

# CHUCK MATTHEWS

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## PROGRAMMING PHILOSOPHY

A successful radio programmer is no different than a consumer product brand manager. Through the successful evaluation and application of market research a strategy is set. This is followed by a series of tactics designed to support and advance the strategy. Below is my systematic approach to programming.

### TARGET

Our consumers. Specifically who are we after? Research enables us to find the most desirable, profitable and available demographic and psychographic cells.

### PRODUCT

What are the goods we intend to deliver to the target? Again, research can tell us what the target wants and whether those wants are being fulfilled.

### POSITION

Once we determine the "who" and the "what", we now must provide the "why". A simple, unique, easy to understand position based in the key product benefit.

### PROMOTION

How we get the position to the target. The method of outside promotion is best determined by the needs of the product and the lifestyle of the target. Do we need come or TSL? Will a loyalty program accomplish our goal, or do we need to go to the marketplace to solidify image or position? I am a big fan of High Visibility Grass Roots Marketing. It's an inexpensive way of developing a one on one relationship with heavy users while exposing the station to the masses. We also need to gain our unfair share of outside media coverage through "buzz" generating stunting and "seizing the moment" by talking ownership of topical relevant events.

### PROGRAMMING

The music and the message that support the product and the position make up a delicate balance between science and art. While research can dictate the music the targets' desires, a great radio station must be more than a juke box. "Stationality" creates an emotional bond with heavy users, building loyalty and leading to consistent superior ratings performance. I use the term "Stationality" to define the interaction between music, talent, liners, jingles, features, promotions, and service elements. These non-musical, non-preemptive attributes separate the market leaders from the rest of the pack.

### PERSONNEL

The most important key to success! Finding, training, and retaining top performers is the most challenging part of programming. I believe in providing talent with constant feedback about their performance. I also encourage all staff to become involved in product development. The more involved the talent feels, the more they "buy in". Thus improving both personal and station performance.