



AC PROGRAMMING TODAY

Trending Programming News from Berkowitz Broadcast Consulting

THE HOT 10! Ten Programming points that ~~could~~ will make a difference! (Point 10c is really important)

1. **Music continues to be the #1 reason they tune-in.** It's not contests or DJ's, it's the music. Having a clear and concise music position continues to be key to a radio stations success. Many AC's are working towards a more contemporary sound, but not getting credit for it. Make sure you have short and effective music promos that tell them who & what you are about using music examples. If you currently run these, update them often.
2. **Enough "Entertainment Tonight" already.** Despite the fact that just about every morning show does this, most AC listeners continue to have very little interest in hearing Hollywood entertainment & gossip updates in morning drive.
3. **Unless you have a "superstar morning personality" most AC listeners will tell you that "you don't have a morning show".** If this is the case, make sure you keep your show music intensive and keep content bits very interesting and no longer than 60-90 seconds. For most AC's, AM drive is the warm-up for the workday. Make sure you have plenty of "listen at work today" verbiage in AM drive.
4. **The hits are still the hits. When it comes to currents, the mass appeal, multi-format hits are still the ones you should play.** "AC" only currents may be ok with P1's but they are not helping you with those all-important P2s. Add new songs with care. Never be the only station in your market playing a song.
5. **Morning show "benchmarks" are only worthwhile if listeners care.** The bar on content has been greatly raised yet morning shows continue to do old fashioned, un-compelling and out of date benchmarks on a daily basis. Knowing which ones are important makes the difference. Sound better. Eliminate your weakest benchmark today.
6. **Make sure you are getting credit for what you're doing with benchmarks.** If every show in town is doing trivia, maybe it's not a good idea for you to do it. Careful that competitors do not get credit for what you are doing
7. **They like DJ's but not too much of them.** Keeping talk to a minimum continues to be important. When jocks talk, companionship and communicating key station benefits are most important.



- 8. **Knowing the titles and artists of the music is still a key benefit.** Many stations use “song tags”. Many just have the jocks identifying music. Either way, its important.
- 9. **And the winner is....School closings! The number one click a radio station website can have! #2? Coupons for discounts.** That is followed by the song currently being played and the last 10 played. At the bottom? Pictures of the DJ’s.
- 10. **TSL is about increasing “Occurrences of Listening”.** Sure long listening spans help, but the most effective way to raise your TSL is:
 - a. Getting listeners to come back multiple times daily.
 - b. Getting listeners to tune in day after day.
 - c. The most important thing any PD can do today: What are you saying on the air TODAY to get a listener back TOMORROW? If the answer to this question is “nothing” you are probably leaving valuable rating shares on the table. Every programmer should ask themselves this question at the start of each day.

IMPORTANT UP COMING DATES

Date	Event
April 20	Easter
April 23	Administrative Professionals Day
May 10	Mother’s Day
May 26	Memorial Day
June 15	Father’s Day
July 4	July 4th

2014 SURVEY DATES

Survey	Survey Dates
Spring	March 27-June 18
Summer	June 19-September 10
Fall	September 11-December 3



SPRING 2014 DIARY PHASE DATES

March 27-April 2	April 3-9	April 10-16	April 17-23
April 24-30	May 1-7	May 8-14	May 15-21
May 22-28	May 29-June 4	June 5-11	June 12-18

2014 PPM DATES

April	March 27-April 23
May	April 24-May 21
June	May 22 – June 18
July	June 19 – July 16
August	July 17 – August 13
September	August 14 –September 10