

10 HABITS OF SUCCESSFUL PDs – Part Two

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Have you ever wondered what makes one PD better than another? Over the years, I have worked with hundreds of program directors all over the US and Canada. In May, we reviewed the common positive habits used by the most successful group of PD's. This month is the second installment of two that will examine these strategies. For part one, see the May edition of the Michigan Broadcaster (or give me a call (248 737-3727) and I will email it to you).

6. LISTEN TO YOUR STATION

- Take a day away from the office and listen to your station. You will hear things you never thought could possibly happen. Make sure your stop sets are competitive with your competition. How do you stack up technically to the others? Who is louder, cleaner and sounding better? Does your music sound play like you scheduled it!
- Always keep your station on at your desk. You'll hear many ways to make it better. This sounds basic, but you would be amazed at how many PDs do not keep the station on at their desk.

7. WORK EFFECTIVELY WITH OTHER MANAGERS

- PDs cannot be "islands." They need to interface with sales and other departments.
- Get to know the sales manager as well as the traffic manager. Good relations with these people will help you execute your plan smoother and more effective. Have lunch frequently with your sales manager.

8. PLAN AHEAD. KNOW WHAT IS GOING TO HAPPEN.

Listeners do not start listening to the radio on the first day of a book, nor do they start on the first day of your promotion. Think ahead. Plan ahead. Convert them to a P1 long before the book starts.

- Christmas happens every December. Do not wait until December 1 to start thinking about what you will do for it. It goes for other major holidays.
- You also have ample notice with rating books. Plan promotions. Have jock meetings to go over important elements of the station that will take place during the book.
- Put together your own ARBITRON CHECK LIST and go through it point by point 2-3 weeks ahead of the start of the book.

- Avoid transmitter & studio maintenance during a book.
- Plan your research projects around major rating books. Do the same with marketing. With Arbitron, nothing kicks in instantly. Start early.

9. MUSTER ALL RESOURCES AND USE TO YOUR ADVANTAGE.

- **GENERAL MANAGERS** can be great resources. They know the big picture.
- **RESEARCH.** If you have a budget, make every project count. If you do not have a budget, go to malls, stores, and local events. Try to get the “vibe” of your station in the market.

10. BE A “GROUPIE.”

“YOU’LL NEVER GET THERE IF YOU DON’T KNOW WHERE YOU’RE COMING FROM”

- Great PDs are students of the business.
- Read and learn as much as you can about radio from the early days up thru today. Know the old companies and the men who made them what they were. Know the great programmers. Know who Rick Sklar was and who is Paul Drew. Who was Bill Drake and why is he so important? Study their winning strategies.
- Read trades. Know what is going on in other markets.
- Network with other PD’s.

BE PASSIONATE ABOUT RADIO AND YOUR STATION!

Gary Berkowitz 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 garyberk@aol.com or reach Gary directly at (248) 737-3727.