



The Big Bang

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10 Deadly Sins Of Radio Programming In 2012

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If you are a programmer/content director, you are not going to want to read this.

If you choose to, you will disagree with most of it.

Sorry, but you are wrong.

From a totally objective global perspective, here are some observations from working in dozens of markets in 2012.

- Programmers need to get better at monitoring Morning Shows. Often they just don't get it. Listen to the output like a listener would.....not like a programmer.
- For a winning Morning Show, less topics and more depth. Are you burning through too much content???
- The "Survey says" style of talk topic set-ups are usually weak. Often they reflect a lack of real prep.
- The Morning Show should be used as your "shop window". Most morning shows are not promoted well across the workday. Promo spots run across the workday are often complete rubbish and irrelevant to the vast majority. There is seldom any call to action.
- Morning show producers are of little real value to Programmers. They tend to be subservient to morning show talent and therefore don't impact.
- Programmers need to listen to their own output more. Serious weekly workday monitoring is the difference between winning and losing.
- Music Directors are slack. They don't check the music well enough. Hold them to account. Basic stuff like the tempo of songs in the Morning Show and workday 'top of hour' songs.
- Most on air promotional campaigns are too hard for listeners to understand. You need both image and explanation promos. How do I play, when can I play, what do I win???. You also need to think 'cume' and 'core' listeners when scheduling promos. Talk to fans and potential fans.
- Just like you have someone who looks after the website, someone needs to "program" social networking at your station. Who is that person?
- Do you as a programmer really impact on the product? Are you making it better every single day? Can you nominate how?

Before management teams break for the holiday season, it really is worth discussing internally how effectively the entire programming team is in terms of impacting on the product.

What is your 'current reality'?

Is your station getting really better or worse on a daily basis?

Final Point.....KPI's ... consider how they can help you...

Key Performance Indicators (KPI) are financial and non-financial metrics used to help an organization define and measure progress.

They are measurable indicators that can be used to report progress (getting better or worse).

Used best, they are handpicked to reflect the critical success factors or future success of your radio station.

Here are some potentials for KPI inclusion at your radio station.

- Texts to the morning show
- Response to competitions
- Listener Advisory Board reaction
- Focus Groups
- New members to loyal listener club
- Response to a talk show
- Website activity
- Response to on line activity
- Podcast/Blog Demand
- Twitter/FB Friends
- Street Activity
- Internal Callout/Online/Research "Uphills and downhills"

KPI'S can be your view to the future, and the cost of compiling and maintaining is low!!!

Good luck.