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Will Howard Sterns Major Move have a Dramatic Effect on Radio Advertising Revenue

By Louis Victor – New Age Media Concepts

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Recently the "King of All Media" Howard Stern announced his agreement with SIRIUS Satellite Radio, the question is what type of impact will that have on the world of radio and it's advertising revenue?

Well lets just look at the impact that Howard Stern himself has made on the world of radio, he is undeniably one of the most popular figures in the world of all media not just radio. He has made his mark on media as being the pioneer of what they have dubbed the "Shock Jock", but before that was popular he was one of the only radio personalities that had the vision and more importantly had the heart, for lack of a better word, to make his own path and not follow the herd.

He created a revolution of sorts in the world of radio spawning a new breed of Disc Jockey in all of the major radio markets. Stern has overcome adversity and has been pinned to the cross more times than not. He has commanded loyalty from his audience and from his team, this has helped him conquer any market that he was allowed to enter.

So him being one man, how is this going to possibly have any major effect on radio advertising?, Howard Stern is a leader and an innovator, his listeners are loyal to him, these are ratings, high ratings equal increased advertising dollars. He is essentially the "Pied Piper" of the radio but this doesn't only hold true for his listeners but it holds true for the industry. Is it out of the question that he will attract the best of the best to follow him to SIRIUS?, I think it's more of a reality than most radio stations want to admit.

So will his jump will have an effect on the advertising revenue for his station 92.3 and the affiliate stations that he is airing on, time will tell, but if ratings equal advertising revenue, what happens when the ratings drop?, it doesn't take a rocket scientist to figure that out. Now its also not hard to figure out that SIRIUS is going to want to tap into everything that Stern brings with him so do not be surprised when the cost of subscribing to satellite radio drops, which will allow a greater fan base to listen to the program.

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The question is how much of an effect will this have on radio advertising revenue in general, will this be a domino effect and have the results of the AM station?, I can't predict the level of impact but if I were the "Radio Advertising Bureau" president I would take a deep hard look into it, because whether you love him or hate him, Howard Stern has become an Icon in broadcast radio.

Louis Victor, New Age Media Concepts

I have been involved in the investment, advertising, marketing and public relations industries for close to two decades.

Marketing Tips – Advertising

By Sue and Chuck DeFiore

Typical methods of advertising—newspapers, radio and television are effective if used properly, but there are other, less expensive ways to get your company's name out.

Local or cable television is an inexpensive alternative to the traditional forms of advertising. Even if you have no experience advertising in this medium, there are companies who specialize in lending a helping hand. Even if finances are a concern (as they are for most of us), you'll be surprised to discover a 30 second spot television ad can cost as little as a few hundred dollars.

Many areas have public auctions on local stations that will advertise your product, if you donate up to a certain dollar amount. The number of advertising spots will depend on how much you donate.

Remember also to send press releases to your local television and radio stations. Many times they will come out and do a story on you, if it is of interest to the public.

We volunteered to do resumes for people out of work and sent releases to all the radio and television stations. One of the three major networks in our area, sent someone out to interview us, and we were on the 6 and 11 o'clock news.

As for radio advertising, check your local stations for rates. You'll be surprised at how low some of them are. Again, if you send press releases to the stations, sometimes they will call you as an expert in your area, or for an interview. We sent releases to all the stations in our area when we started our support group, and this generated three times the number of people we expected for our first meeting.

Since most major newspapers are expensive to advertise in, check with the smaller local papers. You can advertise in many of these for as little as \$25 a month. You could also offer to write a column for these publications, as an expert in the area, if appropriate.

We all need to advertise in one way or another. Which medium you choose will depend on your particular business.

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