

YOU ARE LISTENING TO...

THE ULTIMATE COLLECTION OF RADIO
STATION POSITIONING STATEMENTS
TAG LINES AND SLOGANS



SAMPLE ONLY VERSION



WITH OVER 1,300 IDEAS FROM RADIO
STATIONS AROUND THE WORLD.
PLUS: HOW TO CREATE YOUR OWN!

EARL PILKINGTON

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DEDICATIONS:

Thanks' must be given to the amazing team of people who contributed to making this list...

Starting with those members at the www.radiodiscussions.com web forum, thanks everyone for your invaluable help and guidance.

To the amazing website www.worldradiohistory.com where many hours of research was conducted by trolling through back issues of various magazines since the inception of commercial radio services in the USA and beyond those borders to the rest of the world. Check it out yourself.

And many thanks go to those contributors who sent in their stations tag lines via the post request on my website at www.radiocopywriters.com

Thanks to everyone for your help.

Earl Pilkington – 2023



COPYRIGHT NOTICE:

Because this list contains copyrighted, existing, and previously used positioning statements, slogans, tag lines, liners, and imaging... the majority of this e-book is meant as a reference guide only to inspire the creation of your own station imaging.

However, the text for the 'A guide to create your own' has been written by Earl Pilkington and is © 2023 Earl Pilkington and www.radiocopywriters.com

Cover artwork, layout, and design by Earl Pilkington, 2023.

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Photo by Andrea Piacquadio: <https://www.pexels.com/photo/middle-aged-mechanic-fixing-metal-detail-in-workshop-3855478/>

Thank-you to these photographers and their models.

INTRODUCTION:

This book started out as a simple list on my hard drive, and over the years has grown and grown. It has expanded to some truly amazing station liners and slogans to include branding, imaging, positioning statements and tag lines – so many that I thought they might be useful to other radio stations in a curated list.

These lines are meant as a jumping off point **only** to inspire you to invent your own for station imaging and branding – and full knowledge of your location and regions previous imaging should be at the front of your mind before you start to use any of these to create your own. You don't want to be accused of using a competitors imaging tag line or variation of it.

PLEASE: DON'T PLAGIARISE OTHER STATIONS EXISTING BRANDING.

There are no guarantees in life and while I offer the article '**A guide to create your own**' to assist in building on an idea that you might have found in these pages for your own station. I offer no guarantee that the advice in it is 100% accurate or will assist you to accomplish your goals – it is meant as a guide only and follows the steps and the processes that I have used to create Listener Profiles for the station I work at.

This list has been broken down into station music genres and then alphabetically sorted them – it might pay to have a look around at the other genres as you may find a tag line that you can bend to your own style.

REMEMBER: This list contains old, and new station positioning statements – some of which are still being used – the copyright for these is owned by those stations, I have included all of them in this list to inspire you only – not to use.

Thank you for buying this book from www.radiocopywriters.com.

Earl Pilkington - 2023



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A GUIDE TO CREATE YOUR OWN:

Creating catchy taglines that listeners can't get out of their heads is a process, so it is important you understand the basics first...

What they are:

A tagline is... a short phrase that describes what the station does. You might hear a tagline like "The place where music lives" or "The voice of the people." These phrases describe what the station does. If you want to make sure that your audience remembers your tagline, use it often. When you do, you'll have a chance at getting your name out there.

Slogans are longer than taglines... They tend to be more memorable and easier to remember. Slogans are great if you want to promote something specific. For example, you could say "We play only the best songs" or "We broadcast live performances."

In the context of broadcasting, people use the two words interchangeably.

Both are positioning statements that take up real estate in a listener's mind, appear on posters, website, and bumper stickers. A Positioning Statement is the combination of both tag line and slogan and should be your end goal.

Why have a positioning statement, tag line or slogan?

Because call signs and names of owners are boring and tend to not be memorable, they also don't tell you anything about a radio station, so...

Radio Stations should have catchy branding.

If you want your listeners to remember your station, give it catchy branding. They will remember who it is and what you play from your station imaging.

Make sure that it is easy to remember.

Your listeners need to be able to remember your station. So, make sure that it's simple, catchy, and easy to remember.

Short and simple.

You don't want to confuse your listeners. Give them a clear idea of what your station is about in the name itself. E.G.: if you are a talk station, mention 'TALK'.

Focus on being unique.

Don't copy others. Instead, focus on being unique, just because no one else in your country is using one of the positioning statements listed here – doesn't mean that you should. Try to create something that is uniquely yours.

LISTENER PROFILE:

BASICS



NAME: _____.

AVERAGE AGE GROUP: _____.

AVERAGE INCOME: _____.

LIVES IN: _____ WITH: _____.

CHILDREN: _____.

MEDIA HABITS

MAINLY: _____ BETWEEN: _____.

SECONDARILY: _____ BETWEEN: _____.

SOCIAL MEDIA ACTIVITY: _____.

CONSUMERISM

SHOPS AT: _____ AVERAGE SPEND: _____.

VEHICLES: _____.

HOLIDAYS: _____.

DEMOGRAPHIC GROUPING

PART OF WHICH POPULATION GROUP: _____.

TOTAL POPULATION: _____.

PSYCHOGRAPHICS

LIFESTYLE: _____.

SOCIAL CLASS: _____.

HABITS: _____.

BELIEFS: _____.

BEHAVIOURS: _____.

INTERESTS: _____.

<STATION NAME> PRIMARY LISTENER PROFILE:

Meet Samantha, she is 31 years old, and earns <AMOUNT> per annum as a local, professional office worker.

She lives in <SUBURB NAME> with her (university educated) partner, who is 35 who works in a professional capacity travelling daily to <CAPITAL CITY> and earns <AMOUNT> per annum.

She has been married for 3 years and has 1 child between 15 and 19 from a previous marriage. He is currently looking for work and is planning to do some more study.

Her family listens to <STATION NAME> mostly during breakfast, then in the car on the way to work and school. And she has been doing so for over 8 years, even entering, and winning the occasional movie pass competition with us over that time.

She streams <STATION WEBSITE> while working between 9am and 3pm and spends (on average) 3 minutes 15 seconds on the website each time, looking at local news stories of interest, while she works. Joining the 32% of people her age, and 62.2% of women accessing our site.

She is active online with Instagram and Facebook, following our station page, along with 63% of female users, and she is in the most active segment of the female audience (18%) on our Facebook page.

She often streams the station on her mobile device while at the gym in the afternoons or listens to the stations podcasts and/or Audible audio books while working out.

She shops at a major supermarket chain every Saturday morning, spending \$270 to \$350 on average in her weekly shop.

She drives a mid-sized S.U.V. which she purchased from a local dealer 8 years ago and is looking to update to a newer car in the next 12 months.

Usually, the family holiday in <COUNTRY> or in <OVERSEAS>.

She is a part of our <POPULATION DEMOGRAPHIC SIZE> size target audience for her age and demographic and is part of our larger listening community with our footprint covering a prospective <TOTAL POPULATION> people.

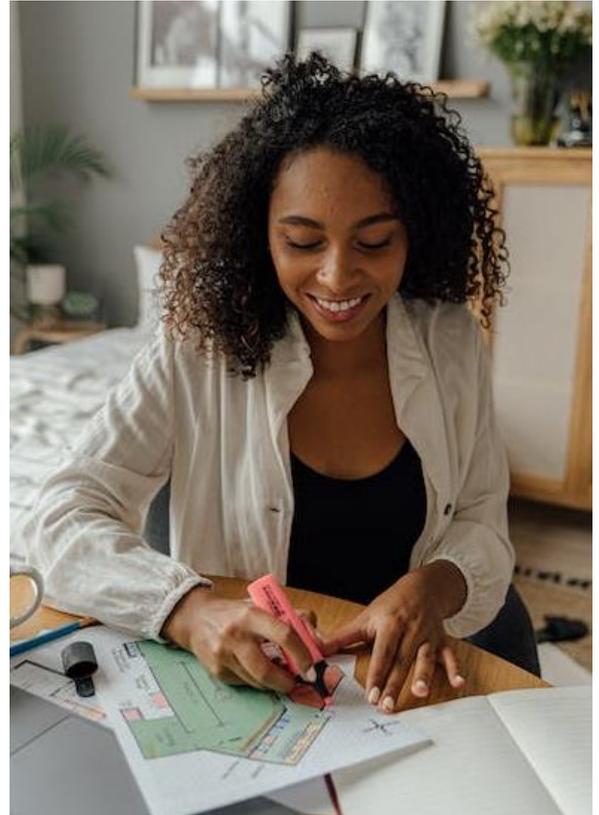


Photo by ANTONI SHKRABA:

<https://www.pexels.com/photo/a-woman-in-beige-long-sleeves-using-a-laptop-5244029/>

<STATION NAME> SECONDARY LISTENER PROFILE:

Meet 52-year-old David.

He earns <AMOUNT> per annum as a transport operator.

He lives in <SUBURB NAME> with his partner, who is only a year or two younger than him. She works in administration and earns <AMOUNT> per annum.

This is his second marriage, he has 2 kids from a previous relationship who live independently, and 1 child from his current marriage who is between 17 and 20 years old who is looking for work and to move out of home.

Tony wakes up to <STATION NAME> every morning, and continues to listen at work while driving trucks, and on the drive to and from work.

He also listens on the weekend while working in his home workshop.

He occasionally streams <STATION> on his mobile device between 9am and 4pm and spends just under 2 minutes on the <STATION> website at a time, looking mostly at the competitions, Fuel-Watch, Boating and Fishing Report pages.

Joining the other 21% of people his age, and 39.6% of men accessing the site.

He checks out the Facebook page twice a day, once in the morning before work, and then after work in the afternoons, along with 32% of male users, and is in the most active segment of the male audience (8%) on our Facebook page.

He shops at a major supermarket chain every Saturday morning with his partner, spending \$280 to \$350 on average.

He drives a mid-sized sedan which he purchased from a local dealer less than 2 years ago.

He and his family holiday here in <COUNTRY>.

He is a part of our <POPULATION DEMOGRAPHIC SIZE> size target audience for her age and demographic and is part of our larger listening community with our footprint covering a prospective <TOTAL POPULATION> people.



Photo by Andrea Piacquadio:

<https://www.pexels.com/photo/middle-aged-mechanic-fixing-metal-detail-in-workshop-3855478/>

Generic:

<GENRE> exclusively on <STATION NAME>

<LOCATION> and proud of it <STATION NAME>

<LOCATIONS> best mix <STATION NAME>

<LOCATIONS> local station <STATION NAME>

<LOCATIONS> most listened to radio network <NETWORK NAME>

<LOCATIONS> most powerful station <STATION NAME>

<LOCATIONS> very own station <STATION NAME>

<LOCATIONS> widest variety <STATION NAME>

<LOCATIONS> favourite radio

<LOCATIONS> greatest broadcasting station

<LOCATIONS> best mix of music <STATION NAME>

<STATION NAME> another name for quality entertainment

<STATION NAME> does it again

<STATION NAME> is good for you

<STATION NAME> music & news you trust

<STATION NAME> the best of both worlds

<STATION NAME> your sound station

<STATION NAME>, radio for the <REGION>

<SUBURB/TOWNS> biggest playlist

24 hours a day 7 days a week <STATION NAME>

A better music mix...

A passion for the <LOCATION> life

Across <LOCATION> and <LOCATION>, <STATION NAME>

All music, all radio...

All the biggest hits... all day long <STATION NAME>

All the cool kids listen to us, so why don't you?

All the girls listen to us

All the guys listen to us

Acoustic:

<STATION NAME> is the only way to hear real music

<STATION NAME> your ears will love you for listening

<STATION NAME> your ears will thank-you for listening

<STATION NAME> the experts in real sound

After silence, there's acoustic, that's all you need to know

Awesome acoustic hits on <STATION NAME>

Carrying on our love of sound 24 seven, <STATION NAME>

Drown out the noise with another acoustic hit from <STATION NAME>

Hard times makes great music.

Hear the difference <STATION NAME>

Here's another acoustic hit that's right at any time of the day or night

I'd rather be playing guitar

Just like being there, except... not really

Listen to the music, believe in the message

Modern classics the way they should be played

Music heals when its acoustic

Music that fills your ears and heart

Recorded as if you were right there with them

Songs so acoustic you don't need to pick 'em

Sounds good < STATION NAME >

Strumming the right chords

The audio of your dreams is only heard on < STATION NAME >

The best music, no matter what you are doing... is on... < STATION NAME >

The best sound in <LOCATION> is on < STATION NAME >

The more you listen, the more you will love < STATION NAME >

The 'real' truth in music is acoustic

The rights sound for the right mood... < STATION NAME >

The same four chords, but with less sadness!

Ambient:

<Location> 's relaxing music mix through the day <STATION NAME>

A heavenly world of sound for all the right reasons <STATION NAME>

A heavenly wall of sound <STATION NAME>

Ambient lounge and chill out hits

Ambient means that it is easy to listen to... <STATION NAME>

Breathe, let your world expand, let <STATION NAME> hold your hand

Creating great energy <STATION NAME>

Deep ambient chillout music

Deeply beautiful chillout music <STATION NAME>

Electronic, space, and chill out music for the senses

Get high on our music!

Hear a world of difference <STATION NAME>

I live in a world of sound

I think, therefore, I love ambient <STATION NAME>

I think... therefore I enjoy <STATION NAME>

Keep calm and make music

Keep calm and play on!

Let the music set you free <STATION NAME>

Life changing music at its best

Life seems to go on without effort when I am filled with music

Music for work and relaxation... <STATION NAME>

Relax on <STATION NAME>

Where beautiful music plays

Where words fail, only our music speaks on <STATION NAME>

Wherever your day takes you, our music is always playing

Your personal wall of sound

Community Station:

Full time community radio at its best

A day without music is like a day without sunshine

A heart full of music is a happy heart

A proper local radio

A public service necessity

A true fun-loving and dependable friend

Community first <STATION NAME>

Gateway to great music and better times

If there is music it will be fine

Known for neighbourly folks

Local and live with more of your favourites <STATION NAME>

Local is our middle name.

Made for <LIST OF SUBURB NAMES>, <STATION NAME>

Made in <LOCATION> with love.

Nice to come home to

Serving and building our community

Serving our great community

Serving our great community of <LOCATION>

The friendly station

The local station you love.

Think big, act bigger

Think, act, and create with us!

Voice of the community, <STATION NAME>

We serve our community the best way we can, on <STATION NAME>

Where the heart of <LOCATION> lives.

Your local community radio station in <LOCATION> is <STATION NAME>

Your number one source of local news and information you need.

You're always welcome at <STATION NAME>

Oldies:

<GENRE> is an escape from reality

<LOCATION> is a great place to be with <STATION NAME>

<LOCATION> wants music, we give it to them

<LOCATIONS> classic station

<LOCATIONS> greatest hits and favourites

<LOCATIONS> classic hits – <station name>

<LOCATIONS> real gold <STATION NAME>

<STATION NAME> is all you need

<STATION NAME> means golden oldies and classic hits

<STATION NAME> the nostalgia station

<STATION NAME> with style and purpose

90's music is the soundtrack to your life

A lifetime of music

A place where great music goes to live

All oldies, all the time

The best gold from the <ERA>, <STATION NAME>

All the great songs in one place <STATION NAME>

All your favourites, on one station

At <STATION NAME> we play your favourite songs

At <STATION NAME> we've captured the music and bottled it for you

At work, home, in the car, if you hear a classic oldie, you're listening to
<STATION NAME>

Carry me back to better days <STATION NAME>

Classic hit music is all we play on <STATION NAME>

Classic hits <STATION NAME>

Classic music made for you

Classic rock, pop, hits, and oldies on <STATION NAME>

Classics ahead of the curve

Talk:

<STATION NAME> Is always stimulating
Always on, always igniting change
Always on 24/7, every second, every minute
An everyday story... life with <STATION NAME>
Be seen, heard, remembered
Change your opinions, listen to <STATION NAME>
Connecting people with ideas
Different every time you listen.
Driving the conversation
Everything but music
Find the answers, talk to <STATION NAME>
For talk that's bigger than the latest news, <STATION NAME>
Fuelling active minds everyday... <STATION NAME>
Great minds don't think alike, let's hear your thoughts
If it is important to you, it is important to us!
Indigenous talk and music <STATION NAME>
Informative and entertaining programming
Informed, enjoyable, and talkative, that's our promise to you on <STATION NAME>
Intelligent speech, <STATION NAME>
Join the conversation...
Know the story <STATION NAME>
Leading <LOCATIONS> conversation <STATION NAME>
Less music and more that matters on <STATION NAME>
Let's talk about what's behind the news on <STATION NAME>
Life is more interesting, listening to <STATION NAME>
Listen up, <LOCATIONS> talking!
Makes you think... doesn't it?

YOU ARE LISTENING TO...

Update your stations imaging and branding by following the simple step-by-step guide designed to help create something new that will:

- APPEAL TO YOUR LISTENERS
- CAPTURE YOUR LISTENERS IMAGINATION
- MAKE YOUR BRANDING MESSAGE 'SHAREABLE'
- AND KEEP PEOPLE LISTENING

(Normally you would pay consultants major \$\$\$\$ to do this for you)

Save time – and spark your search for innovative and fresh new radio station positioning statements, tag lines, slogans, and imaging by discovering what other radio stations have done before, with this list of over 1,300 ideas.



Earl Pilkington is a radio copywriter with almost 40 years' traditional media experience.

See:

www.radiocopywriters.com
for more e-books.