with feedback and recommendations
- Capability of running a jock-less operation

The process begins with an assessment of your competitive situation and a written strategic plan for programming. The strategic plan is backed with ongoing consulting support. Your station needs to have one skilled contact person for us to work with directly. Typical duties would include merging music and commercial logs, commercial production, and overseeing the automation system.

This service eliminates much of the behind the scenes responsibilities of programming which will free 10 hours or more a week for programming people to interact with audience and clients, develop new revenue streams with the sales department, and maintain the daily operation of the station.

To discuss how this approach can improve your situation contact Dan Hayden at 860-828-8815 or danhayden@danhayden.com

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