

## ***Focusing on Only One Person***

Bob Quick, Quick Radio Consulting

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Last week's Tip brought the most response I've gotten from these little weekly rantings. Some folks responding with their own frustrating experiences with ad agencies demanding unrealistic demographic demands...while others posing the question of how do you program to the right demographic if 25-54 is too broad?

Well, first you have to realize that we are BROADCASTERS. That means we are TRYING to appeal to the most people possible at any one time. But much like golf, the best at it strategize from the hole back...meaning each station needs a picture (at least in one's mind) of your ideal listener. If you have that one person in mind when making EVERY decision that effects your station, the rest will fall into place.

A long time ago (probably much longer ago than either of us would care to remember), one of my mentors Cavalry Media Services' Paul Rothfuss, told me you have to pick one person you can visualize as the perfect listener for your station. I don't mean a super listener or a "prize pig" that never turns the radio off. What I mean is the one person that exemplifies your station in social, economic, family, age and gender roles. Once you have that person, you'll probably also have their family members and friends, co-workers and acquaintances listening...broadening out your spectrum of gender and ages. Its like when your high school teacher graded on the "bell-shaped curve". That ideal person is on the top of the curve (the most listeners in your spectrum will be at your focus point) with other ages and genders being represented by the slopes on each side of the curve.

So, if you haven't done this already, gather your staff and ask them these questions about who might be listening and form an ideal listener that each of them can envision. You should even scour magazines for pictures that could represent that person and post them in your studio and sales office.

Age? Martial Status? Career Status? Home Owner? Ethnic Background? Religious Background? Gender? Educational Background? Hobbies? Types of Personal Property they might own? Number of Children? Pets? Early Riser vs. Night Owl?

When these questions are answered, you will have your ideal listener. Super-serving that one person with your programming will strengthen your station's position in the market and help you focus your staff and station direction well into the future.

Who are you really targeting with your station? If you don't know, Bob can help you...call him today at 706-358-9103!