

## Optimum Effective Scheduling

Optimum Effective Scheduling (OES) is a concept created to reach the majority of a radio station's listeners 3 or more times by distributing ads evenly throughout a week.

Message retention and recall begins after three exposures. This is referred to as effective reach. The principle behind OES is concentration and repetition.<sup>1</sup> An OES schedule generally consists of 35-60 commercials per week.<sup>1</sup>

### Three-Step OES Formula:<sup>1</sup>

1. Calculate turnover ratio for a broad demographic, Mon-Sun 6am-12mid.<sup>1</sup>
  - Turnover ratio is an index of how long a station's audience spends with them and is driven by format.<sup>1</sup>

How to Calculate:

$$\text{Radio Station Cume Audience} \div \text{Average Quarter-Hour Audience} = \text{Turnover Ratio}$$

2. Determine the number of spots per week.

How to Calculate:

$$\text{Turnover Ratio} \times 3.29 = \text{Spots Per Week}$$

3. Run the spots with even distribution across all days and dayparts, Mon-Sun 6am-12mid.<sup>1</sup>
- OES concentration and repetition
    - The key to OES is concentration and a campaign can be concentrated in the number of weeks, days, dayparts and the number of stations.
      - Weeks – If an advertiser only has a budget for a 12-spot week campaign for the month – put this entire budget into one week of a month for a single 48-spot OES week.<sup>1</sup>
      - Days – concentrate spots in 2 or 3 days. This would be effective for a one-day sale or event.<sup>1</sup>
      - Dayparts – Concentrate spots into a single daypart. If a business is trying to grow their breakfast traffic, concentrating spots in the morning is important.<sup>1</sup>

- Stations – reduce the number of stations being used for the campaign, concentrate spots on one station for the highest return.<sup>1</sup>

Source: 1) Radio Advertising's Missing Ingredient: The Optimum Effective Scheduling System, Steve Marx and Pierre Bouvard