

Rule #3: Retain listeners for longer periods

Because PPM data show lower TSL than with the diary, bolstering TSL is a critical objective for any station. Structure your programming to keep the average listener listening longer for each visit. Successfully doing so will provide a significant increase in ratings. Very simply, here's how, according to Arbitron's Ed Cohen:

1. What are you doing that you would not be doing if you didn't have the diary method? STOP doing those things.
2. What would you be doing had the diary measurement not been in place? START doing those things.

Added 7/23/07

Sample Strategies:

Announcers should check their "jockularity" at the control room door.

By Chris Conley, McVay Media



"It's not so important for the Air Talents to slam the call letters and positioning statements at the audience as before in the diary world. There is no such thing as phantom cume, so we don't have to worry about recall at diary fill-out time. This is liberating in the sense that we can begin to train our DJ's to be less like DJ's and more like real people. Stripping away the "jockularity" and typical radio DJ banter can go a long way to making your station much more listen-able at the end of the day. In Philly we began to experiment with new ways to communicate. It sounded weird at first to us radio guys and gals but then it just sounded refreshing. An example would be that when the song ends the DJ just starts talking to the audience about something relevant. Sounds simple doesn't it? Imagine the DJ's role without...."WXXX, with the most music and variety, it's 2:15 with Phil Tiem in the afternoon. High today of 67....maybe a few white puffy clouds tonight. Next more great variety from the 70's....blah blah blah on your station for blah blah blah....WXXX-FM." Again, no need for constant positioning and call letters. PPM measures listening in real time with no need for reminders from the radio, etc. The jocks role can be important in enhancing the experience. The jock can also just cause tune out if they aren't relating and being relevant."

Added 10/04/07