

Terrestrial Radio Biz Won't Fade Despite Static (Source: Reuters, 02/11/09)

Terrestrial **Radio still reaches 90% of Americans weekly**, Stanford analysts noted recently. That number has remained steady **despite the introduction of satellite Radio, iPods and other competitors**. And a recent report from SNL Kagan predicts that, just as has happened on several occasions, Radio will meet its challenges and emerge a stronger medium.

End of article!

My comments:

I remember when XM and Sirius first arrived on the scene. I was still working at a local radio station at the time. I had a client tell me “your days are numbered”!! I asked what he was talking about... he said “XM & Sirius will run you guys out of business!!” We had a GREAT discussion about it and he ended up becoming a very good client and friend.

I made my case by comparing the radio industry to the TV industry. The TV industry started out with a few local stations in each market... but then came the cable channels and those local stations remained strong. We were introduced to video stores where we can watch whatever we want **WHEN** we want it... and the locals remained strong! Along came satellite TV... and the locals remained strong. **WHY?**

The local channels were offering things that can not be found anywhere else! **LOCALISM...** local news... local sports... local weather! You don't see local news on CNN or Fox News Channel... you see national news, but what about **MY** area... who's going to tell me about that? The **LOCAL** guys!

Radio is the same way! I'm **GLAD** there are options... The people that want to hear “commercial free” music were not listening to commercials before anyway. They were the “flippers” that would change from station to station during commercial breaks. I'm not going to miss them! They're not bad people (I'm even married to one) but they're not helping my clients anyway!

Radio is **STILL** a great choice, but the **MOST IMPORTANT** thing you need to do is make sure you're saying the right thing! That's what our company focuses on. We believe “Advertising **COSTS** you money, but effective advertising **MAKES** you money!” Our goal is to make **YOUR** advertising effective! – John Small - founder/owner of the Great Spot Company



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