

## **Radio Truisms?**

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Its the year 2008...I really don't believe that Generation Y thinks the same as the Baby Boomers do. Many of the "tried and true" radio truisms were developed for Baby Boomers back in the 1950's, 1960's, & 1970's.

Let's look at a partial list of these guidelines together. Some of these you may believe are still true. As we look at them, I will make a case for disregarding the "rule."

- 1) Don't play songs from two female artists back to back...  
If this was true CHR radio wouldn't be considered "Pop" radio. Name 3 men considered "pop."
- 2) If there is electric guitar in a song it should be considered a rock song...  
So when Kelly Clarkson uses a guitar, she's a Rock Star? Nope.
- 3) If an African-American is singing on a track, a white person will consider it R&B or Urban...  
Only in highly racist areas. Gen Y are the biggest supporters of all genres of music, and Barak Obama by-the-way.
- 4) Sixty second advertisements should be played before thirty second advertisements in a commercial break...  
No one is timing your commercials, like the rest of your programming, if a spot is entertaining the listeners will stay.
- 5) If your talent is talking for more than (insert the time you've learned here) you're losing listeners...  
See number 4 above. There are plenty of entertaining morning shows that play no music.
- 6) If a song has "rap" in it, whites consider it Hip-Hop or Urban...  
Explain to me the popularity of Limp Bizkit, Kid Rock or Gym Class Heroes, Gen Y considers them to be Rock Stars.
- 7) News has to play exactly at the top and bottom of the hour because that's when people expect it to...  
People expect what you do, when you do it...its our job to develop appointment times for people to listen to us. Train your listeners on how you program your service elements.
- 8) Newscasts should be built with national, then regional, then local stories...  
Local always first, unless the story is so huge (911 for example) it effects us all as a nation. Any National or Regional story can have a local angle anyway.
- 9) Country stations can't play songs with cuss words in them...  
Toby Keith, 'nuff said.

10)Country listeners don't care what the latest Hollywood scandal is...

So TV shows like TMZ, Inside Edition and Entertainment Tonight are only watched by pop music fans? Miley Cyrus is a Country Star? I don't think so, but your country station better be giving away tickets to her concerts.

Email me if I'm wrong. Email me if you have more to add to this short list. Email me if you question my logic.

We, as an industry, need to question everything we take for granted to stay relevant in our listener's lives...or someone else will.

Bob takes nothing for granted, let him point out to you what your staff does. Call him TODAY at 706-358-9103.