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FINDER
Memo

RADIO FENG SHUI

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Ok, you've done your homework: research, strategic planning, music testing. Your PD knows all the Selector tricks, imaging elements are ready to go, and the airstaff is solid – What next?

It may be a stretch to compare Feng Shui - the ancient Chinese theory of design and placement - to radio programming, but – do you really want to read another consultant's Ratings-prep Checklist? So, here goes. The Feng Shui idea is about arranging elements within a living or work space in a way that makes you feel good. There is more to it than that, of course - specific principles, theories, and guidelines to follow – but in the end, it is about putting elements together in a way that makes those who use the space *feel good*. And there lies the radio connection. Because it is not about how your radio station sounds, it is really about how it makes its listeners feel.

When core programming content (music, commercials, weather, traffic, etc.) is combined with personality-types, attitudinal and visual elements (logo, website, advertising, etc) – a particular *experience* is created. If that experience is one that touches your station's target listeners in ways that bring on positive feelings, they will be more likely to listen regularly and remember your station's name at ratings time. So, after reviewing that Ratings-prep Checklist to ensure that all nuts-and-bolts are properly torqued – step back, and tune-in to how it all fits together.

Assessing your radio station from the perspective of *how it feels* offers a different angle for evaluation and a starting point for original thinking.

