

5 Step Radio Checklist



radio.co

MIC CHECK... 1, 2



1

CONCEPT

2

START YOUR
ENGINES

3

SCHEDULE &
PROGRAMMING

4

CREATE BUZZ

5

DEVELOP &
BUILD

#1

CONCEPT

What will your station become?

Building a strong idea



Coming up with a solid idea and concept for your radio station is essential groundwork you should be undertaking before jumping into broadcasting.

Ultimately, this starts with your audience. Who are you going to be targeting, what sort of music do they like to listen to, and what sort of content do they expect?

Plenty of food for thought. But let's look at how to identify your ideal listener.

TASK: PERSONAS

By asking yourself these kinds of questions you can start building up a profile of who that IDEAL listener might be. Personas are used widely in many marketing and branding exercises.

Getting a good grasp of this early on is a great place to start. Then once you have a clear idea of who your audience is, you can start building and crafting the concept for your station to match this type of person.

But there's no point in spending time building a radio station if no one's going to tune in. You need to name your station and give it a brand that will speak to your ideal listener.

TLDR; KNOW WHO YOU'RE TALKING TO

DEFINE AN AUDIENCE PERSONA

IDENTIFICATION

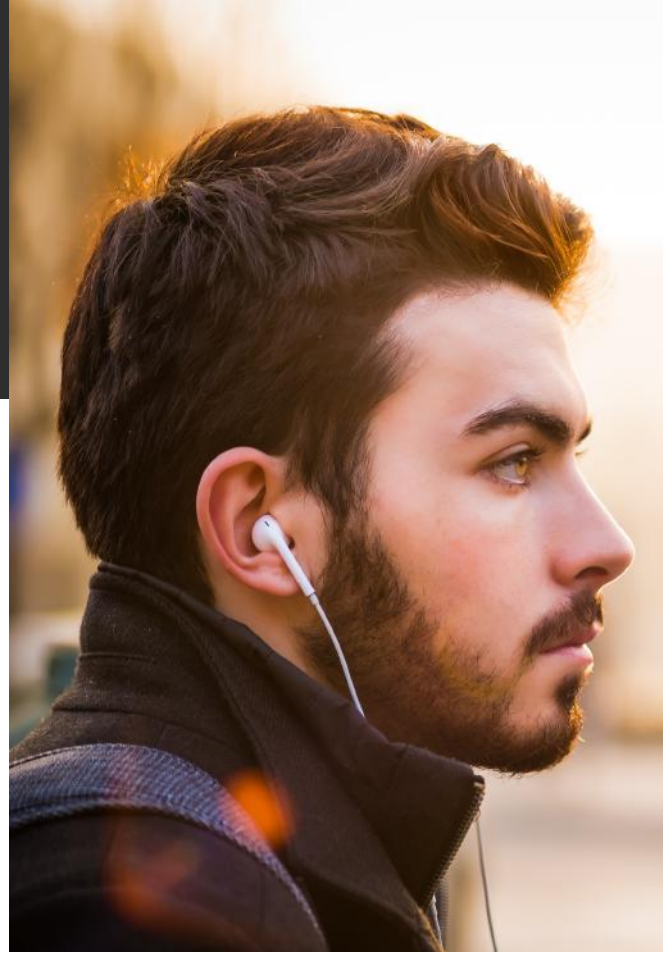
- What's their name?
- Gender?
- Age?

PERSONALITY

- Introverted or extroverted?
- What car do they drive?
- Where do they hang out?

LISTENING HABITS

- What time do they listen?
- How do they tune in?
- What other stations do they listen to?
- What Spotify playlists do they listen to?



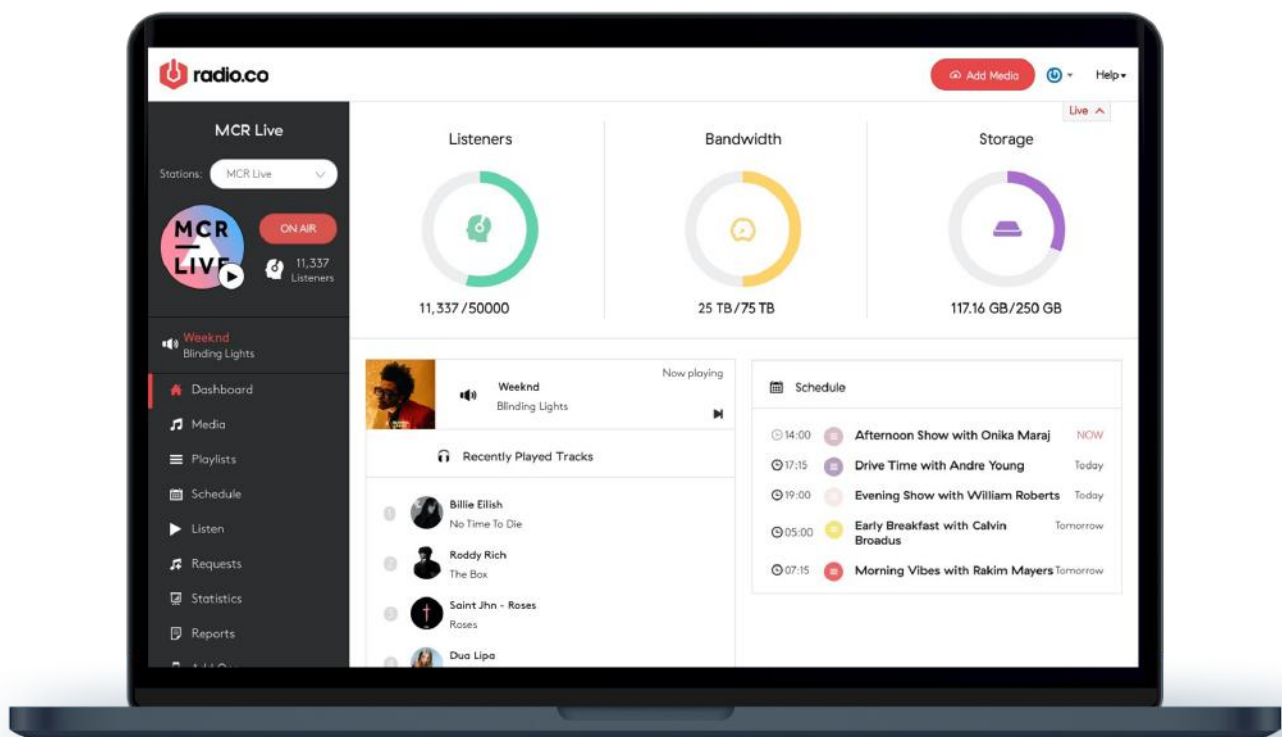
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START YOUR ENGINES

Easiest bit? Creating your station.

Radio.co

Using a solid platform like Radio.co to schedule, go live, and track listeners is vital. From crafting playlists to managing DJs, broadcast and manage shows from anywhere. And with over 4,000 customers, you can't go wrong.



#3

SCHEDULE & PROGRAMMING

Build a killer content lineup.

And how to avoid

COMMON MISTAKES

You're probably a huge music fan.
And you might have a good idea the
type of songs or artists you want to
play... right?

But that doesn't mean you're always
right. Tailor your output to suit the
majority, not the minority.

The

SOLUTION

Using tools like Spotify, research what others have created to get a sense of what you can achieve.

Go further, look to places like Reddit and BuzzFeed for top lists of genres or artist based content to see what everyone is talking about. Tools like this can be really useful when planning a schedule to make sure output appeals to a wide audience.



4

CREATE A BUZZ



the talk of the town.

Plan your attack

Time to think about how to build your station's presence.

SPOILER ALERT: Just asking people to tune into your shows WON'T WORK.

3 step approach to getting noticed

1. *'Build it and they will come'* doesn't work anymore. You need an **engaging marketing strategy** to back up your station's output and growth.

2. Start thinking about what kind of content you can create to gain listeners and increase engagement, all the while injecting your own creativity and flair.

3. Roll out your content across different channels. A blog, socials, and video are essential in building a strong content strategy to reach listeners.




STEAL THESE CONTENT IDEAS...

Cat got your tongue?

Ideas don't come easily to some. Instead, use the following as a jumping-off point. Post them on socials, repurpose into articles, or even turn them into videos.

Designed specifically so people feel the need to respond, use them to engage and grow. Listeners LOVE sharing opinions, so encourage it - make content about them and not just about you...



“Next up, the **top 10 songs** which were on the charts [1/5/10/20/30] years ago. Which was your favourite?

“Here are our **top 3 lyrics** of all time. What are yours?

“Which lyrics are poetry to you? Pick an **iconic [70s/80s/90s] lyric** that should be displayed loud and proud.

“Many people listen to us in the shower. Have you had a **moment of clarity whilst in the shower** recently? Share your (*shower*) thoughts with us!

“It's Friday night. It's time to party. Here are our **top 3 floor fillers** that get us into that Friday feeling. What are yours?

“Here are **2 statements about [ARTIST]'s new song [SONG]**. Agree or disagree?

“These are our **top 5 WORST albums** of all time. What is the worst album you ever bought?

“Rate these **5 classic songs** from best to worst...

“**Most popular [GENRE]** band's from the [DECADE]... go!

“Missed out on yesterday's [SHOW TITLE]? Here are our **top 5 highlights**...

5

DEVELOP & BUILD

Your content, team, & processes.

The worst thing you can do to your station is set it and forget it.

Some broadcasters on Radio.co are guilty of this. Spending a lot of time in the early days uploading music, building a schedule, and creating a website. Then leave it and magically expect to do well.

But you only get out what you put in.

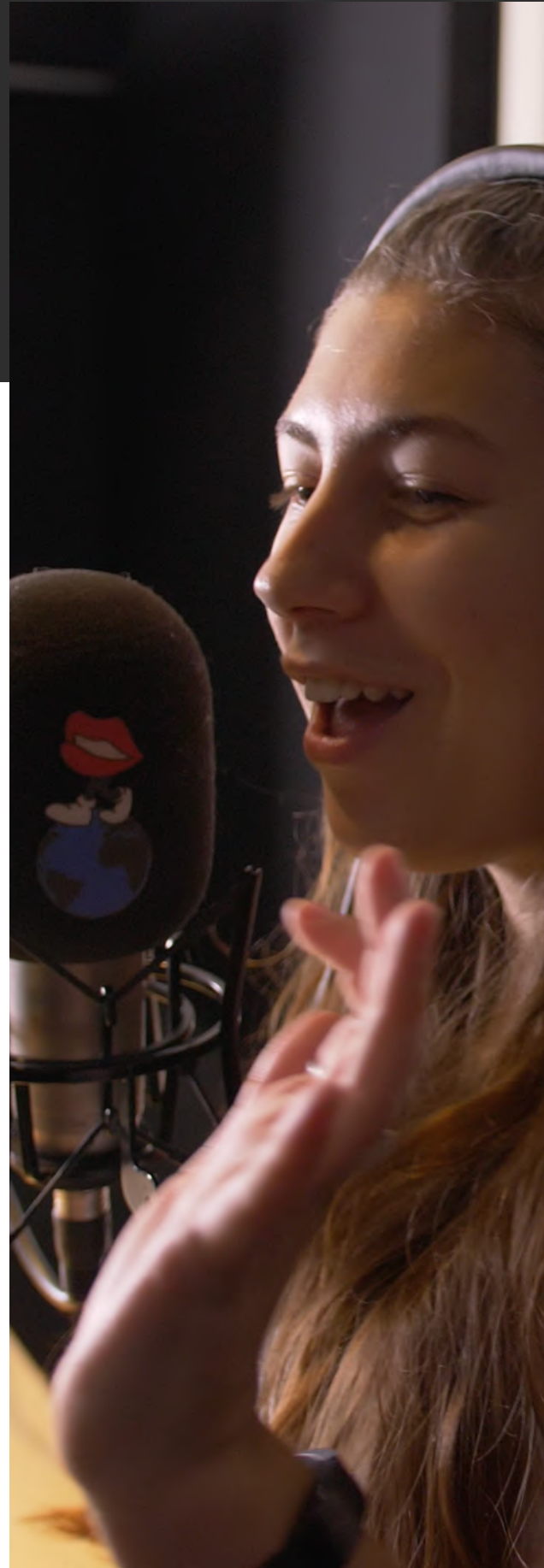


IMPROVISE. ADAPT. OVERCOME.

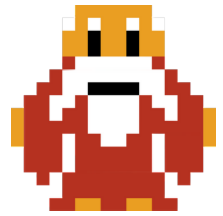
Radio stations should constantly evolve.

Playlists with fresh tracks and an ever-rotating schedule keeps you from going stale. And forces you to try new things.

Remember: your shows are designed to be a tool to entertain or inform others.



IT'S DANGEROUS TO GO ALONE

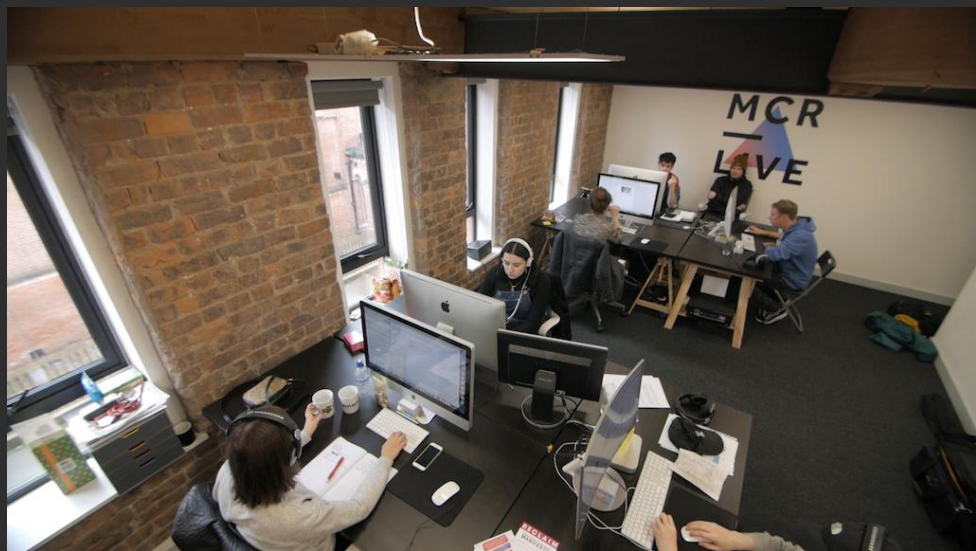


No man is an island. Most successful radio stations are run by several people. But that doesn't mean you need to spend a fortune hiring staff.

Listeners spreading a good word or volunteers producing content for your blog all help.

MCR Live

For a while we ran an independent station comprised of a skeleton crew. But every week we reached over half a million people!



THE SECRET SAUCE?

CONTRIBUTORS

MCR Live wouldn't have been possible without 50+ contributors.

They went to gigs researching articles and social content, wrote reviews about new albums, and attended events to spread a good word or two. Not to mention the 30 plus DJ's and presenters broadcasting on the station.

People like being part of communities. And that's what radio is all about.



PLUS, YOU'VE GOT US...



Whether technical or marketing, you're always in safe hands with [Radio.co](#).

But instead of boring you to death with the details, why not chat with us to see how we can work for you with a one-on-one consultation.

[Book Demo](#)



SAY HELLO



Get quick answers about what we can do for you. No obligation, just a helping hand.

Let's talk... studio@radio.co



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