

RADIO. Be Proud. Say it Out Loud.

After reading some quotes this week from Entercom President/CEO David Field regarding radio listening, I felt compelled to jot down some ideas for your radio station(s) to put to use. The context of David Field's comments had to do with the healthy state of radio. He mentioned that a combined impact of weak economic conditions and challenges facing all forms of traditional media as advertisers shift a portion of their spending to new media is having an effect on radio. David also said that radio listening remains extremely healthy in sharp contrast with certain other traditional media. He continued by saying that this critical fact, and critical distinction is rarely reported.

I agree with each of David Field's points. Well Radio, what can you do about it? TV won't report on Radio's up-side. Don't count on newspapers to tell your tales of triumphs. Looks like you have to do it yourself. Maybe you air something like this last in your spot breaks going back into music:

(Voice Guy/Gal)

RADIO. Here's something you may not know about RADIO. While other "traditional media" is LOSING viewers and readers, RADIO is GAINING listeners. RADIO, in the past three years alone, has added 6 MILLION LISTENERS. And far more than 90% of America still tunes into RADIO every single week. RADIO thanks you for listening! Especially those of us at WAAA-FM.

Have a couple versions written and rotating through the day. If Radio isn't telling its success stories, how can you expect anyone else to do it?

As always, I welcome your thoughts.