



We don't believe in "formula radio," but we do believe that there are some radio formulae that will help your station achieve optimum ratings. Keep these formulae on your desk so you can refer to them often as your station - and all of radio - are put to the test daily by listeners.

EV > CL

The Entertainment Value Must Always Exceed the Cost of Listening.

The greater the positive distance EV is from CL, the higher ratings will be. The smaller the difference between EV and CL - or a negative difference - the lower a station's ratings will be.

Things that increase Entertainment Value: strong talent, imaging, the right music, Values Based Programming, emotion, and "surprise and delight" programming.

Things that increase Cost of Listening: clutter, imbalance, violating listener values and expectations, irrelevance and hype

E(P1) * N = L * N

Empowering P1 Listeners Equals a Proportional Increase in Loyalty.

The more your best listeners are empowered, the more loyalty you will build with them and the more value they will have for you, serving as everything from station evangelists to on air characters. Shift from "Control" to "Unleash and Inspire."

VBP = LL

Values Based Programming Equals Listener Loyalty.

True understanding of your listeners' values and infusing your product with those values sends a message to listeners that you understand and care about them. They will reward you with increased loyalty and less time spent with alternative media.

T(x) = B(x)

The stronger your Talent, the stronger your Brand.

Don't skimp on talent development. Talent is a major weapon in the war against competitors including alternative media. We believe so strongly in the edge superior talent gives stations, that we wrote the day-long "Ultimate Talent Workshop and Seminar" to help talent grow their skills and give their stations a serious advantage.

B(n) = B(n)

Balance all elements of your station.

This includes all aspects of music from genre to chronology, talk to non-talk, fun to seriousness. Give your station a balance check, continually identifying and realigning anything that has drifted off center.

Extra Credit:

Make an appointment with "professors" Jaye Albright (206-498-6162) at the Renaissance Hotel and Mike O'Malley at the Courtyard Marriott (888.666.2539) if you'd like to discuss your "assignment."
Or: check us out at www.radioconsult.com.

Simple math: 1 + 1 = more tools to help you win.

