

Lecture 3

Station and Show Demographics Two

You don't have to memorise this by heart but do consider these points.

What type of show will you do?

Here's a list of shows that you could present.

A music show.

A discussion show.

A specialist music or talk show.

A political show.

A current affairs show.

A comedy show.

An educational show

An advice show.

We want to know who we can target so we don't just open up the fader and start talking aimlessly. If you have a plan to attract a certain type of listener, then listeners who are looking for a show like yours may find you easier.

Example Recap

If you're going to make a rock show, then make a rock show with a particular slant. A comedy rock show will be easier to find for a listener than a generic rock show. A rock show that plays music from the 70s to the 00s will be able to hone in better on an audience that searching for that type of show. If your rock show plays all kinds of rock, what are you going to do differently to make your show stand out?

Knowing your target audience means you can structure your content better. A joke about jazz musical theory may work on a jazz audience, but it will fall flat on a rock audience. However, a joke about jazz being lame, boring, nerdy music, will work on a rock audience.

While some of you will present at a station that has a distinct demographic (i.e. a hospital radio station), many of you will present shows at stations that broadcast to everyone. The UK now has many community stations that broadcast to mixed groups. In my spare time, I volunteer at K2K Radio. K2K Radio serves an area called Kilburn in north London. Kilburn is very ethnically diverse, so it doesn't have a set demographic. However, considering our target audience is still very important. We're going to be putting our shows up online, which means we still need to focus it on someone. Once you know your target audience, you can make a show just for them. Next, you can share that show with them via social media. This is much better than opening up the fader and just talking and hoping.

Breaking It Down

Consider location, race, age, sex, interest, music, and lifestyle, etc.

What's the average age of the audience you want to target?

If you're not presenting online, where are your audience located?

What music do they like? Be specific. Is it rock from the 1960s to the 90s or is it modern day metal?

Is your show mainly male or female in style? If it is, should you change that?

Always ask your station manager the demographics of your audience.

Options

- 1) Tailor your show for the station's demographic.
- 2) Find a station that has a similar demographic to your show.
- 3) Find your own demographic and target those potential listeners on listen again.

