



# THE LUND CONSULTANTS

TO BROADCAST MANAGEMENT, INC.

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## Lund Top Ten Vol. 27 – Awaiting Your Spring Ratings

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You've survived the spring rating sweep and are about to receive the fruits of your labors. How do you deal with the book when it comes in? Consider our checklist:

- 1 **Write down** now what your station and the competition did during the spring sweep. Use The Lund Consultants' State of the Station Report to compare specific market and station activities to the various time frames of the sweep.
- 2 Install and **utilize rating software** to dig for details, opportunities and needs.
- 3 **Hold a pre-release staff meeting** to discuss the station and market activities before the advances are released. Relate your positive attitude. Great stations and GMs know how to find and fashion a good sales story about every rating outcome.
- 4 **Release the ratings** the moment they come in. The staff wants to know how they did. Once management solidifies the ratings story, tell the staff - first with a general picture, and then by individual meetings. Show the airstaff the breakouts for their time slots and how they compare to the market. Detail listening spans, demo strengths/weaknesses and TSL. The PD and SM should conduct such meetings with their respective departments.
- 5 Be ready to **deal with the local media** who want the ratings story. Pick one person in your building who has the contacts and knows how to manage the information. He/she should be the station spokesperson, and everyone else should defer to that contact.



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- 6 **Have a quick sales piece** ready to fax, email, and hand deliver to clients for whom ratings influence their buying. This is a place to be "first-est with the most-est."
- 7 If the news is terrific, act gracious and grateful to listeners. **Thank listeners on the air** for their support in making the station #1.
- 8 After you've digested the wealth of information, have a strategic meeting with your consultant to **outline plans for the fall**. If there's a cume problem, it generally means you need to advertise to bring in new audience. If TSL is down, there's often a programming problem to fix and a need to stretch listening through contesting, recycling, etc. Make the necessary changes in all areas now, including the air product.
- 9 Research listener perceptions. **Freshen the sound for fall**. Apply "New Think" methods to find solutions and "Future Edge" paradigms to pesky problems and challenges.
- 10 Listen to competitors for their immediate changes. Be ready to alter your game plan if needed. Look for ways to **co-opt competitive changes to your advantage**.