

## “All Things Christmas” Programming checklist as we approach the holidays

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With Christmas right around the corner, here's a 10-point programming checklist to make sure your station sounds great this holiday season.

1. Have high production values. Lots of holiday jingles. If you cannot get new Christmas jingles in time, take your current ones, and be creative. Add bells, chimes, and ho-ho-ho's to make them sound Christmas.
2. Listener testimonials saying how much they are enjoying it, and getting into the season. Keep them feeling up and happy.
3. Record all in-coming listener calls for testimonials, top hours etc.
4. Use cheery holiday beds under jocks going into stop sets.
5. All live liners and recorded sweepers refer to Christmas.
6. Jocks should totally be into the holidays. All live raps should communicate the season.
7. Get involved with as many Christmas promotions as possible. Local sings, shows that are coming to town (Radio City Music Hall Christmas, etc) and Internal Christmas promotions such as “Christmas Song of the Day”.
8. Play an hourly promo to brand your station as THE CHRISTMAS MUSIC STATION. Follow it up with a Christmas power.
9. Change your Arbitron SIP to reflect “Christmas Music” “Xmas music” etc.
10. Be seen and heard this holiday season. Advertise your Christmas programming everywhere you can. K104.7 in Charlotte, NC had these sandwich boards made up and part timers walk with them in front of malls starting the day after Thanksgiving.



*Gary Berkowitz is an AC programming specialist and is President of Detroit based Berkowitz Broadcast Consulting. Sign up for Gary's free monthly AC Newsletter at [www.garyberk.com](http://www.garyberk.com).*

*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](mailto:gary@garyberk.com) or reach Gary directly at (248) 737-3727.*