

The Art of GREAT Radio Jingles

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It seems as I drive from market to market that the art of radio jingles has gotten lost in this post-consolidation world. It used to be that each radio market would have a handful of great sounding stations with cool and unique jingles to help them stand out. I even know of people who would DX those big AM stations at night, just to record their jingles.

Who in our industry doesn't remember the first time they fired off a jingle that SANG THEIR NAME.

It was like your name was strung in lights on Broadway...

Remember the first time a bus load of school kids sang your jingle at the top of their lungs as you drove by in the station van?

Well, it seems those days have passed. Go to any radio market and you're lucky to find two stations with jingles. AND those sound too hurried, outdated, or the lyrics don't match what is going on musically within them.

I say since this has become a void in our industry, it can be a weapon that your station can exploit to its advantage.

A jingle is supposed to be an audio logo of your station...if your station is fun, the jingles should be...if the station is edgy, then the jingles should have that edge and so on...

Jingles are perfect for CHR, Country, AC and News-Talk stations.

If you don't have a big budget for jingles, don't worry about buying the whole package. Purchase them per cut, but make sure you get all the mix-outs you can so you can make the most of your purchase.

Bob's Rules for GREAT Jingles...

- 1) Listen to every demo you can get your hands on
- 2) Don't be afraid to check out "out of format" demos...sometimes a good AC package can fit a country station and so on...it all depends on the "sound" you are going for
- 3) Write your own lyrics...use your positioner, jocks and benchmarks
- 4) Sing along with the demo using your lyrics...people might walk by your office and wonder what you are doing, but its good to keep them off balance
- 5) Ask to "sit-in" while your jingles are being cut (you can do this over the phone)...the producer and the singers WANT your input and feedback, it keeps them from re-cutting them afterwards
- 6) Most of all, be excited when you get them and play them for everyone in the office, you'd be surprised on how much a little gesture like this can spread a renewed energy in the building.

I look foreword to hearing your new jingles the next time I'm in town.

For “hands on” guidance in purchasing jingles, call Bob at 706.358.9103 TODAY!

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