

for your listeners to meet and share. And that will begin the circle of good word of mouth!

Rule 8: Form Good Brand Alliances

No brand can be everything to everyone. As much as we'd like our listeners to spend 24 hours a day with us, we all know that is not possible. So how can we spread our brand and create new alliances so we are still part of our listeners' lives even if they are not listening to us at the moment?

What do women do and where to they go? Find the places in your market that are natural attractions to women and become part of that attraction. For example, Curves is a women's only exercise club. Can you provide the music for them or special workout shirts for their members? Or what about creating a special blend of your morning show's coffee and selling it through a local grocery store with all proceeds going to a women-focused charity? Extend your brand through good alliances and you'll become more than just a music machine to your listeners.

You can contact Diane Shannon at diane@mstiquemarketing.com.

Radio Sales/Management

We welcome Richard Mecham to Radio Focus as a "regular" contributor to give us a sales perspective. Richard's background includes sales positions in Los Angeles and Washington DC, GSM positions in Las Vegas, President/Sr. VP of KSL Radio and President KSL TV in Salt Lake City. He's now President of Rich Media Consulting and can be reached at (801)277-6139 or Rich@richmediaconsulting.com.

Greetings from Salt Lake City, Utah! I am really excited about the opportunity to contribute articles dealing with sales and sales management issues in

radio. I have known and worked with Dan, Jim, Mike, Harv and Greg for several years. They are all great guys and great programmers.

I have been involved in the radio business for twenty-seven years, from building an account list out of the yellow pages and newspaper, to President of a radio and television station, to Senior Vice-President over a fourteen station radio group. When given the choice to stay in television or get back into radio fulltime I chose radio because it works **and** it is more fun!

I read an interesting article the other day about the importance of "sticking to the sales script". When radio salespeople begin to see consistent results it is easy for them to believe that they are "above the law". They get so caught up in the day-to-day minutia of radio sales (writing copy, entering contracts, "client entertainment", chit-chatting around the water cooler) that they stop doing the things that generated their success. They begin to drift and their performance dips because they're skipping little things here and there, or they sacrifice their sales system for results, which may be good for business today, but definitely won't help in the long-term.

If you don't have an exact process for selling, how can you tell where to focus when you hit a slump? It's a good idea to have a script and a system for everything from cold calls to trial closes. If it's a proven system, it'll never be the process that's at fault, but something the salesperson needs to sharpen.

We'll spend the next few months defining the radio sales process. I look forward to the ride!

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"You are today where your thoughts have brought you; you will be tomorrow where your thoughts take you" - James Allen



Entering A New Frontier

As we started to outline in the February issue of Radio Focus, Dan Vallie was invited to speak at the NAB Radio Executive Group Owner Fly In in Washington, DC in February to share thoughts on programming today and where we are going in the future. Dan talked about what we can do today to embrace what he sees as a very bright future for radio. These comments are edited in some places and embellished in others for the purpose of this newsletter...In February Dan shared observations on Programming and Technology, in this issue Dan covers Talent and our overall "attitudes" moving forward.

Talent:

We have plenty of research and data...and we need to continue to research and find new ways to research this new frontier we are living in today, but what we need most is imagination, more vision, dreams and courage.

It is *still people* that make the difference. To be up to date and taking advantage of the technology is critical, but whether we want it to or not the technology comes. The technology changes will happen; sometimes it's almost a matter of just keeping up.

We need the *best* young talent coming into the business...*that is not inevitable*. That young talent is out there, but they could choose other fields to get into...we have to know who they are and where they are and we have to give them opportunities, and we have to pay them. That is the future of our business.

We are all affected by the circles we travel in...by group think...by our reference points and experiences I am fortunate to be able to interface with some of the best people in the business, like you.

But I am also fortunate in the past three years to work with college students, typically 18-22 years old, at Appalachian State University and the Kellar Radio Talent Farm System Institute that I am Director of and we debuted last year.

I am optimistic about our future anyway...assuming we make good decisions...but even more optimistic from being around these students who are passionate about radio.

It's not uncommon for some of us to say things like:

- Kids today are into more glitzy technology and not interested in radio.
- These kids aren't as passionate about radio as we were.
- These kids don't want to work as hard as we did, they don't love it like we do.
- I would have done anything just to work at a radio station. These kids today won't do that or make that sacrifice.

I am here today to tell you that is not true...and I have plenty of evidence of it.

I, like many of you, have said over the years we need a "go to" place to find young talent entering the industry. We have all talked about it and most of us have done nothing about it. Well I finally had the opportunity to address that by starting the Kellar Radio Farm System Institute at Appalachian State University and I work with the kids there at the college radio station.

When I look at them and talk with them, I see our future. In a few years they will be sitting in the seats of leadership in our industry. These students/young broadcasters are passionate, excited, intelligent and well educated, and just like you and I, have fun doing radio. They are being taught theory as well as hands on experience in on-air, production, programming, sales (and get RAB Certified), traffic, promotions, news, sports and they love it.

I have seen our future, and I am confident that is bright. It looks a bit different than the past, but that adds to the excitement, the adventure of what we do.

Carry the Flag

Finally, the last thing I want to mention is that we need what we tell all the people that work for us they need a positive attitude. We have the talent, the experience, the battle scars, and great years of success behind us, and great years of success in our future. We need to carry the flag and wave it proudly. We need to believe in our own future and there is no reason not to. Just the opposite.

As important as it is, let's not have our *attitudes* be dominated by Capitol Hill or Wall Street. We have to win those battles too, but they can't dominate who we are. Even so, a significant way to battle both Capitol Hill and Wall Street is to always be highlighting the positives and seeing pure potential and opportunities.

We affect perception when we are constantly focusing on the negatives and sounding defensive. Lets be positive, focus on the positives, focus on the future, on solutions in our conversations and in the press and that will affect not only perception, but also the reality.

The people reading this article are who can make that happen. It's a pleasure to be in the same industry with you.



8 Marketing Rules For Women

Diane Shannon, President of MStique Marketing shared with us the eight rules of marketing for women...

These 8 marketing rules are tried and true...proven by the best marketers in the world today. We can all learn a lot from their success.

Rule 1: Stay away from stereotypes, show real women in real situations.

Women don't want to be labeled as soccer moms, super woman executive or mini- van carpooling mom. When producing your TV spots and on-air testimonial promos, stay away from canned "visions" of women. Use authentic women in real life situations. Women react when they have a "that's me"

moment. One of the most effect TV spots this year are the Volkswagen spots where they survive the unexpected accident. Especially the spot with the two couples chatting about the movie...then BAMM, they are broadsided by another car. That is a "that's me" moment that every woman reacts to. Find that connection so your audience is saying... "that's me!"

Rule 2: Focus on the Connection

In general...women want to get along. They prefer to connect, for everyone to win and for everyone to be happy. So when designing your events...find events that everyone can participate in and feel like winners. Do things that make your audience feel good. Most radio stations do not take enough advantage of working with charities and promoting community benefits. Find the charity organizations in your city that help women and help them. Provide ways for your audience to help too.

For example, there are a number of the franchises in almost every city, the place where you can go with your friends and make dinner for your family for the week. It's a great idea and most women love the fact that they can have fun and do something good for their family. So use that client to your advantage by creating a special day where women can go with their friends and make dinner for less fortunate families. It's a great opportunity for women to work together doing something fun and rewarding. Women want to connect with other women. Put your radio station in the middle of the connection and you will brand your station in a way that really matters.

Rule 3: Tell stories... relate to her life.

The best on air personalities tell great stories. One of the funniest bits I have heard that demonstrates this was done by Kelly McKay at WZPL in Indianapolis. She had been talking about her program director's mono brow...something women can relate to. We all want to do something about the mono brows of the world. So she talked her PD into getting his mono brow waxed. It wasn't a huge deal, just a properly placed phone call seconds before they ripped the wax off his head...and then the scream we all knew was coming. Women get their legs and lips waxed all the time. So we could feel his pain...and enjoyed the mental picture greatly.

Tell stories that relate to what women do everyday. It isn't how many songs you play in a row...it is what you are saying that relates to her life that creates the connection.

Rule 4: Make it multi-sensory.

Women do not think in straight lines...they think of multiple factors all at once. They listen to the background music in a store, they notice the colors in your logo and website and they smell what is going on in the grocery store. What can you do to make your radio station more multi-sensory?

Take the time to write promotional copy that creates a real picture. If you're doing a trip to the Caribbean...then your copy should make them feel warm, see the blue water and smell the coconut suntan lotion. If you can't close your eyes and see, smell and hear the destination...keep writing. Connect by touching all the senses. Remember...radio is still theater of the mind.

Rule 5: Add The Little Extras

Reward loyalty by giving those heavy users and database members something extra. Cosmetic companies know the value of adding a few samples to the bag when I am purchasing that \$60.00 moisturizer.

Coldwater Creek is a perfect example of a company that knows its female customer and how to keep them loyal. Their clothes are not cheap, but they do an unbelievable business, and 70% of their customers make over \$80,000 a year. Through a very well designed email marketing strategy, they constantly provide customers with targeted discounts, discount gift cards and gifts with purchase such as a free watch with a \$100 purchase around Mother's Day. The Gap with its younger clientele offers free, Gap branded music CDs with catalog orders.

"The first task of a leader is to keep hope alive." - John Batten

The little extras work for radio too. If you are managing your database correctly and tracking results, you should be able to isolate the group of active users in your database of listeners. From free events to bonusing those people with extra prizes, your own branded CD to doubling their prize in call in to win contests...there are hundreds of ways to add the little extras to your relationship with your listeners.

Rule 6: Tap Into the Emotional Power of Music

Radio plays lots of music, but do we ever really focus on the emotion of that music? Music is the soundtrack to a woman's life. They remember special events with clarity and detail, and many times a song is part of the details. Ask a woman what a song on the radio reminds her of, and most times she will have an answer.

When using music to market your station, from TV to on-air promos, think about the emotion in those songs and make it work for you.

Women love stories. Combine the two and make the package an emotionally complete package. For example, on Valentine's Day have listeners call in and record a short story about their significant other and include the song that is part of their

moment. Most songs are about love in some form and they are memorable because they hit an emotional cord. You can use that emotion to your advantage. And remember without some emotion, there is no bonding.

Rule 7: Create Listener Evangelist

Listeners love a sense of ownership in your radio station, because to them it is not your station, it is "their" station. How can you use that sense of ownership and have them become part of your marketing team?

•Gather feedback and then use that feedback to create events, promotions and station features. People are becoming used to having input in their own media. If you don't allow participation, they will find another way to get the entertainment they want, on their terms. Surveys, Listener Advisory Boards, blogs and message boards are all ways for your listeners to add input into "their" station.

•Make it a point to share knowledge with them. If you have just done a music test, make that an item in your next email. Talk about some of the songs that everyone seems to love and anything else that will make them feel part of "their" station.

• Build word of mouth networks. Women talk, believe me. I sat at lunch a week before Thanksgiving and listened to a whole table of women talking about how mad they were that their favorite station was already playing Christmas music. It stressed them out and reminded them of all the things they had to do and it wasn't even Thanksgiving. I know that conversation continued elsewhere. Make sure you are blogging or offering your listeners a chance to communicate with you and you with them. That way, you have some control over the word of mouth generated about your station.

• Encourage your listeners to meet and share. A station I have worked with in the past has created a partnership with a business woman's networking group. The group is very large and their events well attended. The radio station uses that group as a way to network and create events for a big part of their audience. The women love the group because they get a lot out of it from both a knowledge base and through social networking. So it is a win/win for all parties.

How can you get your listeners together in ways that are a win/win for both your station and your listeners? Spa nights, educational events, exercise events and family events are all ways