

## ***Listening Like The Listener***

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Hope you had a chance to listen to some out-of-market stations during your time off last week. (That's if you could afford to travel or even take the time.)

I find that when I'm on vacation, my passion for this industry is renewed when listening to new stations during my travels.

You tend to flip around, trying to catch a few good talk breaks, trying to figure out that eclectic "beach" format, or listen for local news, weather and traffic that could help you during your short stay. Even listening to the commercials to find the coolest place to hang out or dine.

When you do this, you are listening like your listeners do. Unlike us, they don't listen 24/7, but in short, interrupted segments.

You'll be surprised to find that if you take this skill home with you and listen to your stations "like a listener" you'll really be able to fine tune your radio station to be the best it can be.

Is your midday jock selling your promotion enough? Does that hot club spot really get its message across effectively? Are there titles in your music library that just don't fit?

We have our listeners for such short periods, we need to make sure we are perfect every time they tune in. Talking about what they are talking about, playing the right tunes, selling our promotions and our clients businesses in a way producing the most impact...EVERY TIME THEY TUNE IN!

There are no throw-away breaks, no filler songs, no time to waste on a commercial that has a confusing message.

Our listeners time is VERY valuable to them, are we wasting it?

Bob can coach your staff to make your station both valuable to your listeners and your clients every time they tune in. Call him TODAY at 706-358-9103.