

Radio Weekly Surveys

Don't feel like the Lone Ranger if you have never used this technique, few have.

Large radio stations print a weekly Top 40 or Top 50 or Top 100 survey. A few of the 1,000 watters publish them, but this is the exception. Some stations even have a photo of their personalities (D.J.'s), with the logo, location on the dial, date, where the station is located, "Pick Single of the Week" and "Pick Album of the Week." Also, the survey has a column showing where the record is "This Week," another one for "Last Week," name of the record, singer, the record company and number. The station changes the color stock and ink often.

These surveys are given out to anyone who stops by the station and there is a mail-out, too. Like the station music formats discussed in the previous chapter, the surveys run the gamut from country to jazz.

Here's where you come in. Probably 90 percent of the time, the back of the survey is blank. Yes, you guessed it, why not have a full page (8" x 10") water safety PSA slick on the survey during the summer? Can it be done? You bet it can. It's so simple. Check to see which stations print surveys, then, with PSA artwork in hand, drive to the station. You never know who will be the individual to approve the back of the survey. It could be the secretary, program director, a D.J., or the station manager.

Once they are printed, grab a few and take a photo of the person who granted the permission. Try to get it published, somewhere. Maybe the district paper, a local daily or weekly, or an outdoor magazine might help you. Always get a copy of the tear sheet back to the radio station. Try to change the artwork as often as possible, if they will give you the go-ahead for multi-weeks, months or the entire summer.

Remember, you are simply telling the listeners to be safe on the lake. You are not telling them to listen to the radio.

Take care when you are around all those radio celebrities. You don't need good luck this time.