

## Watch Your Assets

Look around your radio station. What are your most valuable assets? If your “people” – that is staff and listeners - are not #1 on your list, you may want to reconsider.

On a recent station visit, I listened to the General Manager and Operations Manger talk about the history of their company, the market, and the newly upgraded facility. But it struck me to hear how much they value the people involved at their stations. Especially in this day and age of downsizing and stations running on skeleton crews, radio can sound as soulless as empty hallways. This stations’ personalities add on-air emotion that is often missing on a station running on a shoestring budget. Their stations possessed the lifeblood that makes radio sound “alive.” Successful radio stations have strong relationships with their listeners that begin with the people involved on-air, and off-air.

When our conversation turned to Sales - local versus national - national’s been off... local is strong. Their stations have a loyal local client base and account execs each have strong relationships with the local community of advertisers.

Again, that word...relationships. They understand the value of relationships with listeners and advertisers – and they use market research to stay in sync with both. Whether it’s account exec and local client, or radio staff and listener, it’s the strength of the relationship that can help all parties involved move closer to their goals.

Are your assets, your relationships with staff, clients and listeners everything they should be?

I welcome your thoughts. Happy New Year!