

It's Not Business as Usual



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“Be safe, be mindful and be calm.” – Erica Farber, RAB President and CEO

One thing is for certain, we are in times of uncertainty. Change is happening hour by hour. Our government leaders, medical community, service organizations and our business communities are all trying to respond appropriately and immediately to the ever-evolving situation.

During a recent interview, Farber noted the importance of relationships. “Relationships matter more than ever,” she said, and suggests these things:

1. Be proactive – Don't wait for clients to call you. Call them, and be a resource to help them evaluate their response and communication strategies.
2. Change the messaging – Generic ads, or ads that seem out of touch with what's going on will not resonate well for businesses right now. Messaging must reflect current reality.
3. Communicate frequently – With the rapid changes, it's important to stay in close communication with your clients.

An example is that many municipalities are limiting business hours, or specifically not allowing restaurants to serve meals on site. Many are adapting by shifting to delivery or take-out to serve their communities. Grocery stores and other supply stores are going through various shortages and attempting to keep up with demand. Real-time messaging can help them communicate best to the communities they serve.

Radio is best positioned to pivot immediately, to be sensitive to world and local events. Radio can help their advertisers change messaging to reflect the changes they are making to serve their

customers. Live reads, quick copy changes, and recorded commercials are all the things that radio is uniquely qualified and prepared to do.

The Communications Act of 1934 requires that broadcast licensees operate in the “public interest, convenience and necessity.” It is radio’s responsibility as broadcasters, and radio is the best at it. If ever there was a time that communities across the country needed a friend and a calming voice, it’s now. Advertisers and community organizations can always rely on radio’s ability to keep communities safe and informed in real time.

“Out of clutter, find simplicity. From discord, find harmony. In the middle of difficulty, lies opportunity.” – Albert Einstein

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