

21 WAYS — TO GET — YOUR STATION TO NUMBER 1

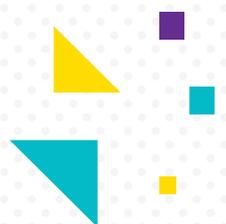


**Radio
Express**

Compiled by Radio Express

TABLE OF CONTENT

Introduction	Page 3
Paul Hollins.....	Page 4
Mohit Balani	Page 5
Rob Stevens	Page 5
Digby Taylor.....	Page 5
Shayne Sinclair.....	Page 6
Denis Florent	Page 6
Francis Currie.....	Page 7
Priit Vare	Page 7
Dennis Clark	Page 8
Brent Harbour	Page 8
Paul Chantler.....	Page 8
Gary Berkowitz	Page 9
Fred Jacobs	Page 9
Thomas Robson.....	Page 10
Alex Kind	Page 11
Nik Goodman.....	Page 11
Nick Pitts	Page 12
Robin Banks	Page 13
Cynthia W Mwangi	Page 13
Sam Zniber	Page 13
Andrea Diková	Page 14
Ivan Laskov	Page 14



21 Ways To Get Your Station To Number 1

Introduction:

Here at Radio Express, we've been working with radio stations around the world for the last 35 years.

In that time we've witnessed lots of great things and accumulated a wealth of knowledge about what really makes radio 'tick'.

But these days listeners have more distractions than ever, so how does your station truly stay ahead of the curve?

Well, we asked 21 of the most influential programmers and consultants to share their very best tip on how to get to Number 1 in the ratings.

The tips & insights they shared are incredible and we are super grateful to everyone who contributed.

And this isn't just 'theory' - it's real-world practical advice from those that have been there, worn the (station) t-shirt, and have the battle-scars to prove it!

So by reading this book not only can you learn how to get your station to Number 1...

but also how to stay there.

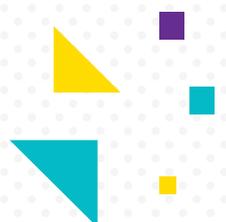
I hope you enjoy what's ahead.

Paul Hollins
CEO | Radio Express

PS. Before we get started I'll share my own tip on the next page.

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Paul Hollins - CEO - Radio Express, USA

Be consistent.

Because in today's radio, consistency is vital.

Your listener's lives are busier than ever, but they are also creatures of habit.

So it's important that when they tune-in you are always consistent.

Get this right and you will get rewarded with their loyalty.

So always be consistent with your product.

Your music; your imaging; your line-up of shows.

For example:

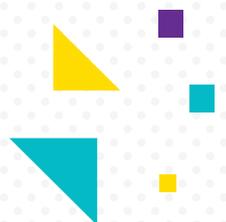
- If you say you play the most music, play the most music. Don't do anything that will dilute your own proposition.
- If you say you're the number 1 for news, make sure your bulletins are the strongest on the dial and that they air exactly on-time each hour.

Have one clear message that is consistent.

Because consistency is vital if you want a successful station.

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Mohit Balani – Group Programming & Creative Head of Channel 4 Radio Network, Dubai

Talent! Talent! Talent!

We are living in the age of authenticity.

Authenticity requires you to deeply think about your reactions to life and the world we live in so you can share those reactions with others.

It's hard to be authentic; it's easy to be a performer.

Invest in and develop the right talent.

Rob Stevens – Program Director, Nile FM Egypt

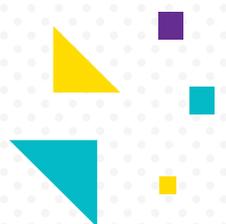
Know your audience, be relative to them and adapt to changes.

Digby Taylor – Program Director, Shock Middle East

The first and most important is to get the brand right, and tight.

Whatever format the station is, never break the rules of music rotation.

Motivate the presenters to love every moment they are on air, and when that is done promote the brand in every space consistently throughout the year.



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Shayne Sinclair – Program Director, Star 104.5 (Nova Entertainment), Australia

Take time to learn the market.

Our biggest strength is in building and maintaining a meaningful connection with our audience.

Take time to listen to the market, and find out what it needs.

Play the long game and build audience trust.

Denis Florent – CEO, Denis Florent Media Group, France

I would always try to find out which are the operational aspects on which the number 1 station fell asleep.

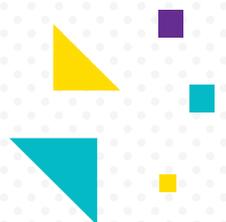
Did they stop being creative regarding marketing?

Is their morning show getting repetitive?

Are their music rotations too kind?

And when I find the weakness, I would concentrate all my creative forces on that particular aspect of things, and heavily promote the fact that our station really does it better.

Being number 1 is only temporary if you don't constantly reinvent yourself.



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Francis Currie – CEO – Francis Currie Consulting, UK

Go Large!

If you want to get to number 1 you've got to think big:

- Big vision
- Big ideas
- Big talent - both on the air and in the office
- Big action

Of course executional detail is important, but don't sweat the small stuff. Make sure you don't get caught up fiddling with the 5%, putting all your effort into marginal gains instead of transformational ideas.

Think big.

Take action.

Go large.

Priit Vare – Creative Director, Sky Media, Estonia

Listen to your own station. Go out of office and just listen.

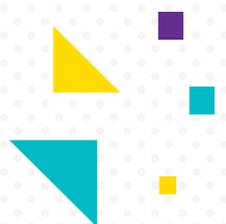
No meetings, no computer, no phone calls – just you and your station.

You'll find very quickly a huge number of small things that needs to be fixed. And then try to fix those issues.

Repeat a day like this once a month.

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Dennis Clark - VP Talent Development - iHeart Media, USA

Find your target, create a mission, build a foundation and maximize all you can with the audience you've identified with a content filter that appeals and forces an interesting listening experience for the ideal listener and builds a friendship-like relationship that should last for years.

Brent Harbour - Operations Manager - MediaWorks, New Zealand

In a world of ever increasing music streaming services, the art of conversation and connection with the audience is more important than ever!

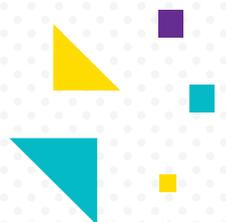
Yes, make sure every hour of music is the best it can be; make your imaging tell me why I should listen; have engaging promotions that mean something to the audience, but let your talent become focused on the listener, not the formatics.

Help them create connective teasing that makes listeners want to give you another 15 mins of their valuable time and most of all... tell them to have fun!

Paul Chantler - International Radio Consultant, UK

Ask all your presenters to make a daily, ad-libbed dry-voiced promo of approx 10 seconds for their show the next day which can be dropped in over song intros on other shows.

It sounds like they've just 'popped in' to another part of the output to promote their show.



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Gary Berkowitz - CEO - Berkowitz Broadcast Consulting, USA

When a listener feels a radio station and its personalities are “companions” they will always be the winner.

Companionship is always more important than content.

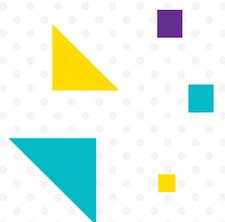
Be a “companion” and see what happens.

Fred Jacobs - CEO - Jacobs Media & jacapps, USA

It's simple: listen to your listeners.

Radio people often get trapped in their own bubbles.

Research can provide that "audience radar" to guide stations to greatness.



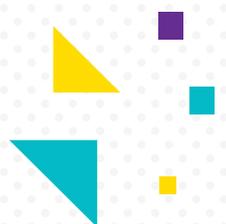
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Thomas Robson - Owner/Operator - Fabulous 103, Thailand

A few little secrets that I think help to get your station to the top are:

1. Scheduling. Clean lively scheduling with a template based on what your listeners like, not what you like or what you read in books that they like (find out).
2. Jingles/imaging that reinforce what the station stands for.
3. Commitment and the all important addictive habit of demanding 101%.
4. Relative freedom for the presenters to be who they are, not clones or automatons, but instead they should share their personality.
5. Never ever work with sloppy people or primadonnas, they will bring your station down.
6. Always remember you are an advertising agency. Being the best encourages new advertisers to jump on-board... they come to you because they like what you do so don't let them change what you do.

Like it or not, radio is a business... and it has bills to pay too!



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Alex Kind - CEO - Kind Of Radio (Consultancy), Germany

Love your listeners! Talk to your listeners! Understand your listeners!
Respect your listeners!

You are the service provider for your listeners!

Make everything for your listeners and remain humble!

Listen to your listener and he/she will listen to you!

Never be satisfied! Never stop investing time and energy in the show preparation!
Just say something, if you have something to say! Listen, so they listen to you!

Nik Goodman - CEO - Bounce (Consultancy), UK

Be bold.

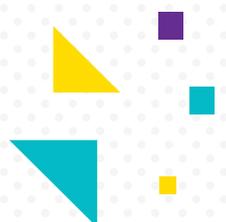
The temptation in radio is to find a position that balances lots of different elements, and ultimately compromises the strength and individuality of your product or brand.

If you want to cut through the noise in an over-communicated world, you need to stand out.

So whatever your format or position, do it LARGE.

Don't be the radio equivalent of 'vanilla'. Have a strong flavour to your product.

Do things with conviction and make them count.



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Nick Pitts - Content Director - Jazz FM, UK

Understanding your brand is imperative to success in my mind.

Everything you do should revert to your brand and should sit comfortably within your values.

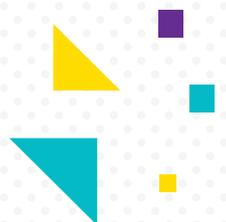
If you have a full understanding, then decisions should come easily and if your gut says no, it's probably right to listen to it.

I always have a slightly twisted outlook when making the decision, questioning if something is or isn't on-brand: "the listener won't miss what's not there, but they'll have an opinion if it is".

For example, one of our brand values at Jazz FM is that of "high polish".

Therefore, all sweepers are devoid of production elements, instead being dry voice with one simple but effective alternative vocal effect to the standard, our output is clean with simple segues and we rarely allow phone-quality calls to air.

However, your values should allow you to step into the void comfortably – in this world of 'formats' where there's an instruction book to follow, use your values to re-write it with creative twists.



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Robin Banks - Content Director - Hi FM, Oman

There is no number 1 action to take and it really depends on various factors.

HOWEVER the number 1 NEED whatever decision you take, be it a drastic format/music shift or morning show change etc, as a programmer a must is to get the "buy in" of your team which has to include Sales and the station owner.

If these people are not on board then you're at a loss.

Involve sales and owner, learn to manage up.

Present the idea, sell them the idea, take them along for the ride and enjoy it.

Cynthia W Mwangi - Station Manager - Hot 96 (Royal Media Services), Kenya

Great conversations make great radio.

So I'd say invest in your on-air team.

Ensure they understand the vision of the station and are willing to put in the work despite the challenges.

Sam Zniber - CEO - Zniber Media, France

Always superserve your target.

Remember it's about giving pleasure on a constant basis to your core target.

Everyone in the team should remember this, even the CEO.

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Andrea Diková - Program Director - Rádio Anténa Rock, Slovakia

1. Be true to your format and listen to your audience as it is the most relevant partner at all levels. There is no better partner than a (potential) listener who we need to know in depth. So we can reach, inspire, and surprise our listener and the station is consistent, memorable and unambiguous.
2. Have as many enthusiastic people in the team and be inspiring to the audience. Do not fake it but instead you should constantly ask: what could we do better?
3. Have sufficient budget and good coverage - people like to associate with strong brands that can be seen and especially heard.

Ivan Laskov - Head of Content - Radio Express, USA

1. Be crazy
2. Don't be scared to try new things despite opposition
3. Never stop exploring and learning
4. Always listen to your airchecks as if you were a listener not a PD
5. Never patronise your listeners
6. Be honest with your talent! If they've done well - tell them. If they've done a poor job - be honest and tell them.

To find out more about Radio Express and how our world-class programming, imaging libraries & digital solutions can help your station, contact us today at www.radioexpress.com

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