

Taking Ourselves Too Seriously

Bob Quick, Quick Radio Consulting

5/5/08

Ever since the growth of big corporate radio and the influx of non-radio industry investment, we, as an industry, have taken ourselves a little too seriously. Worrying about the short-term to boost stock performance instead of keeping with radio's strength, and investing in the long-term goals of the brands of which we are guardians.

The pressure trickles down from corporate, to the GM...then the sales manager and to the folks on the street, eventually, getting to the creative forces in the building. More time for feet on the street and less people in the building, relying on voice-tracking to save precious moments in the day just to get the job done, all stop the creative process.

When was the last time you attended a brainstorming meeting? I think mine was before the turn of the century. When was the last time the station went out of the building to let there hair down? That's usually when the creative juices mix between sales, programming and the front office staff - AND where many great ideas have come from.

We've all been pressured into taking ourselves, and our business, too seriously. Yes, there is a portion of this business that is very serious...payroll, proper insurance and benefits management, and of course FCC compliance. BUT, there needs to be time to let the brain play.

One of the stations where I worked had a Foosball table and mandatory breaks for tournaments. It is the same place where account execs had to be at their desks by 7:30am, on the street by 9am, and couldn't come back until 4:30pm. This is a yin/yang approach that actually worked for this station.

Recently, I got an email from a golfing buddy of mine. He's a Phys Ed teacher and someone very serious about fitness and his pursuit of a lower handicap. The subject line stated that the email included a Free Golf Technique Tip. The message said that the season was fast approaching and that we all should take some time to finally improve our game and included a link to a video that included this tip. Here's the tip link...check it out (even if you are not a golfer) and then come back.

[CLICK HERE](#) or [HERE](#)

Charlie King is a Top 100 ranked golf instructor at the Reynolds Plantation in Greensboro, GA. He runs the Golf Academy there and is a contributor to [Golf.com](#). He's a guy who is at the top of his "game", but absolutely does not take himself too seriously. This is evident - he made this video.

When you have fun, the people around you have fun and everything becomes less stressful and the creative process is energized. In these tough economic times, we need to remind ourselves of what got us here in the first place.

Let Bob energize the creative minds on your staff...Call him TODAY at 706.358.9103!