

# YOUR GUIDE TO REGIONAL SYNDICATION

**You probably want your radio show aired in Los Angeles, New York, Dallas, and Chicago.**

Yet very few start in these markets and there are plenty of opportunities for a syndicated host to be successful within 500 miles of their home radio flagship without ever having to extend beyond that.

A better understanding of the criteria radio managers use when selecting syndicated radio programming will help you grasp how your radio show could hold more value to these programmers.



## WHAT STATIONS WANT

**Content that is difficult to replicate.** Does your show offer something an affiliate radio station could not easily produce on their own? That could be a particular expertise or area of knowledge you possess.

**A strong ratings track record** Stations want shows that have already shown an ability to attain strong ratings in another market, indicating that a syndicated radio show will also perform well on their station.

**Celebrity or VIP hosts** More nationally-known figures from outside of radio's traditional boundaries are making their way onto the syndication landscape and draw their existing audiences.



**So, how does a show host compete in this environment while establishing their program as a credible alternative to the status quo?**

By adopting an approach that we refer to as “Flanking Syndication”.

In business, Flanking Marketing is an indirect marketing strategy aimed at capturing market segments that are not being well-served by one's competitors. Flanking Syndication is the development of radio programming which offers difficult-to-replicate content customized for a regional radio audience.

## REGIONAL CONTENT

**Home Improvement** Discuss regional building trends, climate-appropriate materials, and growing seasons

**Business Talk** Highlight local industry, companies, and business leaders

**Pets** Spotlight regional pet stores, food brands, and health concerns specific to climate and region

Here are some examples of regional customization for talk genres.

A regionally relevant positioning statement and localized on-air references completes the package and establishes your show as a credible alternative to nationalized programming.

**As you build your regional radio network, another nice thing happens: your show becomes a perfect sponsor vehicle for regional advertisers with a similar marketing footprint.** Flanking Syndication puts your show in a position to effectively attract these advertisers who are seeking a cost-efficient targeted advertising vehicle.

Given the industry's economic environment, radio stations will continue to rely on syndication for quality programming. The challenge they face is balancing programming costs while filling a station's on-air roster with programming that is both high-quality and relevant for local listeners. Flanking Syndication provides that relevance while offering a radio station the economic benefit of syndication.



**Flanking Syndication offers you the opportunity to become a regional expert in your field, yielding professional renown, career satisfaction, and a source of personal income.**

Learn more at [radio-linx.com](http://radio-linx.com)

