



RESEARCH: YOUR PROGRAMMING ASSISTANT

Think about this: if a listener or viewer doesn't get what she's looking for when she comes to you, she'll tune away or turn off completely. So, what's the best way to find out what she's looking for? Ask her! You have a unique set of listeners with unique needs and tastes.

Let us help you use research to take the guesswork out of:

- Determining how long to talk, what to edit, what to keep.
- Which programs, voices, production elements cause your listener to "lean in" and which cause them to "lean away".
- Finding what song selections will build your listenership.
- Discovering which topics rate highest in generating a deep-impact heart connection with your audience.

Finney Media has decades of research experience. It would be our honor to partner with you. Whether you've done research in the past or are just beginning, we're ready to come alongside you and work at the level you're ready for.

Here are some of the ways we can help:

- **Focus groups.** Handpicked audience members or potential members get candid in a controlled setting, telling the facilitator what they really think. It's often surprising . . . and actionable.
- **Perceptual studies.** A representative sample of audience members or potential members get candid in an online setting. This provides a way to test with a larger group the surprises found in a Focus Group.
- **Online music testing.** The best way to discover which songs resonate with your listeners.

Read more and find examples at finneymedia.com/finney-services/research. Reach out for more information or to plan your custom research at info@finneymedia.com or (817) 796-8960.