



# THE LUND CONSULTANTS

TO BROADCAST MANAGEMENT, INC.

840 Hinckley Road, Suite 123 • Burlingame, CA 94010-1505 • 650-692-7777 • Fax 650-692-7799  
Lundradio@aol.com • www.lundradio.com

## Lund Top Ten Vol. 4 – Becoming (or Staying) Number One

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You have a mission! The ratings are on, so becoming #1 (or staying there) is Job One. Here's what's needed:

- 1 **Music is Perfect!** Music is the primary reason people listen to FM. Play familiar music (and familiar artists) known and loved by the target audience. Own the music imagery position with core listeners and make your station brand unique. Carefully program the music software and hand-edit the music logs daily. Talents talk about the artists and illustrate a shared passion for the music.
- 2 **Mornings Sound Big.** Make the morning show your market's #1 attraction. It should be unique, fun, and funny with benchmarks that are time markings for listeners to measure their morning routine and progress. Give listeners a reason to smile or laugh with compelling content in every break. Morning show stunts create talk and market awareness. Sound local and relatable. Your high profile morning personality stimulates listener talk, gains P-1 endorsement, and forces daily listening.
- 3 **You're a Marketing Monster!** On- and off-air, work to attract attention, garner new listeners, and recycle old ones to other dayparts (by making appointments). Be a promotion guru with superbly executed contests and promotions. The station is an established brand and frequent users make an emotional connection every time they tune in. Marketing and advertising are ongoing.
- 4 **Formatic Perfectionist.** Maintain contemporary formatrics in all shifts. The station is built on a strong foundation of programming elements like frequent station name mentions, positioning, presentation, promoting ahead and recycling. *Stationality* sets it apart from competitors.



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- 5 **Set Goals.** Research discovers what listeners really want from the station. Once the course is set, enact strategies to attain a large listening audience that racks up extended TSL. Be totally in touch with listener needs & perceptions. Good competition means the ratings bar is raised. Rally the staff for the book. Staffers know the mission and tactics, possess consensus and commitment to station goals, and are challenged to carry out the battle plan. Everyone's energy is focused on winning higher ratings.
- 6 **One to One Contact.** Increase market involvement; enhance the station brand. Talents sound personable, real, fun, and relatable. Yours is the most promotionally active station in the area. You know what gets attention and do everything possible to be part of the audience's lives and families.
- 7 **Concentrate Your Attack.** Focus programming on those most passionate about the station: your core listeners. Use Internet and database marketing techniques to research needs and provide benefits. Lengthen TSL. The Lund Consultants help your focus and targeting.
- 8 **Innovative & Meaningful.** Push the creative envelope and achieve tactical success. Search for new ways to update and fine-tune the on-air sound, and meld your acute marketing skills with constructive discontent and programming moxie. Find new ways to increase the value of the station to listeners and clients alike, to improve the station's tangibility and perceived value.
- 9 **Conduct Competitive Reviews.** Keep competitors from gaining ground on your brand or position. Watch them like a hawk. Know their music as well as yours, and keep track of their contests and promotions. Examine their advertising spending, contests, and liners; then respond if necessary. Be their management's worst nightmare, and have fun driving them crazy!
- 10 **Winning is Everything!** Congratulations! You've got the best programmed and most focused station with high visibility, aggressive marketing, and a unique programming brand that sounds better than your competitor. Your exceptional morning show and bigger-than-life contest garner word-of-mouth and stimulate tune-in. You're dedicated to winning. Beyond Music, Mornings, and Marketing, you know your listeners' needs and perceptions, focus on serving frequent listeners, and work to increase the station's value to listeners and clients.