

During the most recent News Talk Boot Camp in Los Angeles, Mike McVay represented McVay New Media and McVay Media, and presented 6 Tips and a Power Point with 10 Tips on what radio stations can do NOW to generate revenue on-line. These are the 6 Tips that were delivered verbally. The Power Point of 10 Tips follows these bullet points.

1. Restructure Compensation - Reward the behavior you want with a compensation plan that motivates people to hit their goals. Put your money where your goals are.
2. Have a plan. Set realistic goals for audience growth and revenue growth. Then, set compensation against them. I suggest to my clients that the average radio station should earn 3-5% of its broadcast billing in interactive billing by the end of a first-year interactive strategy. By the end of year two, a station should be earning 5-8% of its revenue in digital. It's also smart to set goals for website visitors, app downloads, and page views. Set up a group of key indicators that you track and share them with your team. In Arbitron PPM, the most important metrics are cume, TSL, and tune-ins. On the web, the most important metrics are unique visitors, page views, time spent on site, and repeat visitors. All of these indicators tell you a story about your audience. **Tom Davis, President of Davis Media**, says TSC (Time Spent Connected) is more important to him than TSL (Time Spent Listening). He says that the most important metric in his organization is how much time the audience has spent connected with their properties through the day—rather than how much time they spent listening to the station.

3. Create an e-commerce plan for your station. This may be in the format of merchandise: t-shirts, hats, concert tickets, etc. It may also be in the form of digital downloads or digital access, such as online classified ads, loyalty clubs, or password protected content.

Some of the questions that must be answered in this portion of the strategy are:

- What type of store front / shopping cart functionality will you need for your site?
- Do you have a merchant account?
- What is your strategy for controlling inventory in your store?
- Who will serve as the customer service representative at your station when a visitor has a problem?
- Are there products that should be promoted on sites outside of your own? (ebay, amazon, and other online commerce portals?)

4. VIDEO. People around the world are making money from YouTube. http://www.radio-info.com/new-media/radio3d/audiences-of-millions-with-no-tower?utm_source=Subscribers&utm_campaign=09452df8a1-Radio3D_July_07_2010&utm_medium=email

5. Listener Driven Radio. It's software for radio stations that makes it possible to essentially create a "broadcast version" of Pandora. Each station can customize the program to fit their approach. Listeners have the ability to choose which song plays next, which songs should play more or less, get alerts when

their favorite songs play, and upload their own music for consideration by the PD. Of course, all of the playlist maneuvers are made within the rules set by the PD—and there is direct integration into the PD's music scheduling software and automation. There is also valuable integration into Facebook and 280+ other social networks, helping a station to grow its reach through social media. Stations can sell graphic sponsorships, instant alerts, and more. LDR comes with a "how to make money with LDR" book.

6. Hire McVay New Media. Our services include:

In-person sales training in prospecting for digital buyers, conducting digital client needs analysis, and creating digital proposals

Boots-on-the-ground work with your local market GMs, PDs, and SMs in developing digital content and revenue

Training for PDs on Social Media and using it to grow

From a corporate perspective... consultation on the overall operation of your digital division, including recommendations on structure, compensation, and budget/revenue planning.

The Power Point is as follows:



- Comprehend the Medium; AM-FM-TV-iNet (Different Medium)
- i-PD and i-Sales Manager (Hire a PD and a Sales Manager specifically FOR your digital platform)
- Restructure Compensation; Reward the behavior that you want ... Compensate staffers for promoting your i-Plan
- Set realistic Goals; 3-5% of revenue should come from your digital platform in year one and 5-8% in year two
- Create an E-Commerce Plan for Your Stations (Sell services and products on-Line) (Classifieds enable you to compete with the newspaper)
- Make \$\$\$ From Video On-Line (Millions do exactly that)
- Utilize Social Networks to Expand Audience and visitors to your i-Platforms (Facebook, Twitter, etc)
- Listener Driven Radio; the digital version of Pandora that interfaces with your on-air product.
- Instant Alerts build “Repeat Tune-In” and that builds audience – (Listener Driven Radio will alert your audience

when news breaks, when a story they desire details on is announced, etc.) We have LDR in beat for News/Talk in Tampa NOW!

- Sell “Specials” and “Discounts.” (Dining deals, etc, make \$)
- Your Digital Platform; Make it a business unit and not an extension of your promotion department. If you fail to make i-Commerce its own business division ... it will be nothing more than the digital equivalent of a banner hanging at a remote broadcast. It is MUCH more than *Value Added*.

Contact Mike@McVayMedia.com for more details

