



Tony Garcia's

Global Media Services

So, You Want to be Syndicated?

What is Syndication?

Syndication is a great business and can be a rewarding and profitable experience. But before wading in those cold, deep waters, taking the time to plan, research and create specific goals will make you better prepared for what's ahead.

In practice, Syndication is the process of delivering programs, services or platforms to a number of radio stations across a state, country or internationally.

Syndication helps stations do that which they can't do easily themselves. There are many different examples:

- Weather services
- Traffic reports
- Talk shows
- Music shows
- Jingles
- Commercial production services

Not every station uses every one of these services. Which services they will have an interest in will depend upon format, philosophy and their ability to provide some of these services for themselves. So the next question is: Where does what you do fit in?