

# INSIDE RADIO

## THE BLUE PAGE

**You're not in the radio business...  
You're in the MEDIA business!**

McVay Media President Mike McVay confirms it takes more than terrestrial radio to compete in today's crowded media world. To reach every potential listener, your product mix must include, among other things, terrestrial radio, Internet radio, podcasting, websites, text messaging and much more.

After all, your listeners are using radio in a completely different way than ever before. And not all are using a "radio".

**"People hire me to get the biggest ratings possible — only then can a station get the highest rate for its commercials."**

McVay is a 35-year radio veteran and has been an owner, general manager, program director, sales representative and air personality.



The full-service consultancy bearing his name has more than 20 years of service to broadcasters worldwide.

It is McVay's contention radio remains quite healthy. "We look at radio as being part of media. All of media is being used differently than 25 years ago. Listening habits have changed over the years, but according to Arbitron rating reports, radio has not lost significant cume. People are using traditional radio less, but if you produce a good product, people will listen on the device they prefer." McVay adds "Compelling entertainment no matter where it comes from is still successful."

**"Why do I need a consultant?"**

Operating a top five station in almost any market requires help with promotions, marketing and sales. "Today's station managers work hard on day-to-day operations, while we work hard on the details." McVay comments, "We'll work on a short and long-term strategy to get you to better ratings. An increase in ratings will get you a higher cost-per-point and more bottom-line revenue. Your long term goal should be to get a big enough rating and share to scare away competitors and keep them away from your format." McVay says, "Being #1 in your target demo is never enough!"

Great attention to detail is McVay's unique selling position. "Local market managers and programmers don't have the time to watch and analyze every detail like we do," he explains. "We don't just tell you what's wrong, we tell you how to fix and how to improve it. We're in the solutions business."

**"How do I use new media to improve my ratings and revenue?"**

You might not be able to change listeners' preference of an iPod to radio, but McVay suggests "You can give them content they'll like through podcasting. Offer content that will develop new listeners, bigger ratings and more revenue."

"Think about it: You can expand your audience by giving people more of what they want through the listening device they want to use! You can't always do long bits or always put edgy material on the air. But if it's in keeping with the style of your morning show, offer the segments as a podcast. Your audience will listen. And the more listeners are entertained, the more they will bond with the radio station."

**"Market size doesn't matter. It's time to get in the MEDIA business."**

McVay Media consultants have helped stations in major markets like Denver and also have success stories in smaller metros like Ft. Wayne. "We work with broadcasters on everything from developing online content to recruiting their sales teams and training their executives," McVay remarks. "We have specialists in all formats and have a long list of happy clients and success stories."

This is a critical time, McVay says, for stations on two fronts. "Programming needs to be at the top of its game to retain listeners, and sales departments need the best people and training. Having a consultant to help is a very small expense compared to the money we can generate."

**McVAY MEDIA**  
the world's leading  
media consultants

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