



# **PROGRAMMING WEEKLY**

Programming "News You Can Use" from Berkowitz Broadcast Consulting

*Tuesday Morning April 12, 2005*

## **THE PROGRAMMING BUZZ!**

ARBITRON RADIO ADVISORY COUNCIL (RAC) Chairman NICK ANTHONY reports that the hot issue from the just-concluded RAC meetings in WASHINGTON, D.C. was incorporating the cell phone only people into the diary sample. The number of 18-34 Persons who use a cell phone only has nearly doubled in the past year. ANTHONY notes, "The national numbers for cell phone users has gone up from 10 to 17% for 18-34 Persons who have cut their land line and only use cell phones."

ARBITRON will conduct a cell phone study this summer with results expected in the FALL. An appointed subcommittee within the Council will address issues, which include having a phone number being used in a different market.

ANTHONY says the two other hot topics were Spanish language diary weighting (on schedule for WINTER '06) and changing the morning drive daypart from 6-10a to 5-10a. ANTHONY says the response was split with the larger markets in favor of the extra hour due to longer commute. A poll is planned before the AUGUST RAC meeting.

The latest on the PORTABLE PEOPLE METER (PPM) in HOUSTON is 44 of 51 radio stations, 15 of the 16 TV stations, and all 46-cable stations are now encoded. PPM data is slated to be released in AUGUST.

## **LISTENERS SPEAK. ARE WE LISTENING?** *The Top 10 Most Discussed Issues in Focus Groups & Strategic Research*

1. Backselling is a major benefit to the female listener. In group after group, when you bring up back selling of music, all agree that it is very important and their favorite station does not always do it. We think they know all the songs. They disagree. In many cases, the listeners brought this up as a negative. They wonder why their favorite station does not tell them the songs played. Putting this info on your website is a step in the right direction, but not what they really want, which is to hear it on the air. As always, this especially applies to newer and recurrent songs.



2. "Good Chemistry" is #1 in AM Drive. When asked why they liked their favorite morning show a lot, the word "chemistry" came up time after time. The relationship of the players and the way they get along on the air is key critical. One morning show benchmark that is strong in market after market is still the pledge of allegiance (especially when kids & their classes do it). Other important issues in the morning are "fun" shows (not to be confused with funny) as well as shows that they are "used to and comfortable with".
3. Music is still important in the morning. As usual, listeners want it all. They want a show loaded with fun people having a good time, but they also want a lot of music. Please do not overlook the power and importance of music in the morning.
4. Local is more important than ever. It is amazing how aware people are of the consolidation of radio. In many markets, they can name all of the commonly owned stations as well as where they are located. They are also more aware than ever of the use of voice tracking technology in our business. In one market, they talked about the "former owners" who sold to a "conglomerate". Stressing that you are live and local is a positive. Talking about local landmarks and knowing the area can have a positive effect. People see radio as a local, hometown media. One woman said how she liked it when the traffic reporter explained where the accident was by using business locations (On the corner of Maple and Orchard Lake across from McDonalds).
5. Morning and night personalities are the best known. In most groups, listeners were very unsure of the midday and afternoon personalities. For stations that have their own love songs host, there is usually good familiarity.
6. Delilah continues to get a love-hate vote from most listeners. They either love her, or dislike her. One thing is for sure; they know her and have strong opinions on her. The positives are her voice, kindness, and music. Negs are too sappy, do not try to be a psychiatrist (she is not Dr. Laura) and "I have enough problems of my own, I don't have to listen to other people's problems". Still, in most markets she gets great numbers.
7. AC music stations are described as "Easy Listening/Softrock/Pop music". Familiarity with the music continues to be key. Most disliked type of music; Rap. They see this as a "threat to their kids". As we have always said, AC female listeners *"Know what they like, and like what they know."* Never underestimate the power of familiarity with you music, your personalities and overall station sound/feel. Now more than ever, play the hits!



8. AC radio is a “safe haven” for women 35-54. Unlike some slogans that we use, the “family friendly” liners and promos seem to stick. For stations that have been doing this, they are now feeling the pay off!
9. P1 Women like to play contests. The prize is not always as important as “the chance to win”. If they feel they have a chance to win, it is good. Prizes such as theatre tickets, Weekend get a way’s, dinners at restaurants and tickets to shows (concerts) are all good. “Entertaining contests” seem more important to many of these listeners versus the actual prize itself.
10. **Stopping fewer times, each hour is preferred.** Most listeners like the 2-stop clocks, but are aware that they will “pay for it” (their words) in the end! They do however feel it is better to stop less often even if it means more spots. The one common comment heard in market after market is they feel all stations play too many commercials.

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- ARBITRON REMINDER -

Have you checked your Arbitron SIP lately for accuracy at [www.arbitron.com](http://www.arbitron.com) Make sure Arbitron is aware of any changes on your station. Also, check the competition. Make sure they are not taking credit for something that is not theirs. If they are, turn them in (especially with station name).

Is Your STATION NAME CORRECT? You automatically get credit for exact frequency and calls. Do not put positioning statements in station name.

Website Alert: Do not forget to have an easy to read program schedule click on your website. Arbitron goes there to verify diary information.

IMPORTANT UP COMING DATES

Date	Event
April 27	Administrative Professionals Day
May 8	Mothers Day
May 30	Memorial Day
June 19	Fathers Day
June 21	Summer Begins
July 4	Independence Day
September 5	Labor Day



2005 ARBITRON SURVEY DATES

<i>Survey</i>	<i>Survey Dates</i>
<i>Spring 2005</i>	March 31 – June 22
<i>Summer 2005</i>	June 30 – September 21
<i>Fall 2005</i>	September 22- December 14

Spring 2005 Book Phases by Dates

March 31 - April 6	April 7 - 13	April 14 - 20	April 21 - 27
April 28 - May 4	May 5 - 11	May 12 - 18	May 19 - 25
May 26 - June 1	June 2 - 8	June 9 - 15	June 16 - 22

BERKOWITZ BROADCAST CONSULTING

Daily Fax Schedule

Day	Publication
Monday	AC Call Out
Tuesday	Programming Weekly
Wednesday	Morning Hooks
Thursday	Morning Hooks II
Friday	The Real Hits Music

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