

TW Tips Index #3 — 1999

As promised, at the end of each Quarter, we'll issue a free **TW** Index to cross-reference all of the *TW Tips* for issues #27 through #41.

Most PD's are keeping their copies of **Programmer's Digest** in a 3-ring binder.

We suggest that you place these Quarterly "Index" inserts at the *beginning* of your binder book, to serve as a Table Of Contents.

TW Tips

have been categorized and cross-referenced according to the following elements of programming and management:

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- 2000 series - Music
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- 4000 series - Contests
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1000 Series — The Audience

(See TW Tips Index #1 for tips #1001-1051)
(See TW Tips Index #2 for tips #1052-1071)

- 1072 #28 Pg 1 Walt Sabo: Consolidation Means Nothing's Changed
- 1073 #28 Pg 2 Chuck Blore: Radio Is Theater Of The Gut
- 1074 #28 Pg 6 Implied Breaking News Impact On Keeping Listeners/Viewers Tuned
- 1075 #28 Pg 2 Walt Disney: Continuing Education or Continuing Entertainment
- 1076 #29 Pg 1 Jaye Albright: How Long Before Listeners Know What They Like? (Cry Burn)
- 1077 #29 Pg 9 George Bernard Shaw: On Dumbing-Down To Lowest Common Denominator
- 1078 #29 Pg 1 Dialogue About Country Music Burnout: Bob Moody/Carolyn Gilbert/Jodie Renk
- 1079 #30 Pg 5 Ron Jacobs Boss Memo: Who Do We Pay Attention To?
- 1080 #31 Pg 2 Bob McNeill: Every Day Is Somebody's First Day Listening
- 1081 #30 Pg 3 John Sebastian: KZLA InThe Rear View
- 1082 #30 Pg 3 Bob Moody: More Country-Burn Fallout
- 1083 #30 Pg 3 Country Music Burn-Out (From The Mailbag)
- 1084 #30 Pg 4 Nietzsche: Sick Music Today
- 1085 #30 Pg 10 PDQ&A: Phantom/Invisible Curse
- 1086 #31 Pg 10 PDQ&A: Phantom Curse Phollow-Up (Interactive Stationality)
- 1087 #31 Pg 8 Nasty-Rock News-Talk: Too Hip For The Room
- 1088 #32 Pg 8 VR Virtual Recommendations (Sean Michael Lisle)
- 1089 #32 Pg 1 How To Spot Star Quality With Research
- 1090 #33 Pg 2 John Sebastian: To Be Successful In Radio Only Requires 5% Appeal
- 1091 #33 Pg 1 Bill Moyes: Just 2 Things That Can Advance Your Ratings In 99
- 1092 #34 Pg 2 PDQ&A: Station Mascots
- 1093 #37 Pg 2 Ron Jacobs: AM Radio Is Like Herpes
- 1094 #37 Pg 7 Important Update About Filter-System Of The Mind (Arbitron-Rated Station)
- 1095 #38 Pg 1 Spoon Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
- 1096 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)
- 1097 #40 Pg 5 Drew Basics — Part 3
- 1098 #40 Pg 3 Most Effective Promotions: Dollar Bill Game (Why It Works)
- 1099 #40 Pg 4 Mark Twain: On Attention Spans
- 1100 #40 Pg 1 Capsule Concepts: Invisible/Phantom/Long-Term Curse
- 1101 #41 Pg 1 Reg Johns: Reasons On The Payoff Of Converting Partisans
- 1102 #41 Pg 1 Capsule Concepts: Overt Formatics

2000 Series — Music

(See TW Tips Index #1 for tips #2001-2016)
(See TW Tips Index #2 for tips #2017-2125)

- 2126 #28 Pg 5 WWWWebWWWise: WJMN Jammin' E-Quests
- 2127 #28 Pg 1 How To Avoid Noticeably Repetitive Harmonic Cycles
- 2128 #29 Pg 1 Jaye Albright: How Long Before Listeners Know What They Like? (Cry Burn)
- 2129 #29 Pg 7 WWWWebWWWise: Capital FM Vote For Your Favourite Five Online
- 2130 #29 Pg 1 Dialogue About Country Music Burnout: Bob Moody/Carolyn Gilbert/Jodie Renk
- 2131a#29 Pg 6 Stealable Template: Harmonic Convergence Plotter
- 2131b#30 Pg 6 Stealable Template: Harmonic Convergence Plotter (Instructions)
- 2132 #30 Pg 3 John Sebastian: KZLA InThe Rear View
- 2133 #30 Pg 3 Bob Moody: More Country-Burn Fallout
- 2134 #30 Pg 3 Country Music Burn-Out (From The Mailbag)
- 2135 #30 Pg 4 Nietzsche: Sick Music Today
- 2136 #30 Pg 1 Country Hot-Clock Games
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If you've misplaced any issues of **Programmer's Digest**, back issues of "PD" are available at a cost of \$6 per issue. Just call (480) 443-3500 or fax (480) 948-7800.

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- 2139 #32 Pg 2 Hot-Clock.com Computerized Hot-Clock Generator
- 2140 #33 Pg 1 Bill Moyes: Just 2 Things That Can Advance Your Ratings In '99
- 2141 #33 Pg 1 How To Quickly Size-Up Distant Markets (MediaBase Music Research)
- 2142 #35 Pg 5 Ron Jacobs Boss Memo: Music Balance
- 2143 #36 Pg 1 Mike LePetit: 10 Avoidable Music-Scheduling Mistakes
- 2144 #36 Pg 7 Oldies Hot-Clock Games (First Filter, More Songs Per Hour)
- 2145 #37 Pg 2 Steve Rivers: Tight Is Right, As Long As It's The Right Tight
- 2146 #37 Pg 3 Oldies Hot-Clock Games 2 (Traditional, Categories, Year-Spans, Excuse)
- 2147 #38 Pg 5 Sisalable Template: Music Formative Eras (Age Flashback/Targeting Era)
- 2148 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
- 2149 #38 Pg 1 Oldies Hot-Clock Games 3 (Hyper-Tiering, Rotations, Blue-Moon Rotations)
- 2150 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)
- 2151 #39 Pg 3 Oldies Hot-Clock Games 4 (Objectives, Researching)
- 2152 #40 Pg 1 Greg Smith: Who's In Control — YOU or the System?
- 2153 #40 Pg 5 Drew Basics — Part 3 (More Spoon-Fed Basics)

3000 Series — Promotion/Marketing

(See TW Tips Index #1 for tips #3001-3098)
(See TW Tips Index #2 for tips #3099-3156)

- 3157 #28 Pg 3 Last 99 Winners Of '99 — First 2000 Winners Of New Millennium
- 3158 #28 Pg 4 Stretching Your Dollars — Advertiser Roulette
- 3159 #29 Pg 7 7 Steps To Successful Client-Driven Promotions
- 3160 #30 Pg 9 7 Deadly Sins Of Radio Advertising
- 3161 #30 Pg 8 Staying Abreast (Public Service Promotional Opportunity)
- 3162 #30 Pg 2 Most Effective Promotions Of All Time: Beat The Bomb
- 3163 #30 Pg 10 PDQ&A: Ways To Target Phantom/Invisible Cume
- 3164 #31 Pg 10 PDQ&A: Phantom Follow-Up
- 3165 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
- 3166 #31 Pg 1 Targeting Tips: WHEN You Play A Promo Matters
- 3167 #31 Pg 4 Targeting Tips: When You Schedule TV Matters, Too
- 3168 #31 Pg 5 Most Effective Promotions Of All Time: The Hundred-Car Garage
- 3169 #31 Pg 5 "Guess & Win" (Other Variations)
- 3170 #31 Pg 7 Best Internet Campaign: Triple M/Melbourne Newscast Intro
- 3171 #32 Pg 4 Cut-Through Campaigns: Print — One-Column-Inch Scatter-Ads
- 3172 #32 Pg 5 Freeloaders Program (KFMB-FM)
- 3173 #32 Pg 5 Fox FM 7.4.7
- 3174 #32 Pg 5 \$50,000 Birthday Game
- 3175 #32 Pg 5 Give Away 100,000 1-cent stamps
- 3176 #32 Pg 5 Top 1001 Rock Countdown
- 3177 #32 Pg 5 Concerts Around The World/Round The World Rock Trips
- 3178 #32 Pg 5 Super Bowl Of Soul Weekend
- 3179 #32 Pg 7 WWWWebWWWise: KQME's Creative Psycho Soundguy (Wavs)
- 3180 #32 Pg 7 WWWWebWWWise: Z-100's Interactive Lunch
- 3181 #32 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3182 #33 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3183 #33 Pg 5 How To Quickly Size-Up Distant Markets (Assessing Marketing Threat)
- 3184 #33 Pg 6 Most Effective Promotions Of All Time: Instant Winner Weekend
- 3185 #33 Pg 4 Sales Promotion: The Commercial Of The Day
- 3186 #33 Pg 4 Cut-Through Campaigns: Singing Animals, Kids (IQ)
- 3187 #34 Pg 8 WWWWebWWWise: WKTU Work Perk Patrol
- 3188 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
- 3189 #34 Pg 2 PDQ&A: Station Mascots
- 3190 #35 Pg 5 Ron Jacobs KHJ Boss Memo
- 3191 #35 Pg 8 News/Surveillance: Visibility — Mike-Flag-Of-The-Week Award
- 3192 #35 Pg 7 WWWWebWWWise: The KATT-Map
- 3193 #35 Pg 2 PDQ&A: More Mascots (Human, Making A Statement, On-Air, Hip/Unhip)
- 3194 #36 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 1
- 3195 #35 Pg 9 Advertising Slogan That Sticks In The Mind (NeoSoft)
- 3196 #36 Pg 4 New For '99: Promotions Of Distinction (New Millennium Baby Races, The Bug Patrol, Millionaire For The Millennium, Morning X Subscriber Quiz, The Bomb Squad, Homemade Jingle Contest, Fun Fun Fun All Month Long, HomeRun Inning, 10 Grand In 10 Hours, Win Kelly's Cash, Fax Us Taxes, Grassroots Fundraiser, Dental Clinic For Kids, Cops & Lobsters)
- 3197 #36 Pg 1 44 Immutable Laws (22 Immutable Laws Of Marketing — And Branding)
- 3198 #36 Pg 7 WWWWebWWWise: KIS Fresh Up To Date Website
- 3199 #36 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3200 #37 Pg 5 WWWWebWWWise: Station ID: KSDD-dot-com
- 3201 #37 Pg 7 Important Update About Filter System Of The Mind (Arbitron Mentions)
- 3202 #37 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 2
- 3203 #37 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3204 #38 Pg 7 WWWWebWWWise: Jeff & Jer's Daily Cartoon (Star 100.7)
- 3205 #39 Pg 1 More New For '99 Contests/Promotions/Ideas: Million \$ Wars (Boston, Phoenix) Blatant Bribe, Timeline, Empathy Belly, Artist Of Day, Living Billboard, Kissathon, Sing For A Song
- 3206 #40 Insert Deep Background Interview: Vance Dillard (Jacor Dir. Of Soft AC)

3000 Series — Promo/Marketing (Cont)

- 3207 #40 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3208 #40 Pg 1 Greg Smith: Who's In Control — YOU Or The System?
- 3209 #40 Pg 3 Most Effective Promotions Of All Time: The Dollar Bill Game
- 3210 #41 Pg 1 Capsule Concepts: Overt Formatics (Net Impact Of Frequency)
- 3211 #41 Pg 8 New For '99: Own Your Location, Own The Underground, The Radio Cafe, Free Money Buzzer, 3 For A G, Life's A Beach, Name Games, Free For All, 20 In A Row or \$20,000, Cash Keys & An SUV, Web Sounds, \$1,000 Minute

4000 Series — Contest-Marketing

(See TW Tips Index #1 for tips #4001-4047)
(See TW Tips Index #2 for tips #4048-4081)

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- 4083 #28 Pg 4 Stretching Your Dollars — Advertiser Roulette
- 4084 #28 Pg 5 WWWWebWWWise: WJMN E-Quests
- 4085 #28 Pg 5 WWWWebWWWise: WSSR E-Mail Club
- 4086 #28 Pg 5 WWWWebWWWise: B105 Brisbane Community Switch
- 4087 #29 Pg 7 7 Steps To Successful Client-Driven Promotions
- 4088 #29 Pg 7 WWWWebWWWise: Capital FM Favourite Five
- 4089 #30 Pg 2 Most Effective Promotions Of All Time: Beat The Bomb
- 4090 #30 Pg 10 PDQ&A: Ways To Target Phantom/Invisible Cume
- 4091 #31 Pg 5 Most Effective Promotions Of All Time: The Hundred-Car Garage
- 4092 #31 Pg 5 "Guess & Win" (Other Variations)
- 4093 #32 Pg 5 Freeloaders Program (KFMB-FM)
- 4094 #32 Pg 5 Fox FM 7.4.7
- 4095 #32 Pg 5 \$50,000 Birthday Game
- 4096 #32 Pg 5 Give Away 100,000 1-cent stamps
- 4097 #32 Pg 5 Top 1001 Rock Countdown
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- 4100 #33 Pg 5 How To Quickly Size-Up Distant Markets (Assessing Marketing Threat)
- 4101 #33 Pg 6 Most Effective Promotions Of All Time: Instant Winner Weekend
- 4102 #33 Pg 4 Sales Promotion: The Commercial Of The Day
- 4103 #34 Pg 8 WWWWebWWWise: WKTU Work Perk Patrol
- 4104 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
- 4105 #35 Pg 5 Ron Jacobs KHJ Boss Memo (Contest Tidbits)
- 4106 #36 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 1
- 4107 #36 Pg 4 New For '99: Promotions Of Distinction (New Millennium Baby Races, The Bug Patrol, Millionaire For The Millennium, Morning X Subscriber Quiz, The Bomb Squad, Homemade Jingle Contest, Fun Fun Fun All Month Long, HomeRun Inning, 10 Grand In 10 Hours, Win Kelly's Cash, Fax Us Taxes, Grassroots Fundraiser, Dental Clinic For Kids, Cops & Lobsters)
- 4108 #36 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 4109 #37 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 2
- 4110 #39 Pg 1 More New For '99 Contests/Promotions/Ideas: Million \$ Wars (Boston, Phoenix) Blatant Bribe, Timeline, Empathy Belly, Artist Of Day, Living Billboard, Kissathon, Sing For A Song
- 4111 #40 Insert Deep Background Interview: Vance Dillard (Jacor Dir. Of Soft AC)
- 4112 #40 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 4113 #40 Pg 3 Most Effective Promotions Of All Time: The Dollar Bill Game
- 4114 #41 Pg 8 New For '99: Own Your Location, Own The Underground, The Radio Cafe, Free Money Buzzer, 3 For A G, Life's A Beach, Name Games, Free For All, 20 In A Row or \$20,000, Cash Keys & An SUV, Web Sounds, \$1,000 Minute
- 5103 #28 Pg 2 Morning Show Bit: Cool Math (This Is The Only Year This Will Work)
- 5104 #30 Pg 2 Most Effective Promotions Of All Time: Beat The Bomb
- 5105 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
- 5106 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
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- 5110 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
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- 5112 #39 Pg 1 Dr. Don's Timeless Rx For The Millennium Generation Of Morning Tal
- 5113 #40 Pg 1 Greg Smith: Who's In Control: YOU Or The System?
- 5114 #41 Pg 2 UK Morning Shows
- 5115 #41 Pg 4 Dr. Don Rose Timeless Rx (Part 2)

5000 Series — Mornings/Breakfast

(See TW Tips Index #1 for tips #5001-5058)
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6000 Series — Talent

(See TW Tips Index #1 for tips #6001-6045)
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- 6084 #28 Pg 7 Global Snap! Ian Grace
6085 #29 Pg 2 Improving News-Reliance Perception-Attribution (Tandem-Team)
6186 #30 Pg 8 News/Talk: Selling Controversy (How WISN Sells Mark Belling)
6187 #31 Pg 1 Steve Allan: Beyond "Formula" Doing The Basics PLUS
6188 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
6189 #31 Pg 8 Nasty Rock News/Talk Stationality
6190 #32 Pg 7 WWWWebWWWise: KXME's Creative Psycho Soundguy (Wavs)
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6197 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
6198 #34 Pg 6 Leadership Cliff's Notes: Leading By Example, Making It Personal (D. Ange)
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6200 #36 Pg 6 Dr. James Dobson: Quote About Positive Comments Over Critical Ones
6201 #36 Pg 11 Gordon McLendon: Prepare 1 Hr OFF-Air For Every Hour ON-Air
6202a #37 Pg 6 News/Talk: Getting Opinions On The Air
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6203 #37 Pg 4 PDQ&A: How To Get Jocks To Open-Up On-The-Air
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6206 #39 Pg 1 Dr. Don's Timeless Rx For The Millennium Generation Of Morning Talent
6207 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)
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6209 #40 Pg 6 Talk 101: Forgotten Basics For Swashbuckling Talk Talent
6210 #41 Pg 2 The Sun Never Sets... UK Talent
6211 #41 Pg 2 Dr. Don's Timeless Rx — Part Two

7000 Series — Leadership

(See TW Tips Index #1 for tips #7001-7069)
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7166 #28 Pg 7 Global Snap! Ian Grace
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7168 #28 Pg 2 Walt Disney: Continuing Education or Continuing Entertainment
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7173 #29 Pg 9 Pat Riley: On Respecting Your Competition
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7177 #31 Pg 2 Bob McNeill: Every Day Is Somebody's First Day With The Station
7178 #30 Pg 8 News/Talk: Selling Controversy: How WISN Sells Mark Belling
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7180 #30 Pg 3 Bob Moody: More Country-Burn Fallout
7181 #30 Pg 7 Rev. Dr. Martin Luther King Jr.: On Progress
7182 #30 Pg 1 Ken Dowe: The Null Hypothesis (Increasing Odds On Winning)
7183 #30 Pg 1 Country Hot Clock Games (Current/Gold Ratio, Songs-Per-Hour)
7184 #31 Pg 1 Steve Allan: Beyond "Formula" — Doing The Basics PLUS
7185 #31 Pg 7 PD Bookshelf: The Hits Just Keep On Coming (Ben Fong-Torres)
7186 #32 Pg 4 PD Bookshelf: 1-800-CEO-READ Top 25 Business Books
7187 #32 Pg 5 Vince Lombardi: On What It Takes To Be Successful: Will
7188 #32 Pg 6 PDQ&A: Tweaking Morale & Sorting Out Bad Apples (Grumpies)
7189 #32 Pg 2 Hotclock.com Template Clock-Maker (Computer Software)
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7197 #33 Pg 1 Bill Moyes: Just Two Things — That Can Advance Ratings In '99
7198 #34 Pg 1 Dave Robbins: 10 Commandments Of A Great PD
7199 #34 Pg 4 Yoda: "Try not. Do, or do not. There is no try."
7200 #34 Pg 2 Scott Shannon: Top 40 Stations That Are Really AC In Drag

7000 Series — Leadership (Cont)

- 7201 #34 Pg 6 Leadership By Example & Making It Personal (Danny Ange)
7202 #35 Pg 1 Dave Charles: The PD's Life — How It's Changed
7203 #35 Pg 5 Ron Jacobs KHJ Boss Memo: Balance
7204 #35 Pg 8 News/Surveillance: Visibility Mike-Flag-of-the-week Award
7205 #35 Pg 1 How To Get Above The Line Performance From Everyone
7206 #36 Insert Deep Background Interview: KFMB AM/FM GM Tracy Johnson — Part 1
7207 #36 Pg 2 Will Rogers: Know, Like, Believe In What You're Doing
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7210 #37 Pg 5 WWWWebWWWise: Station ID: KSDO-dot-com
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7216 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
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7218 #39 Pg 7 WWWWebWWWise: TW's Surfin' Style (Hyper-Bookmarking)
7219 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)
7220 #40 Insert Deep Background Interview: Clear Channel Dir Of Soft AC Vance Dillard
7221 #40 Pg 1 Greg Smith: Who's In Control — YOU Or The System?
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7224 #41 Pg 5 Clarke Ingram: Sunscreen For Radio: "Everybody's Free (To Legal ID)"
7225 #41 Pg 4 Sign Hanging n Einstein's Wall At Princeton
7226 #41 Pg 6 Ron Jacobs Kick-Ass Boss Memo To Wake-Up The KHJ Boss Jocks

8000 Series — Morale

(See TW Tips Index #1 for tips #8001-8019)
(See TW Tips Index #2 for tips #8020-8044)

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8046 #29 Pg 9 Pat Riley: On Respecting Your Competition
8147 #31 Pg 1 Steve Allan: Beyond "Formula" — Doing The Basics PLUS
8148 #32 Pg 5 Vince Lombardi: On What It Takes To Be Successful (Will To Win)
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8155 #35 Pg 8 News/Surveillance: Visibility (Mike-Flag-of-the-week Award)
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8157 #41 Pg 5 Clarke Ingram: Sunscreen For Radio — "Everybody's Free (To Legal ID)"
8158 #41 Pg 6 Ron Jacobs Kick-Ass Boss Memo To Wake-Up The KHJ Boss Jocks

9000 Series — Presentation

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- 9141 #28 Pg 2 Chuck Blore: Why Radio Is Theater Of The GUT
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- 9178 #40 Pg 5 Drew Basics — Part 3
- 9179 #40 Pg 7 Fun With Area Codes (K-Rock/Edmonton)
- 9180 #40 Pg 4 Mark Twain On Attention Spans
- 9181 #41 Pg 1 Capsule Concepts: Overt Formatting
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- 10049b#30 Pg 8 Selling Controversy: How WISN Sells Mark Belling
- 10050 #31 Pg 8 Nasty Rock News/Talk Stationality
- 10051 #31 Pg 7 Best Internet Campaign: Triple M/Melbourne's News Intro
- 10052 #32 Pg 6 PDQ&A: Tweaking Morale & Sorting Out The Bad Apples (Grumpies)
- 10053 #32 Pg 1 Michael Packer: Rock 'n' Talk — Where They Meet
- 10054 #32 Pg 1 How To Spot Star Quality
- 10055 #34 Pg 12 Hollywood Adage: Politics Is Show Business For Ugly People
- 10056 #35 Pg 8 Visibility: The Mike-Flag-of-the-week Award
- 10057 #37 Pg 6 Getting Opinions On-The-Air
- 10058 #38 Pg 8 More Op-Ed Options
- 10059 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
- 10060 #40 Pg 1 Greg Smith: Who's In Control — YOU Or The System (News Item on Pg 2)
- 10061 #40 Pg 5 Drew Basics — Part 3
- 10062 #41 Pg 11 Experts: Perceived Expertise vs. Q-Score Likeability

11000 Series — Public Service

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(See TW Tips Index #2 for tips #11008-11013)

- 11014 #30 Pg 8 Keeping Abreast (Public Service Promotional Opportunity)
- 11015 #33 Pg 7 WWWWebWWWise: The WNIC Pet Of The Week (Jim Harper)
- 11016a #34 Pg 2 PDQ&A: Mascots
- 11016b #35 Pg 2 PDQ&A: More Mascots
- 11017 #36 Pg 6 New For '99: Public Service Projects (Grassroots Fund Raisers, Dave Pratt Dental Clinic For Kids, Cops & Lobsters)

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- 12010 #29 Pg 9 George Bernard Shaw On Dumbing-Down To The LCD
- 12011a #29 Pg 6 Stealable Template: Harmonic Convergence Plotter
- 12011b #30 Pg 6 How To Avoid Noticeably Repetitive Harmonic Cycles: Harmonic Convergence
- 12012 #30 Pg 1 Ken Dowd: The Null Hypothesis — How To Increase Odds On Winning
- 12013 #30 Pg 1 Country Hot-Clock Games (Current/Gold Ratios, Songs-Per-Hour)
- 12014 #31 Pg 1 Targeting Tips: WHEN You Play A Promo Matters
- 12015 #31 Pg 2 Country Hot-Clock Games (Stacking The Categories)
- 12016 #32 Pg 2 Country Hot-Clock Games (The Wheel)
- 12017 #32 Pg 2 Hotclock.com Template Clock-Maker (Computer Software)
- 12018 #32 Pg 8 VR Virtual Recommendations: Sean Michael Lisle (Longer Shifts, Topicality)
- 12019 #34 Pg 1 Dave Robbins: 10 Commandments Of A Great PD
- 12020 #36 Pg 7 Oldies Hot-Clock Games (Overview, First Filter, More Songs Per Hour)
- 12021 #38 Pg 4 Music Formative Eras (Age Flashback & Targeting Era Chart Templates)
- 12022 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
- 12023 #39 Pg 8 News/Talk: Dot-com — Talk Radio 101 (For Listeners and Callers)
- 12024 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)
- 12025 #39 Pg 3 Oldies Hot-Clock Games — Part 4 (Objectives, Multiple Clocks)
- 12026 #40 Pg 5 Drew Basics Part 3 (The CKLW First Memo)
- 12027 #41 Pg 2 The Sun Never Sets (TW's UK Travelogue May 1999)

13000 Series — Talk

(See TW Tips Index #1 for tips #13001-13005)

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- 13007 #28 Pg 6 News/Surveillance: Breaking News
- 13008 #30 Pg 8 News/Talk: Selling Controversy — How WISN Sells Mark Belling
- 13009 #32 Pg 1 Michael Packer: Rock 'n' Talk — Where They Meet
- 13010 #32 Pg 1 How To Spot Star Quality
- 13011 #37 Pg 6 News/Talk: Getting Opinions On-The-Air
- 13012 #38 Pg 8 News/Talk: More Op-Ed Options
- 13013 #37 Pg 5 WWWWebWWWise: Station ID: "KSDO-dot-com"
- 13014 #39 Pg 8 TalkRadio 101 For Listeners (Guidelines For Calling In)

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15000 Series — The Internet

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- 15047 #28 Pg 5 WWWWebWWWise: WJMN E-Quest
- 15048 #28 Pg 5 WWWWebWWWise: WSRR E-Mail Club
- 15049 #28 Pg 5 WWWWebWWWise: B105 Community Switch
- 15050 #29 Pg 7 WWWWebWWWise: Capital FM "Your Favourite Five"
- 15051 #31 Pg 7 Best Internet Campaign Ive Yet Heard: Triple M/Melbourne News Intro
- 15052 #32 Pg 7 WWWWebWWWise: KXME's Creative Psycho Soundguys Wav's
- 15053 #32 Pg 7 WWWWebWWWise: Z-100/New York's Interactive Lunch
- 15054 #33 Pg 7 WWWWebWWWise: WNIC's Pet Of The Week (Jim Harper)
- 15055 #34 Pg 8 WWWWebWWWise: WKTU Work Perk Patrol
- 15056 #35 Pg 1 Dave Charles: The PD's Life — How It's Changed
- 15057 #35 Pg 7 WWWWebWWWise: The KATT Map
- 15058 #35 Pg 2 PDQ&A: Station Mascots 2 ("KLOL Rock Babes" Web-Page)
- 15059 #36 Insert Deep Background Interview: KFMB AM/FM GM Tracy Johnson (Pt 1)
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- 15061 #37 Pg 5 WWWWebWWWise: Station ID: "KSDO-dot-com"
- 15062 #37 Insert Deep Background Interview: KFMB AM/FM GM Tracy Johnson (Pt 2)
- 15063 #38 Pg 7 WWWWebWWWise: Jeff & Jer's Daily Cartoon (KFMB-FM)
- 15064 #39 Pg 7 WWWWebWWWise: TW's Surfin' Style
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- 15066 #40 Insert Deep Background Interview: Clear Channel Dir Of Soft AC Vance Dillard

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- 16052 #28 Pg 5 WWWWebWWWise: WSRR E-Mail Club
- 16053 #28 Pg 5 WWWWebWWWise: B105 Community Switch
- 16054 #29 Pg 6 Harmonic Convergence Plotter Stealable Template
- 16055 #29 Pg 7 WWWWebWWWise: Capital FM "Your Favourite Five"
- 16056 #30 Pg 6 Avoiding Noticeably Repetitive Harmonics: Convergence Plotter Instructions
- 16057 #31 Pg 7 Best Internet Campaign Ive Yet Heard: Triple M/Melbourne News Intro
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- 16059 #32 Pg 7 WWWWebWWWise: KXME's Creative Psycho Soundguys Wav's
- 16060 #32 Pg 7 WWWWebWWWise: Z-100/New York's Interactive Lunch
- 16061 #32 Pg 2 Hotclock.com Template Clock-Maker (Computer Software)
- 16062 #32 Pg 8 VR Virtual Recommendations: Sean Michael Lisle (Longer Shifts, Topicality)
- 16063 #33 Pg 9 Quickly Size-Up Distant Markets: Computer-Tip: Use 3 Computers At Once
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- 16064b #34 Pg 8 WWWWebWWWise: WKTU Work Perk Patrol
- 16065b #35 Pg 1 Dave Charles: The PD's Life — How It's Changed
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- 16070 #36 Pg 7 Oldies Hot-Clock Games (Overview, The First Filter, Songs Per Hour)
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- 16074 #39 Pg 7 WWWWebWWWise: TW's Surfin' Style
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- 16076 #38 Pg 3 Oldies Hot-Clock Games 3 (Hyper-Tiering, Rotations, Blue-Moon Flavor)
- 16077 #40 Insert Deep Background Interview: Clear Channel Dir Of Soft AC Vance Dillard

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- 17037 #30 Pg 8 Keeping Abreast (Public Service Sales Promotion Opportunity)
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- 21032 #36 Pg 6 Dr. James Dobson: It Takes 9 Affirming Comments To Overcome 1 Critique
- 21033 #41 Pg 2 The Sun Never Sets (TW's UK Travelogue May 1999)
- 21034 #41 Pg 1 Clarke Ingram: Sunscreen For Radio "Everybody's Free (To Legal ID)"

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- 22020 #32 Pg 8 How To Do The Impossible by Andy Nulman
- 22021 #36 Pg 1 44 Immutable Laws — About Marketing, Branding (Ries & Trout)
- 22022 #37 Pg 1 Cleese Encounters: Guy Claxton Book "Hare Brain, Tortoise Mind"

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- #41 Page 2 The Sun Never Sets (TW's UK Travelogue May 1999)

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- #28 Page 2 Walter Sabo: The Best Show With The Best Marketing Wins
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