

# JUST FOR PROGRAMMERS

March 5, 2014

## One More Client Conference Round Up

Over the last few months we've featured several columns in this space focused on presentations and ideas from the 2013 Nielsen Audio Client Conference and Jacobs Media Summit. We've written about storytelling and conflict according to The Richards Group's Creative Group Head Chris Smith, consumer habits that were revealed in the findings of Nielsen's Music 360 Study and lessons that could be learned from songwriter Claude Kelly.

In addition to those three presentations there were a lot of other speakers at the event who didn't quite warrant an entire column but did share some incredibly insightful pearls of wisdom. So today we hope to wrap up the best of those remaining insights for you; a potpourri of thoughts that hopefully will help you think just a little differently about programming your radio station.

### **D.L. Hughley – Stand-up Comedian and host of Reach Media's syndicated 'D.L. Hughley Show'**

Hughley shared a number of observations about how he builds his show:

- To be interesting to people you have to be interested in them. I try to look at things from a human perspective.
- I don't have a side. I have adult conversations. I care to be entertaining and I care to be informative.
- What someone thinks of me is none of my business. The only opinion that matters to me when I'm doing what I do is mine. I'm a manufacturer, I make red cups. If you want a blue cup I don't have any. You have to be a champion of your own perspective. Nothing means more to me than my perspective.
- Social media is a chance to exercise. You need the concept, setup and deliver a punch-line in 140 characters. It's a chance to distill the topic down.

### **Tory Johnson - weekly contributor to ABC TV's Good Morning America, author of 'The Shift' and CEO of Women for Hire**

Johnson's presentation focused on using social media to build a stronger bond with fans and followers. Some of her suggestions were:

- Be vulnerable: When Johnson was open about her attempts to lose weight it was another way to connect with the audience.

- Solicit Feedback: everyone likes to give an opinion.
- Offer Help: People can't care about you if they think you don't care about them.
- Promote Others: Shining the spotlight on other people makes a connection.
- Inject Humor: She says the best is often at your own expense because people relate to that.

### Ed Keller - Keller Fay Group CEO

An expert on word-of-mouth marketing, Keller shared some surprising statistics:

- 90% of conversations about products take place offline.
- In the 10% that do take place online texting is bigger than social media,
- 50% of brand conversations refer to the products marketing and media.

### Dean Cappello - Chief Content Officer and SVP of Programming at WNYC/New York Public Radio

Capello's discussion about developing new, groundbreaking programming included several important observations:

- He says you need a chief courage officer because projects can take a long time. That person has to be someone who can spot talent, nurture it and support a project until it is successful.
- Everyone has to be in the Pool. Projects that work have the backing of everyone.
- People want to support what they love.

### Tripp Eldredge - DMR/Interactive President

In his presentation about harnessing social media Eldredge pointed out several traits that mark a fan or follower as being an influencer who can alter people's opinions:

- They have a wide social network
- They tend to be inquisitive and are information seekers
- They often get sought out for their opinion.
- They are frequent sharers

### Steve Jones - VP of Programming for Newcap Radio in Canada and author of Brand Like a Rock Star: Lessons From Rock 'n Roll to Make Your Business Rich and Famous.

During Jones compelling presentation about branding this quote really stood out: "Brands are an emotional connection. Need to go deeper than logos. You have to get from the eyes into the heart."

There you have it, from branding to content to social media and more we hope you found these pearls of wisdom as beneficial as we did.

