

Why Hire a Radio Professional

As a business owner who has decided to advertise on radio, you are faced with a decision on how much you want to pay for the creation of your radio spots. You have a couple of choices after you have a professionally written script from your agency. You may either take advantage of free radio production at a local radio station group, or you can pay for independent production. You must also make a choice on whether you want a professional voiceover artist to present your script, or if you want to depend on talent at a radio station who can do it for free. Although they are willing to pay for television and print, many businesses have gotten in the habit of thinking of radio production as free. However, there are some important points to consider when you are making the decision on whether to take advantage of free production versus paying the relatively modest for professional production.

It's not inaccurate to say you get what you pay for. You've paid for a professional script—why wouldn't you pay for professional production and a professional voiceover artist? That's like buying a filet mignon and throwing it in the stewpot! Most radio stations have a small pool of staff members available to voice scripts in their production departments. As a result, the person who voices your script may already be on many, many commercials in your market and their voices may be overexposed. In addition, the voice talent may have already voiced commercials in your category, such as working on commercials for more than one restaurant, car dealership, etc. This can cause confusion between your brand and your competition in the minds of prospective clients.

In addition, in many regional radio groups there is high employee turnover. Creating a consistent, professional signature sound for your business is important, but this is difficult if your voiceover talent is no longer available. A freelance voiceover artist will be reliably available and can help create a unique, identifiable sound to help with your branding.

If you opt to pay for your radio production, your ads will get the attention and time they deserve. Rather than being overwhelmed with a long list of spots to complete in a short amount of time, as you find at most radio stations, you will have the full attention of the professional working on your ad campaign. You will have input in the production process and a chance to review and make changes to your spots. The timeline at radio stations is sometimes too short to allow for changes to be made prior to their airing. You will also have a chance to review the vocal portfolios of more than one voice talent to choose someone who will match the vision you and your agency have for your spot.

Your ad campaign will also benefit from other elements of the production process if you budget for radio production costs. Professional radio producers have an extensive collection of music beds to ensure that your business will have music that is exclusive, and can be used as a part of your branding. In addition, you and your agency can submit a more interesting, complex script for your advertisement and feel confident that your professional producer can do an excellent job. Rather than the proverbial 'wham bam' production you can get at the studios of your local radio station, your spot will get the full attention of production staff focused on a much smaller list of clients.

While the concept of free production and talent is appealing, depending on your radio buy, you will likely be paying thousands of dollars over the life of a campaign. You do not want to risk damaging the effectiveness of your marketing over the long term by saving a few dollars up front. If you prorate the amount of money you pay for your radio production and talent over the number of times the spots will air, you will realize that your message can be more effective, more professional, and get more attention for pennies per spot!