



**FROM GOOD...
TO GREAT...
To DOMINATE!**

R A T I N G S

C H E C K L I S T

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C H E C K L I S T

PLAN, PREPARE, AND WIN!



RATINGS REVIEW

The first step to making a plan is knowing your strengths and weaknesses. Dig in to your ratings, and review everything! Are you hitting your goal in the target demo? What are your weak points? Strong points? What is your plan to correct any TSL or cume issues?



MUSIC

Create a panel of at least 8 stations that are similar to yours (format, competitive landscape, geography, ethnicity, etc). Compare your playlist to a 30-day cross reference of your panel. Look at your rotations versus theirs. Compared to your panel, are you playing a song too much, too little or not at all?

Double-check your music scheduling software's rules, soundcodes and rotations.



IMAGING

Review, update and freshen all imaging. New song hooks, new listener drops, new movie drops, etc.

Are you selling the right message to drive your Brand?

Are you promoting what your station is famous for?



MARKETING PLAN

Who are you targeting? What area do they live in? Billboards (artwork?), TV (script / audio / video), facebook (select fan pages to attack), street presence (street team, van stops, etc), visibility (bumper stickers, tent, inflatable, etc.)

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MORNING SHOW & PERSONALITIES

Every air personality needs to know who their audience deeply and intimately. What is his life like? What does he do every day? What worries him? What excites him? Get deep into their profile so you can create content that appeals to them. Prep with this info in mind!

Schedule on-going aircheck sessions covering word economy, effective teasing, “selling” the station, promoting features and other dayparts, setting appointments, and creating an overall experience.



CONTESTING & PROMOTION

What type of promotion is this...TSL? Cume?

Sales driven promotion?

Prepare by scheduling your tease dates, start date, pre-promo, regular promo, and after-glow promo.

Rules posted? Promoting on all social?

Is your promo staff up to date on all promotions and executions?



SOCIAL

Is your website up to date with no broken links?

Who is responsible for posting to facebook, Instagram, and twitter? Blogs? Podcasts? How Often? It's suggested to post a minimum of 5 times per day.

Live tweeting / live Facebook to engage listeners?

Are your posts engaging enough to be shared?

Are you promoting ongoing station features, events and contesting?



FEATURES & BENCHMARKS

Review all existing features. Are they getting the job done by creating additional tune-in opportunities, or do certain ones need to be freshened or eliminated?

Is it time to introduce a new feature or benchmark?

Do you have specialty weekends planned? (I.E. Weekend of 1,000 tickets, led zeppelin weekend, 80's weekend, winning weekend, etc)

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We can help!

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