

# INSIDE RADIO

## THE BLUE PAGE

### **Don't fear the future... There's too much to do today!**

Sounds like unusual advice, right? Yes HD, the internet, and podcasting are important, but we need to keep our eyes on the main revenue stream - our terrestrial signal.



AC Radio consultant Gary Berkowitz has been showing folks how to do just that for over 30+ years. Today, AC Radio is still one of the steadiest and most listened to formats in America and Gary says it's time to look at all of the positives of the business and not allow the negatives to get in the way of success. For him it's about working in partnership with stations

on new programming and fresh marketing ideas, while embracing the new technologies available. Berkowitz says "Programming and sales need to work together more than ever to raise ratings and to increase station revenues."

### **"I specialize in one thing: Helping AC radio stations improve their 25-54 ratings."**

Berkowitz works with some of the most successful AC stations in the country. He begins with custom strategies based on the market and then works with program directors and general managers on every aspect of the product. Programmers busily work with talent, websites and a variety of other issues while Berkowitz stays focused on the station's sound. "Many of the PD's I work with look at me as their co- PD who is only a phone call away. Since I work for a limited number of stations, you get my total attention to detail."

### **"When you hire Gary Berkowitz, you get Gary Berkowitz."**

When you hire Gary, you get Gary. No associates. No second stringers. Berkowitz feels this personal, one on one attention is a key success factor in his client-consultant relationships.

### **"How do you advise stations on marketing and research when there is no available budget?"**

There is a way. Working one on one with each station, we find ways to do the research and conduct good old fashioned no cost/low cost grass roots marketing. From effectively using database communications, fully utilizing interns, to making sure the station van is out of the station parking lot and out on the town as a moving billboard! Small things make a huge difference.

### **"Satisfied clients say it best."**

Berkowitz works in all size markets. One of his most successful partnerships is with Greater Media's WMJX, Boston. VP/Program Director Don Kelley comments "Gary tells you he specializes in helping AC stations improve their 25-54 numbers - and we're a perfect example of how true that is. Gary has been our consultant at Magic 106.7 for 11 years. During that time, we've been #1 25-54 Adults 39 times. We've been #1 25-54 Women 48 times. I'm talking books, not trends. He is myopic about helping AC's win 25-54 and he is very good at it."

Opus Broadcasting President Jim Shea comments on Gary's work in smaller markets. "As a small market owner, we use Gary to help us keep our AC in Monroe, Louisiana at the top of the ratings. We always feel that Gary is focused on our success. Calls are returned quickly, and there is a lot of attention to detail. "

Another ratings report card is just around the corner. "When you look at the cost and worth of your station, and the potential increase in revenue with better ratings, the fee for hiring me is a small investment."



**BERKOWITZ BROADCAST CONSULTING**

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