



THE LUND CONSULTANTS

TO BROADCAST MANAGEMENT, INC.

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Lund Top Ten Vol. 8 – Getting More Listeners

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Whether the station is all music, all talk, all sports, or a unique combination, the Lund Goal is to help stations get more listeners, keep them listening longer, and increase revenue. One way The Lund Consultants help client stations achieve this mutual agenda is to familiarize station management with the Lund Laws of Programming. These essential basics include the steps necessary to increase each station's listening audience.

- 1 **Gain new cume trial through external advertising.** Lock in visual advertising (outdoor, TV and stickers) for the fall sweep. Target the best locations and top TV shows for your demos.
- 2 Keep visual ads to seven words or less. Memory experiments conducted in Germany more than 100 years ago revealed that the human short-term memory holds only about seven items at one time. Modern studies continue to support this data. **Keep positioning simple and memorable.**
- 3 Plan "street" promotions that give the station top-of-mind awareness in the market. Recruit interns and part-time personnel. **Make the station appear visible and locally involved.**
- 4 Continually **plan morning show stunts** that stimulate talk for the station. They should occur regularly throughout the ratings sweep. The goal is repeated tune-in to the morning show.



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- 5 **Conduct non-traditional forms of marketing** to guarantee you "touch" lots of new listeners every day. See the Lund [No-Cost Marketing Guide](#) in the Radio Resource Center.
- 6 Form partnerships with organizers of community and holiday events - from Labor Day to Christmas and New Years. **Plan special weekends, remotes and participation.**
- 7 Conduct research and play the best songs during the sweep; adjust rotations and clocks. **Program to the core listener.** Every time they tune in they should hear a favorite song.
- 8 Find out what the target audience wants to hear. For men, tie-in with sports - baseball, football, etc. For women, forget sports! **Create promotions that attract core listeners.**
- 9 **Have the key talents on-air for the book.** Adjust air staff vacation schedules accordingly.
- 10 Develop an aggressive "at work" marketing campaign. **Strengthen TSL among those who listen at work.** Work your P1 database; send weekly emails to core listeners.