



THE LUND CONSULTANTS

TO BROADCAST MANAGEMENT, INC.

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Lund Top Ten

Vol. 3 - Conduct a Pre-Sweep Station Physical

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A Special Spring Countdown Top Ten

As you work through the days leading up to the spring book, take our “winning station” test. Stations that consistently attain good ratings have these qualities in common:

- 1 **Make formatic basics consistent.** The station sound shouldn't change with each DJ or daypart.
- 2 **Play the best-tested songs** for the target audience. Music is precisely focused for the demo, complements the overall sound, and is specifically tuned to each daypart. Listener research assures every song is perfect, contributing to longer TSL. Playing the best songs is like glue; it acts as adhesive to keep listeners tuned to the station.
- 3 **Frequently say the station name.** The brand name is consistently sold building top-of-mind awareness. The station name (or call letters) can be recalled easily.
- 4 Talents provide a positive level of enthusiasm. **The station is fun to listen to.**
- 5 Forward motion builds TSL. **Promote ahead often** for flow.
- 6 **News and weather are interesting.** This varies by format, but information is wanted. Gear every service element for the target audience in content, style and length.



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- 7 Talents are prepared before they speak. Great radio is by plan, never an accident. Talents are regularly critiqued and **show improvement is ongoing**.
- 8 **Marketing, promotional events and visibility are frequent** and executed to gain tune-in and partisanship. The station website is updated and promoted on-air often.
- 9 Listeners feel a compulsion to listen; **programming is entertaining** and fascinating.
- 10 The station is a part of the community fabric. **It's THE local radio station** that has listener relatability and civic pride. Thus, you are "the station of record."

Using this checklist and your intuitive programming abilities, you're prepared to have a fantastic book. The Lund Consultants work closely with client stations to help implement the steps suggested in this "station physical." Ask John Lund for more information on how we can assist your stations. Email john@lundradio.com.