



Allen Media Strategies

Media and Marketing Consultation and Strategy

JAMAICA, MON!

Much to fiancée's annoyance, I found myself listening to the radio while on vacation in Jamaica recently. Not a lot, mind you, but in the airport to resort transfers, in the shops and occasionally on the clock radio in the room. Several locals who worked at the resort raved about a particular station, Radio IRIE, so I sought it out. I heard something that's an all too rare commodity in the US: local, unique compelling radio!

There was, of course, lots of music that was unfamiliar to my ears (the locals seemed to know and love it though). But, there was something more: a real sense of this station having it's finger on the pulse of the island.

The air talent all talked about things I didn't know anything about (a sure sign of a GREAT LOCAL station), their promotions weren't at the "touristy resorts", but at local businesses and nightclubs, the newscasts (which were brief and in all dayparts) were filled with local human interest stories that didn't mean a thing to me, but were right on target for Jamaicans.

I'd challenge you to listen critically to your station and ask yourself "Do we SOUND like an integral part of this community, or could my listeners find the same cookie cutter presentation anywhere?" If you don't like the answer, you might soon find yourself taking an extended vacation...on the beach.

Burke Allen