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FINDER  
Memo

## POLITICS OF RADIO

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You can learn a lot about *strategy* during the political season. With polls taken as often as they are, the effectiveness of strategic adjustments and tactical responses within campaign organizations can be judged almost immediately. You can see in a short period of time what is working and what is not. Not so in radio, where it is often a long wait for next release of Arbitron results.

Four nuggets of campaign wisdom that apply directly to radio are: stay on message, shore-up the base, get out the vote and it ain't over 'til it's over. Translation: focus imaging and marketing messages on your station's #1 product attribute, super-serve your P1's; promote and program in ways that keep call letters top-of-mind, and don't stop when the survey period is over. Remember diaries are still in the field for seven more days.