



E-LESSON #14: Own It

GENERAL AGENDA

OWN IT

By Paul Weyland

We in the broadcast sales business have gotten ourselves into a huge rut when it comes to what clients pay us for schedules on our stations. Clients don't perceive value on radio and television the same way they do with Yellow Pages and print. Subsequently, we expect and we get just a pittance of the percentage of the budget that the print medium routinely gets.

For example, many local direct clients don't have a problem buying big ads in the newspaper but they have a huge problem justifying your little piddly \$3,500 MONTHLY schedule. How did this happen? Do clients simply pay us less because, "that's the way we've always done it"? That's not logical.

Isn't it possible that your BIG 12-PLUS CUME number comes close to or exceeds the newspaper's weekly readership number? Even if your CUME doesn't approach the newspaper's readership figure, compare the efficiency factor. Let's say that the newspaper has a weekly readership of 400,000. Your station reaches 40,000 different people in a week. The newspaper gets \$10,000 for a full-page ad. Running fifteen spots in a day (at \$40.00 per spot) on your station would cost only, say, \$600.

The paper may have ten times your weekly audience but they're asking for and getting much more than ten times your cost for a day. And even with a full-page ad in the paper, the client doesn't OWN the day in newspaper. There are just too many pages. Priced as you are, your station would probably do a much more efficient and effective job. Because, if you run a spot an hour for a day on a broadcast station, you OWN that station for that day.

Most clients aren't giving away Rolex watches or plasma flat-screen televisions to the first 100,000 people who walk into their stores today. In fact, most clients aren't giving away anything when they advertise. So I believe in frequency. Cast good bait and cast it often enough so that people who are ON for that product or service have a chance to see or hear the bait.

It's a shame that we see so many businesses these days trying to sell "Cadillac" products and services with "Festiva-sized" advertising budgets. When a client tells you that he "tried it (radio or television) once and it didn't work," it is likely that he didn't buy the medium correctly. Especially now,

with the average consumer being exposed to a minimum of 2,500 commercial impressions per day, local businesses must embrace the concept of frequency when they advertise. As media professionals, we must advise our clients to own a **day** or own a **daypart** or own a **program** on a broadcast station.

It makes logical sense for businesses to OWN real estate on your station. You should have already made a good case for that with your client. Remind him that is critical to maintain a good and constant presence on your station for several important reasons.

1. To reach audience members who are ON right now for what your client is selling.
2. To begin the BRANDING process with the rest of your audience. Remind the client that yes, logically and statistically, a percentage of your listeners or viewers are ON right now for his product or service (provided your demographic matches his AND provided he doesn't have marketing problems) but a greater percentage of your audience might come ON at some point in the future. Therefore, it is necessary to BRAND those people, so that when they do come ON, they might consider YOUR CLIENT when they shop, instead of going straight to his competitor.

So, it is logical that your client should OWN real estate on your station and also maintain a constant presence on your station.

Don't water it down

Most ROS schedules are a product of ignorance. Look at it this way. Most radio and television stations run about a thousand spots a week. Running a fifteen-spot ROS schedule through a week would be *terrible* coverage. Imagine that one spot on your station equaled about a liter and that there are about four liters in a gallon. If you ran that fifteen-spot Run-of Station (ROS) schedule on your station, that would be like pouring a bottle of fine champagne into three hundred gallons of water! You wouldn't taste very much champagne, would you?

Agencies buy ROS because it *looks efficient* on a computer report. However, remember that *agencies are not in the business of buying results for their clients.* They are only interested in reaching an *efficiency goal.* As far as I'm concerned, efficiency and results for a client are two completely different things. I'm certainly more interested in helping my client achieve measurable results.

Own a program or daypart

Running ten or fifteen spots per day or owning a daypart like morning drive or midday or overnight is the best way to use RADIO. Instead of running twenty one spots throughout a week Monday-Saturday for example, OWN

TUESDAY AND WEDNESDAY. Run ten or more spots per day, if you can. Owning a spot an hour per day or running two spots in a nightly newscast or another program is the logical and correct way to buy television, if you really want your client to cut through the Craposphere. *It's the right thing to do* AND it's good for both you and your client. And, it certainly makes more logical sense than running a diluted ROS schedule, like some of the computer reports recommend. *That's why broadcast stations hire people, rather than totally rely on computer-generated reports.* The reports might indicate that a thin ROS spot schedule is EFFICIENT, but LOGIC tells us that a thin schedule is less likely to generate RESULTS FOR YOUR CLIENT.

King for a Day with a Putter

I always tell clients that ALL MEDIA ARE GOOD. But broadcast has some scheduling advantages that you just can't get in print. If you've ever played golf maybe you might have noticed that although experienced golfers might play a great long game, they blow it on putting. Even inexperienced players often "accidentally" sink a forty-foot putt that would be very challenging for even a professional golfer. So in golfing, PUTTING is the great equalizer. In broadcasting, TIME is the great equalizer.

If you buy an ad in the newspaper, the paper might run your ad right next to a very large competitor's ad. Your competitor looks great. Your client looks like a shrimp. But with broadcast you can be KING FOR A DAY. A smaller advertiser can buy the same length of spot as the largest advertiser. Wal-Mart can only buy sixty seconds or less when they purchase spots on your radio station. And, a small boutique can also buy a sixty second spot. The biggest advertiser on your television station can only buy thirty seconds or less. And, your smallest advertiser can also only purchase thirty seconds or less. So, TIME is the GREAT EQUALIZER in broadcast advertising.

Further, Wal-Mart can only run a spot per hour on your radio station, before your program director becomes very irritated. A smaller advertiser could also own a spot an hour, FOR A DAY. The biggest advertiser on your TV station usually runs no more than two to three commercials per program. And, a small advertiser could also run two or three commercials in a program.

Time is the great equalizer in broadcast, just like putting is the great equalizer in the game of golf. Educate print advertisers about this broadcast advantage.

Don't Make Rates Look Complicated and Confusing

A vast majority of local direct clients have the perception that broadcast advertising is confusing, complicated and expensive. Gee...I wonder why. If I go to the store and look for a price on an item, I can find it immediately. But that's not the way we work in broadcast. Here's a scenario.

Client - “Well, how much does it cost to buy your station?”

Broadcast Chiquita - “Well, that depends.”

Client - “Depends on what?”

Broadcast Chiquita - “Well, that depends on whether you’re buying mornings, mid-days, afternoons, nights, early fringe, prime, news, etc.”

Client - “What if I bought mornings? How much would that cost?”

Broadcast Chiquita - “Well, that depends.”

Client - “Depends on what?”

Broadcast Chiquita - “Well, we’re on Grid 2 on Mondays. But on Tuesdays we go to Grid 3. But that’s only for now because we’re sold out. Wednesday through Fridays we’re on Grid 4. But on Saturdays we’re on Grid 3 and on Sundays, we’re only on Grid 1.”

Client - “Whew! Well, let me think about it.”

Broadcast Chiquita - “Okay, then I’ll leave you our rate card and some computer reports and a few of our special packages. But remember that near the end of the month, the grids might have to change.”

It’s ridiculous. Why do we make broadcast look so hard to buy? Here’s a logical idea, **Price your station BY THE DAY**. Make it as easy as possible. Estimate the total cost of running say, ten spots in one day. If your average spot rate in a day were, for example, \$100, then you could tell a client that to use your station correctly would cost about \$1,000 a day. *MOST CLIENTS DON’T EVEN FLINCH* when you tell them this. Do you know why? Because they are used to hearing a similar daily ad cost *from the newspaper*.

Wrapping it Up

Use the analogy of one bottle of champagne to three hundred gallons of water to explain the logic of *Owning It* to your client. Just say that **DILUTING A RADIO or TELEVISION CAMPAIGN DOES NOT MAKE LOGICAL SENSE**. Own a day or a daypart or a program.

Most Local Direct Clients are Allergic to Ratings Information

Heck, most of us in the business don’t understand ratings well enough to explain them in language that most local direct clients would understand. I recently had a conversation with the owner of an advertising agency. During the course of our conversation it dawned on me that he didn’t fully understand what a Gross Rating Point was. He had it all wrong. Incredible! He’d been buying radio and television schedules for years...beating up on all of his media reps...and he didn’t even know what he was doing.

Stop giving RATINGS REPORTS and COMPLICATED RATE CARDS to local direct clients. Instead of spending all of your time sitting at the computer chunking out efficiency reports, get out on the street and start preaching the idea of “**OWNING**” REAL ESTATE. “**OWN** a day...**OWN** a daypart...**OWN** program on our station.”

Do it. Recommend it to your clients. It's the right thing to do, and it is much more logical than pitching and having to explain some goofy ROS schedule that probably won't work. Clients appreciate logical and easy-to-understand thinking and they want RESULTS.

There is an on-line companion video provided with this lesson.

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