

"LOTS OF FOLKS
CONFUSE BAD
MANAGEMENT WITH
DESTINY"

KIN HUBBARD



BROADCAST PROGRAMMING & RESEARCH

B P & R E - N E W S L E T T E R

J A N U A R Y 2 0 0 8

**BP&R'S
INTERNATIONAL
PD TEST! - BE
PART OF IT**

We all spend an enormous amount of time and resources testing the music preferences of our listeners, so for something a little different to kick off 2008, we thought ..."why not conduct a music test of people inside the industry!"

As a result, commencing today; BP&R will be conducting the first ever International music test of Program and Music Directors...(and anyone else who works in radio for that matter)

The music test is being conducted online and will only take a few minutes. The main purpose is to have some fun and create an excuse for us to give away a sparkling new *iPod Touch*.



On the analysis side of things it may be interesting to see what differences exist from country to country...we'll be sharing the statistical results with all those who participate. To ensure you are on the invitation list send your email address details to:

martin.kopp@bprworld.com or follow the link direct to the test provided in the email accompanying this email!

www.bpr.com.au

What you see depends upon when you look!

(a lesson from political polling)

By Andy Beaubien

As we all know, the US presidential campaign is in full swing and each of the two main political parties are conducting primary elections in individual states.

These elections are essentially designed to decide who will be the nominee for President from each of the political parties. One of the

earliest and most important primary elections was recently held in the state of New Hampshire. As with most primary races, a number of research organisations regularly conduct independent research studies designed to report on how the candidates are performing in advance of the actual election. In the case of the New Hamp-

shire primary, advance polling indicated that candidate Barack Obama was clearly ahead of Hillary Clinton among the Democratic Party candidates. After Obama's surprise victory in Iowa just five days before the New Hampshire election, Obama's lead over Clinton appeared to be widening.

"on election day that was not how it turned out"

Keep in mind that each of these polls is a "snapshot" designed to show where the candidates stand at a particular point in time.

The final polls were conducted the weekend prior to the Tuesday, January 8th election. In effect, by Sunday evening all the data for the final report had been gathered by each of the 9 most prestigious independent polling companies in America.

The results were virtually unanimous. Each of the major polling companies predicted that Barack Obama would easily win the Democratic Party race and would place well

ahead of second place candidate Hillary Clinton. Most of the pollsters predicted that Obama would win with as much as a 10% lead ahead of Clinton. However, on election day that is not how it turned out.

By the time all the votes were counted, Hillary Clinton had scored the leading position with 39% of the votes and Barack Obama was left in second place with 37%. This surprising victory left everyone including the candidates, the press and the pollsters in shock. The press, which had taken the unanimous conclusion of the pollsters as a virtual guaranteed

result, was quick to report that the pollsters had gotten it wrong. However, is that what really happened? Some important events occurred between the conclusion of the pollster's fieldwork and the opening of the polls on Tuesday morning. After a contentious television debate among the candidates on Sunday evening in which Hillary Clinton appeared to be the target of a volley of attacks from the other candidates, Clinton was seen in a televised interview on Monday morning in which she appeared emotionally overwhelmed and even had tears in her eyes.

Do you have some news, a tip, suggestion or question?

Email wayne.clouten@bprworld.com

“this methodology helps to minimise the impact of short term events that may distract radio listeners...and alter listening patterns ”

This public show of emotion became the overarching news story of the day and the television news networks ran the footage of Hillary’s “breakdown” over and over the day before the election.

This series of events had a tremendous impact on New Hampshire voters, especially among women. A wave of sympathy emerged for a candidate who had up until that point been perceived as business-like, distant and unemotional. Since these events occurred after the polling fieldwork had been completed, the so-called final poll results prior to the election failed to capture the seismic shift in voter sentiment that happened in the 24 to 36 hours prior to the opening of the polls.

A number of research experts now contend that the 9 major polling companies did not get it wrong. During the period in which the fieldwork was conducted (the weekend prior to the election), there is little doubt that Obama’s lead

ahead of Clinton was substantial and real, however, the dramatic events in the hours between the conclusion of the polling fieldwork and the opening of the election locations on Tuesday morning were powerful enough to make the results of the polling studies outdated and virtually irrelevant.

For those of us who do radio research, the lessons are clear.

(a) Study results reflect listening patterns and listener opinions as they were during the fieldwork period. The greater the amount of elapsed time after a study’s fieldwork, the potentially less valid the results become. In effect, every study captures a moment in time.

(b) The shorter the period of the fieldwork, the greater the likelihood that the results of the study will be affected by short term events. This is why we at BP&R generally recommend that

tracking and perceptual studies should be conducted over at least an 8 week period. This methodology helps to minimise the impact of short term events that may distract radio listeners and temporarily alter normal listening patterns.

(c) Stations that conduct ongoing weekly tracking are advised to avoid looking at weekly results but rather to examine 5 or 8 weeks rolling tracking data. This not only increases the period of time represented by the data but also increases the sample size of the result.

By following these guidelines, we can add to the consistency and validity of our research studies and avoid results tarnished by short term events and fluctuations in listener behaviour and motivation.

At BP&R, our goal is provide our clients with dependable research results that form the basis for a sound action plan.

“the final poll results prior to the election failed to capture the seismic shift in voter sentiment during the last 24 to 36 hours ”

10 Secrets of Growth Companies

By Peter Don

Here is a collection of observations on what makes growth companies more successful than both their peers and other companies in the general market.

1. The team behind the leader is critical. Successful companies are not all led by high profile ‘stars’ in fact, very often the opposite is the case.
2. The company has a shared vision and common culture. There is clarity of purpose and all key players buy in to the company’s goals

3. Focus on what you are good at. Determine whether you can be the best at what you do. True success comes from achieving both of these things

4. Confront ‘bad news’ early. Deal with it and then get on with the business.
5. With authority comes responsibility.
6. Don’t just focus on the short term. Plan ahead at least three years. The best plans take time to come to fruition.

tion. Keep focused on the simple objectives that will enable you to achieve your goals, don’t be distracted

7. Cash is king and if cash is king, then the customer is God
8. Have fun!
9. Take corporate governance seriously.
10. Sit back and think before making big decisions.