



SANDERS
RADIO CONSULTING

**5 THINGS YOU CAN
DO RIGHT NOW TO
GROW RATINGS!**





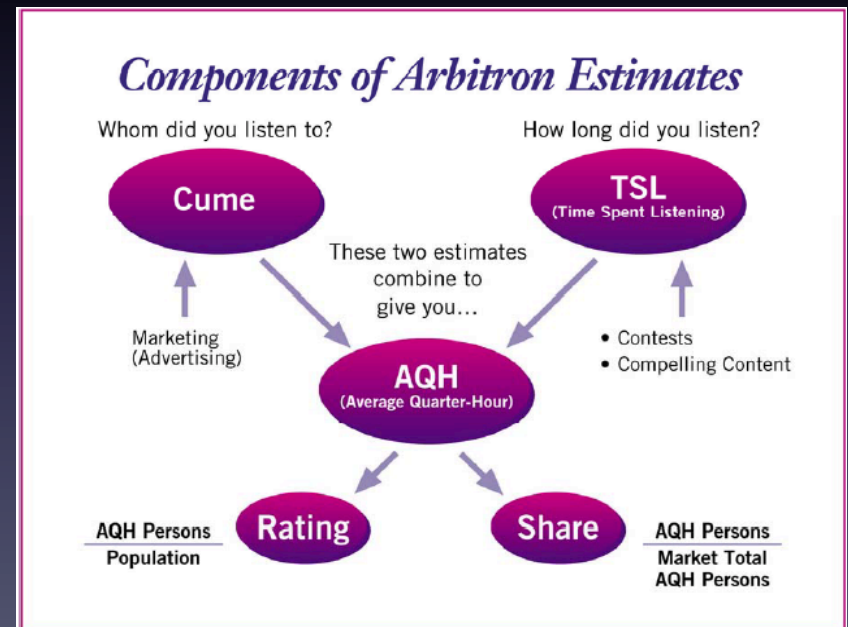
5 THINGS YOU CAN DO RIGHT NOW TO GROW RATINGS!

You cannot successfully program a radio station to its full potential without understanding how ratings are obtained.

There are only two ingredients that create ratings...how many people are listening (Cume) and how long they listen for (Time Spent Listening).

That's it! Increase either, and you'll increase your ratings. BAM!

*Graphic taken from Arbitron's PD Advantage Programming Handbook.





5 THINGS YOU CAN DO RIGHT NOW TO GROW RATINGS!

1. Increase Time Spent Listening through effective teasing.

There are two primary ways to increase your TSL...Getting a listener to listen longer, or having a listener tune in multiple times throughout the day.

If your air personalities are not effectively doing countdown teases, time teases or curiosity teases, have them start immediately!

Contact me for ideas and the best way to hardwire these concepts into each hour.

2. Increase Time Spent Listening by adding more reasons to tune in.

Benchmark features and specialty programming create more reasons for listeners to tune back in giving you more "occasions of listening" and increasing TSL.

Revisit all of your current benchmark features. Make sure they are fun, entertaining, interactive and drive passion! If not, revamp or replace!

Include destination programming "specials" in your weekly plan such as theme weekends and syndicated long-form specials.



5 THINGS YOU CAN DO RIGHT NOW TO GROW RATINGS!

3. Increase Time Spent Listening by eliminating clutter

Removing clutter increases TSL by giving listeners less reasons to tune out.

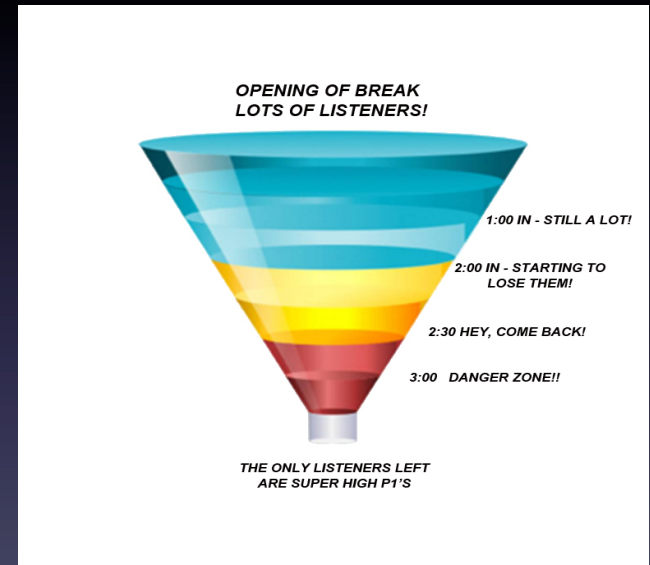
Useless jock talk, longwinded breaks, lack of compelling or poorly produced commercials, and long imaging pieces are all examples of clutter. Eliminate them now!

Contact me and I'll explain how incorporating the "Programming Funnel" will help eliminate clutter!

4. Take ownership of your product!

What is your station famous for? Variety? The most music? The funniest morning show? Whatever it is, OWN it! OWN it in the imaging, OWN it on the streets, OWN it on your website and in your marketing campaign...OWN IT!

Decide what you're famous for, then spend an hour listening to all of your station imaging, viewing your station website, social media pages & marketing/advertising plan. Make sure it's ooooozing your message and OWN IT!





5 THINGS YOU CAN DO RIGHT NOW TO GROW RATINGS!

5. OWN the streets and make it count!

Omnipresent! Ubiquitous! Be everywhere all the time. When you're there, make it count. Convert visitors into listeners!

If you're just showing up to your remotes or events with an intern, tent and a prize wheel, you're going to get wiped up by the stations I consult!

Competition is everywhere and they've stepped up their game. Now it's time to step up yours! Contact us for some great ideas on how to OWN the streets, including "Bounce Back Cards," "Celeb Stand-ups and Stand-outs," "Opinion Cards," and more.





There are many ingredients that go in to making a successful station. Sanders Radio Consulting can help you develop a strategic plan that will take your station from good to great to DOMINATE! Give us a shot! Contact us today at 704-234-8564.

Learn more about Sanders Radio Consulting by visiting www.StationDomination.com.

Facebook.com/StationDomination Twitter: @JeffSanders411
Linkedin: JeffSanders411 Message me on Facebook by scanning this code:



Want more programming tips? Keep watching your email for additional ideas, including...

- 5 ways to OWN your clients!
- 5 promotional ideas guaranteed to make you money!
- 5 biggest ways to lose listeners (and it's not commercials).
- 5 biggest morning show mistakes.
- 5 biggest air personality flaws.
- The top secrets programmers need to know.
- Sanders Listener Loop: Moving listeners from on-air to social and back.
- How a station goes from good...to great...to DOMINATE!