

A JOURNAL OF MUSICAL THINGS



Music Industry Radio

This video explains how media consumers are being targeted today. Which one of these groups do you belong to?



Ongoing History of
New Music Podcast



Each week, the podcast looks at something from the alt-rock universe, from artist profiles to various thematic explorations. Whatever the episode, you're definitely going to learn something that you might not find anywhere else. Trust us on this.

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you only hear from them in two ways: when they complain about something and when the ratings come out every quarter (or every *year* in some markets). Much research is required to understand the constantly shifting needs, wants, wishes, and demands of your audience.

As a former program director, I can attest to the *gargantuan* nature of trying to please as many listeners as possible as often as possible for as long as possible, 24/7/365. It's part art, part science, part voodoo. The trick is figuring out the ratio of all the ingredients that go into a successful radio station within your budgetary restraints, the always-changing musical trends, and a boss who needs to hit his/her revenue targets every month. And it all comes down to understanding who your audience is and how to attract more listeners.

Without getting too far into the weeds, one of the ways radio programmers (and content providers in general) work at attracting and pleasing an audience is to create what we call "lifestyle groups." These are broad yet well-researched categorizations of consumers of media that help programmers fine-tune their offerings.

Lee Abrams is legendary in radio circles as a programmer who helped codify (for better or worse) how radio stations can better reach their target audiences. For example, when XM Satellite radio first signed almost 20 years ago, they hired Abrams to help organize their channel selection.

In August (thanks for the tip, Bob Lefsetz), Lee posted this new chart on today's media consumers. Where do you fit in?

THE PSYCHOGRAPHIC CHART



Here

The Post-Punk Explosi
24:04



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