

Be Local (and not kill format!)

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Being local and a part of the community has always been a key to radio success. Here's a list of ways you can be local and keep your format intact. Maybe you're doing some or all of them. Either way, please consider which would work best for you.

WEATHER: When was the last time you adjusted the format?

- Refer to the weather with the name of your city/market. I.e. *Magic 100.7 Bloomington Weather*.
- End with local temps using surrounding in metro cities. *It's _____ in Southfield, _____ in Pontiac and _____ in Detroit at Oldies 104.3*

TRAFFIC:

- Have traffic reporters use landmarks when describing traffic problems. *"The accident is right in front of McDonalds on Main and 4th".*

ON AIR:

- Use sweepers that include reference to the area. *"This is the Bluegrass only Softrock Station...Kiss 96.9"*
- Run an hourly liner/sweeper that mentions a city/town in the metro. *"Magic 105.9 plays the most music for Trenton". (rotate towns). From _____ to _____ all your softrock favorites are right here on B106.5"*
- Go back to PSAs. Remember when we did one every hour? In hours where spot load is lighter, read a quick PSA for a local event. Invite people to send you the information. Place this around a natural break such as weather. PSA first, then weather before getting back to music. Keep em quick and timely (talk about events that are happening within 36 hours of reading).
- Run spots (on low inventory days) inviting groups to come and tour the station or make personalities available for non-profit/group appearances.
- Make sure that testimonials make mention of local market areas.

PROMOTION:

Have a presence at many community events where there will be lots of people. There are many of these every weekend, especially in summer. You do not have to talk about it on the air, but being there is a big thing. Corporate America is embracing this concept (being at events and having a presence) in a big way. The majority of local events would love to have their local station there. Interns are great for this project.

- Park the van in the lot
- Give out station stuff
- Have a banner up
- Meet people/gather sound for testimonials
- Have sign ups for databases
- Offer and give station tours
- Make personalities available to speak at schools, group meetings, etc.

Gary Berkowitz is an AC programming specialist and is President of Detroit based Berkowitz Broadcast Consulting. Have a programming or marketing question? Ask Gary and he will answer it in the next edition of The Michigan Broadcaster. E-mail your question to Gary Berkowitz at gary@garyberk.com or reach Gary directly at (248) 737-3727.

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