

## ***Two Thoughts on Radio Station Imaging***

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There are only two possible ways you can image a radio station, both can be used effectively and efficiently depending upon what format we are talking about.

- 1) Short, name and positioner based liners and sweepers.
- 2) Longer music image based, topical or humorous liners and sweepers.

Lets examine the first school of thought. If you have a current based music format like Hot Country or CHR, where it seems the music changes daily, you are better off with rule number one from our list above, for a couple of reasons. First, your music is always fresh, so the imaging really needs to sell the station name and positioner to identify you (not the other guy) with the music. Second, if the music is somewhat unfamiliar, short imaging gets you to a more familiar song faster.

Slower moving music formats (AC, Oldies and Rock) stations can benefit from imaging that uses music image. Another approach is using humor and current events, TV or movie quotes (drops or sound bites) to help the station sound fresh, even if the music isn't. This type is especially good for News-Talk stations.

The less topical the imaging, the longer the shelf-life. Some topical imaging is only good for a day or less, depending upon the event that is being referenced. ALWAYS BE CAREFUL to change out your topical imaging after only a few weeks of play. With repetition, the listener will get tired of the joke and your station can sound out-dated before its time. Many News-Talk shows have a different show open each day to make use of the sound bites from the news the day before.

I like to use a series of both types, no matter what format I'm working on. Have a stable of short, name and positioner based imaging you can always depend on. These only need to be freshened a few times a year if you...

Take a couple of hours every week to write and produce topical imaging to make your station seem on top of the pop culture events of the day.

REMEMBER, the main purpose of imaging is to make the station's name memorable. If the station's name gets lost in it...the listener won't remember to write it down in a diary.

But don't fall in love with any one piece of imaging, you will tend to hold on to it too long.

No need to worry, there will always be another Britney Spears scandal you can draw your creativity from.

For more ideas on imaging and other programming techniques call Bob today at 707-358-9103.

### **Contact Me:**

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