



THE LUND CONSULTANTS

TO BROADCAST MANAGEMENT, INC.

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Lund Top Ten

Vol. 2 - When To Hire A Consultant

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When does a radio station benefit from hiring a consultant?

A station needs help when it has exhausted its own resources trying to solve particular challenges in programming, sales, or marketing, or when management wants an outsider to provide an analysis with a fresh approach. Your consultant should bring an impartial viewpoint that focuses on increasing audience as well as revenue growth.

1. Stations rely on [a programming expert with established credentials and expertise](#) to help the Program Director and compliment a manager's strategic programming team. Many stations utilize consultants as a first resource, not as a last resort. Thus, consultants join a station's management team as a sign of that company's strength, not because of weakness.
2. A consultant can [assist management with all aspects of program operations](#) including strategic planning, music, sales, research, formatics, website development, cume building promotions, and staff development.
3. A strong consultant can [elevate the revenue stream with one-on-one coaching](#) of the morning personality show and other talents, creating higher demand by listeners and advertisers.



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What should a manager look for in a consultant?

4. Experienced Strategic Thinker

- A professional consultant provides an objective assessment with new ideas and solutions to move the station(s) forward.
- He should be thoroughly experienced in your station's format aided by a successful track record with stations in your market size.
- He provides a detailed evaluation of your station(s) and competition; a research-oriented expert who knows what works and how to achieve higher ratings.
- Smart, motivated, and organized with proven systems to analyze challenges, make strategic recommendations, and help improve or grow the station and facilitate change.
- An assessment expert and "out of the box" thinker with fresh ideas, an objective outlook, and an ability to provide a creative rebirth, if needed.

5. Goal-Oriented with Sales & Marketing Expertise

- Obsessed with achieving higher ratings/more listeners, increased station revenue and a stronger bottom line.
- Constantly thinking about your station and developing ways to improve the programming and sales.
- Always accessible by phone or email for instant feedback and help.
- Provides an objective, unbiased SWOT evaluation of strengths, weaknesses, opportunities and threats *and* the experience to recommend fixes to solve problems that thwart advancement.
- Encourages continuity between sales and programming with fresh new sales promotions and tools; a sales rep can call or email for an idea to close a prospect.
- A source for new promotions, tactics and programming acumen that freshen and invigorate the overall station sound and market presence.



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6. Programming & New Media Commitment

- Sensitivity to overall station sound and brand; creates systems for the station to update liners, contests, promotions, and buzz.
- Creative thinker; develops powerful promotions that generate audience and ad revenue.
- Reviews and offers enhancements to the station website that stimulate more clicks, frequent viewing, and more aggressive selling.

7. Program Director Mentor

- Reviews, develops and motivates talents and the PD with new ideas to keep the station sounding fresh and exciting.
- Provides promotions and show prep bits, and creates at-work contests to improve TSL.
- Calls the PD weekly to discuss promotional contests, music, competitive programming changes, and new challenges at the station; is available via email or on-call 24/7 for timely advice.
- Writes new liners that promote listener benefits, music positioning and sweeps, station talents, and promotions. Works with imaging talent to produce them with music, sound, and listener voices.
- Advertises and interviews candidates for possible programming openings.

8. Talent Development

- Experienced teacher of effective programming who develops the program director's skills, enhances a sharper focus, and motivates initiative.
- A talent development coach who believes that all radio people can grow, improve, sound better and produce greater results.
- The morning talent's mentor who develops fun benchmarks and talent stunts that create tune-in and stimulate talk.
- Frequently reviews talent airchecks via tape, email or audio stream; writes show improvement critiques.



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9. Music Strength

- A music programming specialist who is hands-on with music software, clocks, rotational rules, playlist selection, and expanding TSL.
- Knowledgeable of music research and compiles the best current music options.
- Frequently updates Recurrents and Gold music and clocks.
- Reviews music software rules and rotations, and makes updates.
- An "outsource" for daily music selection and scheduling.

10. People & Organizational Skills

- Hard worker with a strong work ethic.
- A good listener and communicator with personable people skills.
- A strategic thinker who writes the programming stylebook outlining audience, programming goals, formatics and talent basics, website assests, and music format.
- A good writer who conveys ideas and solutions with formatics, liners, an actionable plan and a programming stylebook, who provides management with written recommendations, action plans, and visitation summaries.
- Provides in-market visits and comprehensive follow-up with an action list that helps move challenges to solutions.

What do you need? The Lund team is experienced in all market sizes with an outstanding track record. Call John Lund at 650-692-7777 or email john@lundradio.com.