

Competition

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Take a moment to think about your competition...

You probably instantly thought about “those fools down the dial” that think they can outsmart, outwork, and outperform you.

I believe that even if you have a direct format competitor, they ARE NOT your biggest competitor.

Its the year 2008...entertainment choices are more diverse and assessable than ever.

Internet, satellite radio, cell phones, internet, cable tv, iPods, internet, satellite tv, text messaging, oh and did I say internet? They are all competing with you for your listener's valuable leisure time and money.

150+ cable and satellite TV channels about everything from tennis to travel, from gardening to game shows.

120+ satellite radio channels with everything from salsa to polka and year-long, 24 hour coverage of seasonal sports like Baseball and NASCAR.

20 gig iPods that hold 10,000+ songs ranging from Punk to Funk, AND downloaded tv shows, movies and podcasts.

I just downloaded a program called “Any TV” where you can watch hundreds of free internet streaming tv channels from all over the world.

1,000 shared cell minutes a month with mobile to mobile and text messaging FREE.

The only way we as an industry can survive is to be compelling enough to compete with ALL these choices. “10 in a row” IS NOT going to do it! “New music first” IS NOT going to do it! “The most continuous music” IS NOT going to do it!

The left-over programming ideals and the positioning statements of the past WILL NOT compel a listener to listen longer in the year 2008.

Compelling content will! INVEST in your on-air talent! INVEST in your promotions. INVEST in your listeners. The return on that investment will be your listeners INVESTING their precious little spare time in you.

When was the last time you heard one of your jocks do a break that STOPPED you from calling your spouse on the way home to see if you need to pick up something at the grocery store? Look around at the other drivers talking on their cell phones. They can't remember either.

Need to make your station more compelling and memorable, call Bob TODAY at 706-358-9103.

Contact Me:

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