

TAKEAWAYS

- **Create an environment where you can tap into your staff's passions both on- and off-air: How do they discover music, what artists or songs do they feel most passionate about, and what pop culture moments have captivated them?**
- **Tap into viral moments, and pull content ideas from popular national brand platforms**
- **Create a social strategy, and meet with your digital director weekly.**
- **Tell your audience on-air what you did, but backup on-air content on digital platforms for engagement**
- **Air talent should create a podcast in an area of interest to them. Biggest growth in podcasts are age 12-24, and music is the number one topic of interest for podcast consumers (Edison Research, The Podcast Consumer 2019)**
- **Find the right station vibe through imaging voices and writing in younger demo speak**