



PPM Tactics That Also Work In Diary Markets

There is still a dramatic difference between the Diary methodology and the PPM methodology. Diary is all about recall while PPM is driven primarily by usage but still requires top of mind so people remember to tune in. Having said that, I think great programming wins no matter what your market size or ratings service is. Most PPM tactics are very strong in Diary Markets. Knowing more about how people use radio helps us streamline the programming to attract a larger audience. Below are the tactics that will help Diary Markets and a few that I would not recommend.

Tighten the library and the rotation on the currents. This is a MUST in a PPM market but has always been very effective in Diary markets as well. PPM just helped us confirm that a tighter playlist attracts a larger cume. It has always been true that you need to Play The HITS.

PPM proved that most people listen to a station for 11 to 20 minutes each time they tune in. Therefore you can allow a shorter time separation for your hottest artists. Diary markets can employ this same practice.

Most PPM Stations tightened all talk—morning show breaks run no longer than 2:30 and must have a strong opening headline and a strong OUT. This is a good practice for Diary markets as well. PPM Demonstrated that most interviews on music stations were a tune out. Stations starting cutting up Interviews into a couple of questions at a time in the morning. The rest of the day they might be featured as quick soundbites over songs. Diary Markets can be slightly more lenient but the truth is, in our A.D.D. 140 character world, these practices are good for Diary Markets too.

In an effort to minimize tune outs, most PPM stations shortened imaging and limited the elements to dramatic branding or drops over intros. It creates more forward momentum, a better energy and generally forces you to write better imaging. That is good programming for any station.

PPM gave birth to an era of added "song tags" for artist and title on many stations. One of the top 5 things listeners always say is "give me the titles and artists for the songs". The change was the result of needing to really analyze what listeners expect from their favorite station and then doing it. This practice can be good for PPM and Diary Markets.

Here are a few other recent tactics that were not necessarily born due to PPM but rather due to the competitive landscape we find ourselves in. These work well in Diary Markets too:

- Be Hyper LOCAL and focus on the metro by getting rid of the 1 800 line
- Focus contesting on lifestyle prizes (CASH, gas, shopping sprees, concert tickets, family oriented experiences)
- Use headlines and teases that grab and hold the listeners attention

Here are a few PPM Tactics that are **not** necessary in Diary Markets:

Dead seques between songs and no talk in and out of stopsets. This works in a PPM Market because you are only measured by listening. In a Diary Market you need to make sure the listener always knows which station they are listening to, especially if you have a direct competitor.

Stopsets at the bowtie :13 and :43 or top and bottom of the hour. In Diary Markets you need listeners to write down that they listened to your station for at least 5 minutes in a quarter hour. You still want to counter program your stop sets and work on being in and out of spots before your competitor but you have some flexibility in the placement of those stop sets.

Some PPM stations now countdown minute by minute to winning on air and via fb. While that is critical in a PPM Market, it is not as important in a Diary Market. You do still want to promote specific times to win and make it easy for people to make an appointment to come back to your station but the countdown is not necessary.

If this raises ANY questions, give me a call!



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