



Announcers Handbook

Essentials that should be included & detailed

Vision

Mission

Programming mission:

The Station Sound:

The Strategy:

P4 Marketing Model: People Target/Product/Position/Promotion

- People Target Demos

- Product: (what we deliver/offer to the listener).

 - Music Policy.

 - Program Policy.

- Position (How we are Different):

 - Positioning statements:

- Promotion: (How we increase cume & TSL)

The Golden rules:

Basic Cosmetics:

Top of Hour set up:

Speed Breaks:

Stop-Down basics:

Last Stop Down in each hour:

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Station Liners:

Community Service Announcements (CSA):

Sales/Sponsorship Policy

Station Promotion Policy and System:

Guest interviews/segments:

Listeners/Callers/Winners:

Awareness:

Making a difference:

Distractions:

Show Preparation:

Attitude is everything:

What's Important:

Listeners Expectations:

Format Basics - These are essential:

The Art of Interviewing:

Managements Expectations: