

# INSIDE RADIO

## THE BLUE PAGE

### **Not Just Research... Solutions!**

It takes more than luck or instinct to create winning content for your radio station. Creativity, content and quality research will help deliver the highest ratings and the most revenue. Strategic Radio Solutions is a partner that can help you with ratings *and* revenue.

**“Strategic Radio Solutions was founded because its partners saw a need to provide radio stations with new kinds of research designed to deepen relationships with listeners.”**

Founder Kevin Cassidy explains: “When you look back, radio research had not changed substantively in 15 or 20 years, yet media habits are changing at a rapid pace. We have developed some new research practices and tools designed to give more actionable information in this new media environment.”



SRS does a lot of moment-to-moment content testing with electronic dials. With PPM knocking on the door, this tool is invaluable for programmers and talent in learning how the audience will react to their

content in real time. Cassidy adds, “Someone actually called our system ‘The Personal People DIAL’. It’s like WATCHING someone use the radio, only in this case, we can follow-up and discuss WHY they reacted as they did.” We use our “personal people dials” for testing personality content, station imaging and music flow. “Our dials even have a ‘tune-out button’ to show exactly when a listener would actually leave the station during a talk break.” SRS also has a special test to measure the effectiveness of commercials running on the station – the advertisers love that!

**“We pioneered the Brand DNA study.”**

SRS pioneered radio’s first brand-centered research with the Brand DNA Study. Hal Rood, a partner at SRS, continues: “When we studied how other industries research their brands and measure brand strength, we realized we could leverage

that into a deeper form of strategic research and brand development for radio. This study is not just about the programming attributes of the station, but about all the perceptions that are fueled by marketing, peer and family influence, positive and negative experiences with the brand, etc.

**“Finding strategic solutions is our specialty.”**

One of the founding principles of Strategic Radio Solutions is to not just provide research to clients, but to provide solutions to help a station achieve its ratings and revenue potential. As every broadcaster knows, research dollars are becoming more scarce; every bit of your research budget needs to be impactful. Based upon market perceptions and tastes, SRS works with broadcasters to develop a strategic plan that helps the radio station reach its goals.

The most important part of research for a radio station is that the results are actionable. “Our clients have told us that what sets us apart from other research companies is that we build a detailed plan that will bring measurable results. Hearing those words makes us so proud, because that is what we strive to provide each client,” says Rood.

“A Strategic Market Study is the best place to start because these studies help dictate the overall strategy of the radio station,” explains Cassidy. “This study will get everybody focused on the one or two things that are critical for a station to do in order to achieve its goals. This plan is the living, breathing strategic document that helps guide the day-to-day work of the station to ensure the station stays focused on how best to achieve the goal.”

Strategic Radio Solutions currently works with leading stations and broadcast groups across the US and in 24 countries worldwide.



Not Just Research. Solutions.

Contact Kevin Cassidy, President  
206-347-2188, [Kevin@strategicradiosolutions.com](mailto:Kevin@strategicradiosolutions.com)  
[www.strategicradiosolutions.com](http://www.strategicradiosolutions.com)