

Lecture 2

Station and Show Demographics One

Targeting

As obvious as it sounds, find a station that fits your show idea. So many DJs just pitch up at stations and totally ignore the format. They'll arrive at a station with a "gold" format and they'll want to present a techno show. Don't do this; it's pointless, and you'll become frustrated. Go and find a station that shares your vision.

We need to have an idea of who our audience are, so we can target our shows to that audience.

You don't have to remember this information by heart, but just consider these questions.

How old are the target audience?

15-24

25-34

35-44

45-54

65 plus

Why do we want to know this? Well, there's no point trying to do a trans based techno show at a station that only serves elderly listeners.

Where are they located?

In a city or a town?

In the countryside?

In a region?

In a local neighbourhood?

A locality gives you a reference point for your material. An audience located in rural Scotland won't be interested in your ramblings about South London.

Here's a great page from the [New York Radio Guide](#) regarding the different formats in radio.

I just want you to consider these questions when planning your first show. It'll help with your material because it will give you a focus. If you're at a station that has mixed programming, then defining your audience can help you target your listeners via the "listen again" function.