

FREE!

a monthly digital magazine for programmers



blue revolution
**Radio
eZine**

EVOLVE

critical skills
for today's
programme director

6 of the best
TOP SITES

to give your station
the programming edge

+NEW PROGRAMMING

3 new programme options
to increase your revenue



Issue 30
March 2011

In this issue: PD Evolution by Sam Zniber • Can't Miss Websites for Radio Programmers • Top PD Tips

Hello again,

Welcome to our new-look Radio e-Zine.

We've been listening carefully to your feedback and lots of people told us they read the Radio e-Zine 'on their computer', so we've tried to make the new design even easier to read on your PC. I hope you like the changes.

It's been a busy few weeks at Blue Revolution with our announcement of three exciting new syndicated shows. You'll be able to read more about them on page 5.

In this issue I'm delighted to say that Sam Zniber from Radio Intelligence shares his thoughts on how the PD's role has evolved over the last few years. Sam is a passionate guy and has extensive knowledge of the European, UK, Australian and American markets.

Also in this issue:

- I take a look at 'Six Of The Best: Websites For Radio Programmers'.
- Our 'PD Tips' feature is back with a look at your station's 'Back Up' audio.



See you next time,

A handwritten signature in black ink, appearing to read "Paul Hollins".

Paul Hollins
CEO

paul@bluerevolution.com

Blue Revolution is a leading supplier of programming content, music services and production tools to radio stations worldwide. Our range of weekly shows include the award-winning Totally 80s With Gary King, Pat Sharp's Weekend Vibe, Wolfman Jack and Nocturnal With Matt Darey. Our network of client stations trust us to deliver programmes proven to build audiences and raise revenue. Find out more by visiting us online at



evolution of the programme director

Sam Zniber is the Vice President of Radio Intelligence, the world leader in radio strategy and research, serving clients in 24 countries. Delivered expert consultation to major media groups and brands such as NRJ, Pro Sieben Sat 1, and Mediaworks. Sam created popular talk/news and music programming for a wide variety of radio formats such as hot/soft/adult contemporary, pop, rock, classic rock, urban, and dance. He has a career history of driving revenue

Would you agree that now radio programming is about research, instinct, design, social media, story telling, and video?

Is the program director of your radio station able to truly and effectively handle research, instinct, design, social media, story telling and video?

Does the radio program director possess these skills in addition to the usual qualifications related to music programming, morning show, on-air marketing, entertainment and brand values management?

If yes, your station must be extremely successful!

If the the answer is no, you should think about transforming your program director mission description and see if he's up to the task.

Getting the right information with strategic research to be able do the right thing for the audience is crucial, getting the right design for your stations elements is vital as well. Does your program director have the ability to discern what is of a high aesthetic standard? When recruiting your next program director, make sure that he has good taste.

By design I mean how your stations sounds and looks with its imaging package, djs, off-air visuals, apps, website, sound processing, promos, even how your station looks when communicating on facebook and twitter.

Look at your program director activities on the web, starting with facebook, linkedin, twitter, and his blog, and see how he engage's conversations and how he creates content, make sure he is a heavy social media user.

Get to see when interacting with your program director if he has an emotional intelligence.

Radio stations have to re adjust their vision and the way they're recruiting if they want to continue being relevant in the digital world. Radio has to realize this is an incredible opportunity, but let's not forget that people turn to radio for a specific point of view, unique style, and ability to produce content of real quality.

Radio programming is instinctual! It's about emotion and feeling, focusing on what sounds good and keeping it simple. I'm considering stacks of strategic information when I'm programming a radio station, but in the end I'm really focusing on sending the message that is right for the target audience.

I have too often experienced "New Media" or "Digital" departments not interested by the brand values and the aesthetic the station program director is working on.

Even worse, I have also experienced marketing and promotion departments totally working solo



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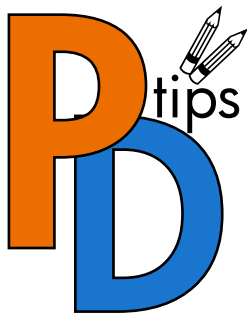
and not aligned with the station strategy at all.

Every team member has to be aligned around a single strategic plan based on what the audience wants, what the competition is doing and the heritage of your station. They also need to follow the radio station program director's strategic plan as he is the one who must lead and protect the brand values and the aesthetic of the radio station.

I'm not talking about following an ego centric maniac who thinks he is smarter than everybody else, I'm talking about following someone who has put a lot of time and a lot of energy creating the research questionnaire, analyzing the data with the research company, reading, understanding and meeting the target demo, thinking and developing the right language and the right aesthetic for the station target. Someone in charge, someone responsible and as we all know we can't have two drivers on the same bus.

For a radio strategy to be successful, there must be a vision, a strategic study to know exactly how to implement that vision, a top-down engagement and a long term energy kept alive by having fun with the whole team.

The program director is the one bringing it all together! 🗣️



Tip #2: Is Your Transmitter's Back-Up Audio up-to-date?

Here's a quick 4-point checklist for you to run through:

1. Is the music up-to-date with your music policy?
2. Has your station recently had a change in imaging (either jingle package or voiceover for your sweepers)? If so it needs to reflect this...
3. If you use presenters on your backup system, are they still ones you employ?
4. Finally check the system you use is working. If it's CD, inspect the disc and the CD player. If it's a PC playing out a file, make sure the mp3 is still in the correct folder.

great new programmes from blue revolution



Tip: Generate Local Revenue. All Blue Revolution programming is very affordable price no matter what your market-size. By attaching your own local sponsors we make it easy for your station to double its ROI.

Visit our site www.blurevolution.com and secure broadcast rights for your station today!



**DONNY
OSMOND
RADIO SHOW**

Join legendary entertainer Donny Osmond each weekend for two amazing shows featuring feel-good songs, showbiz stories, and family friendly fun.

The Donny Osmond Show is tailor-made for the UK & international markets by Blue Revolution.

Donny is a rock solid performer and a great story teller. His impeccable reputation means your listeners, advertisers, and sponsors can depend on The Donny Osmond Show.

Visit

www.blurevolution.com/donny
to hear the demo

**totally
90s**

Totally 90s builds on the award winning format of its sister show Totally 80s. Now re-live the decade the brought us the PlayStation, Friends and Take That!...

Each week on Totally 90s, host Gary King is joined by a Star Guest who reveals their memories of the 1990s. There's regular features such as the '90s Mash Up' (2 or more songs remixed together), a chance to guess-the-year when we play 'Remember The Time', plus we'll have updates on the biggest names from decade.

Visit

www.blurevolution.com/totally90s
to hear the demo



The Soul Weekender brings all the whistleblowing, foam throwing, dance floor filling action into the 21st century with the classic hits, anthems and new material from those top performers still recording today.

Join the 'original soul boy' Mick Brown each weekend as he shares an infectious mix of soul, funk & disco. Your listeners will love these timeless songs from legendary labels such as Tamla Motown, Stax, Atlantic, TSOP and many more.

Visit

www.blurevolution.com/thesoulweekender
to hear the demo

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WWW.BLUEEVOLUTION.COM



Paul Hollins is the CEO of Blue Revolution. He is an award-winning presenter and producer. His on-air broadcasting career includes many of UK's most well-known stations including Key 103, BRMB, Capital FM and London's Heart 106.2. In 1999 he became the first British presenter to fly to Los Angeles to host the internationally syndicated 'World Chart Show' for Radio Express Inc. Since setting up Blue Revolution in 1999, Paul has helped grow the company into one of Europe's largest providers of audio content for radio.

6 of the best: websites for radio programmers

For this '6 Of The Best' article I decided to take a look online at some of the best websites for radio programmers. These are the sites that should definitely be in your list of favourites/bookmarks if you want to keep up-to-date with the latest techniques in programming and coaching on-air talent.

+ **McVay Media. www.mcvaymedia.com**

Chances are that you've already heard of Mike McVay. He is a veteran programmer and consultant in the US and his website is packed full of great information for PDs, even if you're not one of his paying clients.

Site Highlight: Mike's free 'Talent Tips' videos.

+ **Nik Goodman Consulting. www.nikgoodman.com**

UK-based Nik Goodman has become one of Europe's most in-demand consultants. He's also become one of the most prolific bloggers on all things to do with radio. His site is well worth visiting regularly.

Site Highlight: Nik's regularly updated blog.

+ **BMac Media. www.bmacmedia.com**

Brian McColl has quickly established BMac Media as Ireland's premier talent coaching company. He holds regular workshops for presenters passionate about creating great radio. Many PDs use his weekly ezine as a basis for coaching their own presenters.

Site Highlight: Sign up for BMac Media's free weekly ezine.

+ **Geller Media. www.gellermedia.com**

Valerie Geller is the author of many books and articles on radio programming. She is known as one of the stellar consultants and her site is definitely worth a visit. You'll find a selection of her articles together with details of her new book (which will be out in Spring).

Site Highlight: Valerie's extensive list of free articles & advice.



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6 of the best: websites for radio programmers

continued

+ Holland Cooke Media. www.hollandcooke.com

Another US-based consultant who concentrates on talent development. Holland Cooke is a guy on a mission to create the very best on-air content. His site is packed with example of 'good work' and his opinions on why it qualifies as 'good work'.

Site Highlight: The MUST SEE video called 'Worried About Losing Your Job'.

+ Radio Intelligence. www.radiointelligence.com

Run by some of Europe's best-known radio consultants, this website is constantly updated with the very latest research and findings from around the globe.

Site Highlight: Some really great video content and articles to help your station drive higher audiences.

+ ADDITIONAL BONUS SITE: The Randy Lane Company. www.randylane.net

Randy Lane is another veteran programmer & consultant whose website is FULL of great info. There's a stack of content ideas, audio examples and you can even claim a free trial to his weekly e-mailshot. It's definitely worth a look.

Site Highlight: Sign up for a free trial of Randy's Content Ideas newsletter.

There you have it, 6... or rather 7 Of The Best websites for programmers. There is, of course, one other website that I would ALWAYS recommend adding to your list of favourites... and that's our own: www.blurevolution.com We're constantly adding new content. In fact, one page in particular should make it on to your favourites and that's our blog pages. That's the place where we add articles in between editions of the Radio e-Zine. You'll find it at www.blurevolution.com/blog

See You Next Month!

Please feel free to forward this e-Zine to your colleagues or friends. Alternatively tell them to sign up for free at www.blurevolution.com

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