

# A Great Program Director

A Great Program Director understands that radio is a ratings driven business and delivers winning numbers to the sales department. A Great Program Director is an advocate for target listeners; a champion for P-1 listener wants and needs. A Great Program Director puts research to work to stay in touch with her/his target. A Great Program Director understands the incredible powers of imagination, knowledge, creativity, attitude, focus and technology. "The play's the thing" so said Shakespeare, and A Great Program Director knows that great radio is great theater. A Great Program Director is a leader, a coach, a director, a businessperson. A Great Program Director values "people skills" and is devoted to being a good and fair person with a reputation for creating a stimulating, positive and challenging environment for creative individuals. A Great Program Director knows building a great radio station is a marathon with no finish line; the price of success is always more competition. A Great Program Director is decisive, a strategic thinker, an excellent listener, a person who "hears" ideal radio playing in her/his head and strives to put that station on the air every set, every quarter-hour, every day. A Great Program Director is a competent fiduciary and accepts responsibility for diligent planning and prudent allocation and care of the company's most precious resources - talent, time and cash. A Great Program Director demands, and works to sustain, a "no surprises" environment, keeping the GM and GSM aware of what's happening - on the air, in the programming department and in the market. A Great Program Director understands that every programmer has the same sixty minutes to "program" each hour and uses every minute to full advantage in the battle for listener's time, mind, loyalty and recall. A Great Program Director keeps her/his station fresh, compelling, entertaining, informative, topical, local, relatable, memorable and "on strategy" every hour of every day. A Great Program Director knows where her/his time goes. A Great Program Director is focused on taking positive, pro-active action to change the reality in which they live and work. A Great Program Director puts integrity first and always under-promises and over-delivers, especially when the GM, clients and listeners are involved. A Great Program Director knows she/he can never execute a plan alone and must inspire, motivate, direct and lead a team to consistently win. A Great Program Director realizes that the studio is a stage and not an office. The single most important activity in the entire radio station (where every hope, wish, plan, promise, strategy and tactic come into sharp focus) happens in a room where performers talk to themselves and push buttons. A Great Program Director focuses her/his efforts on results rather than on her/his work. A Great Program Director builds on strengths - her/his own strengths, the strengths of her/his superiors, colleagues, and subordinates. A Great Program Director "under-programs" her/his radio station always knowing what she/he keeps off the air if often of more strategic value than what is put on. A Great Program Director constantly stays in touch with cutting-edge developments and concepts in her/his format and has developed a network of gifted minds; a speed dial of world-class thinkers. A Great Program Director ensures that the most effective, best written, best produced, most engaging and entertaining creative on her/his air is the latest promo involving a client. A Great Program Director protects the license because without it there is no radio station. A Great Program Director is always giving listeners reasons to listen longer and to listen again. A Great Program Director knows there is never an excuse for bad manners and understands the most effective way to deal with vendors, record people, and others who are paid to get their attention is to let them do their jobs (always aware that some day these folks may be of value to the radio station). A Great Program Director realizes that jingles, promotions, contesting, promos and station advertising are first, tools to get and keep the staff excited and enthusiastic; and secondly, tools to accomplish the station's audience goals. A Great Program Director welcomes outside opinions and counsel because she/he is always open to new ideas. A Great Program Director never underestimates the competition. A Great Program Director genuinely enjoys what she/he is doing, has fun doing it, and customarily wins as a result. A Great Program Director is enthusiastic about sharing what she/he knows and is committed to a lifetime of learning, reading, observing, and growing. A Great Program Director possesses boundless curiosity and an almost childlike, contagious exuberance: she/he dares to be naïve. A Great Program Director stays impassioned about creating, reinventing, and staging great radio every day.