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EDDIE FRITTS

Vol. X, Number 1
January 2-15, 1995
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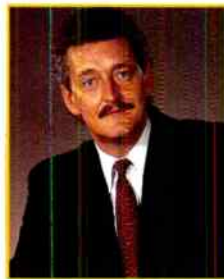
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Dan Charleston CRMC, CRSM, MRM
Vice President Sales KQKQ-KOIL-KKAR Omaha, Nebraska

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FEATURES



▲ Special Report: 1995 Programming Trends & Predictions

Radio industry observers predict what programming trends will be profitable in 1995.

22 Interview: ▶ Eddie Fritts

Our choice for Radio Executive of the Year discusses potential legislative threats to Radio in '95, DAB, DDBS and RBDS, and last fall's NAB Radio convention.



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January 16

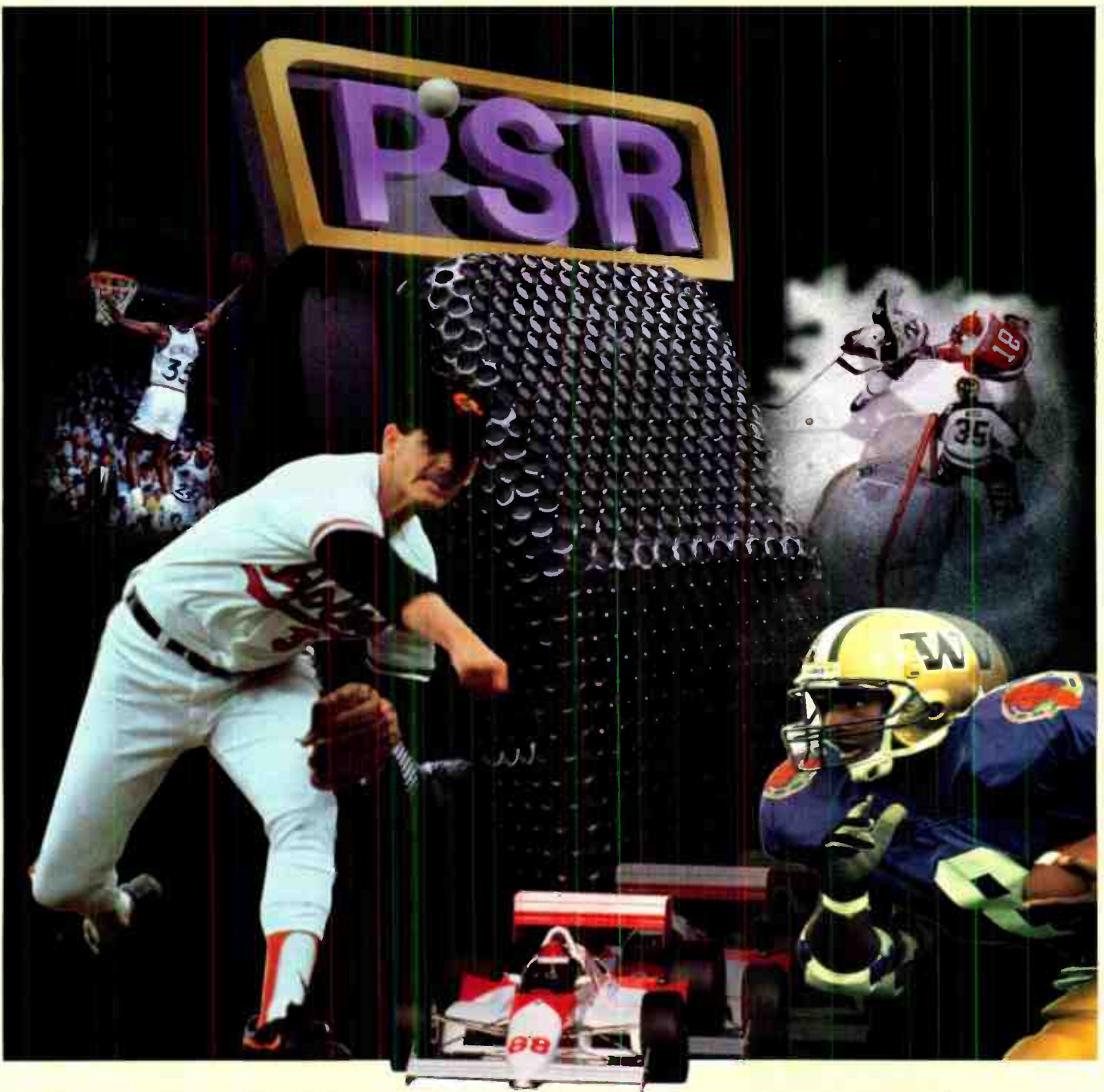
- Tom Leykis
- Talk Radio

Cover photo by Morris Sematkin

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In our first issue of each year, *Radio Ink* announces our "Radio Executive of the Year." We select this person based on the impact he or she has had on the industry for the previous year. As always the selection process is grueling. There are many discussions among our editors, and finally we reach a consensus.

In 1994 there were many who deserved this honor. However, 1994 was unusual in many respects. It was a year of heavy trading, a year of uncertainty, a year of cautious optimism, an important election year, and a year of important legislative action. In fact, the threats to Radio were at an all-time high. There were more activities on Capitol Hill targeting Radio this year than any in recent memory.

Think about what Radio faced in 1994. Broadcasters defeated a multibillion dollar spectrum tax plan to pay for the GATT. We successfully countered U.S. Sen. Strom Thurmond's emotional plea to institute beer and wine ad warnings, which would have cost the industry \$800 million. Radio turned back a proposed \$100 million increase in FCC fees to pay for jailing illegal immigrant felons. Broadcasters blocked a new "performance right" for digital sound recordings, which could have taken 3 percent of station gross

revenues. We fought back proposals to disallow the full deductibility of advertising expenses, which would have made Radio and television fund health care. Radio managed to free up government regulations on small business administration loans, allowing new financing opportunities. Last but not least, Radio passed a bill eliminating the on-air disclaimer requirement for Radio lease ads. This bill will increase Radio revenue opportunities by more than \$50 million.

Though these battles were fought by many people at many stations and organizations, the war was led by the National Association of Broadcasters on Radio's behalf. It was a busy year and one with some frightening turns of events. As Radio became everyone's target, the relentless efforts and leadership of NAB Chairman Eddie Fritts made it a year of legislative success. Fritts and his staff fought hard for Radio and managed to block a majority of the missiles aimed at Radio broadcasters. It is for that effort that Eddie Fritts deserves our Radio Executive of the Year award.

Radio Ink may be an occasional thorn in the heel of the NAB. However, we're the first to give credit where it is due. The NAB came to Radio's rescue in 1994 and proved its worth as a lobbying organization. Our highest honor goes to Eddie and his team for defending Radio. ☐

Eric

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READER LETTERS



NAB Gambled with Exhibitors' Money

Help! We're surrounded by techs, engineers and video digital experts at the 1994 World Media Expo and we can't get out!

We applaud your opinion of the NAB disaster experiment. As an exhibitor dedicated to helping Radio managers and owners select and hire the best people, we would have been better off in the Bonaventure lobby bar handing our cards to irate attendees. Our targeted traffic was pathetic. Whether it was the distance between the exhibits and seminars, the massive size, or the overwhelming presence of unrelated techno-caca, Radio managers and owners were simply not into the exhibit hall thing.

The NAB experimented with our marketing budget and we lost! As a small business owner and associate member of the NAB we felt disassociated and ripped off. World Media Expo? Our exhibit must have been on the moon. Until the

NAB can bring us back to Earth/Radio, we will not be attending or exhibiting.

**Craig R. Bender, president
Broadcast Selections & Sales Inc.
Walled Lake, MI**

Barter is for the Pawn Shop

I was pumped up after reading the Publishers' Notes (Nov. 14). It's exciting to see a publication of this quality challenging broadcasters to perform better.

This feeling lasted up to page 19, when once again a sales trainer advocated reducing our industry to the "Pawn Shop of The Media." If the prospect doesn't buy, something is wrong with the station, your salespeople, your presentation or a combination of the three. I implore broadcasters to do some of the things suggested in the editorial. Look at your operation from the customer's viewpoint and fix what's not right.

Does your local daily newspaper barter? The billboard company? The direct mail company? Your dentist? Wal-

Mart? It's going to be damn difficult for this industry to get more than 7 percent of the pie if we keep acting like a pawn shop. CVM and programs like it are not sales tools; they are crutches.

**Bryan Christle, GSM/owner
Grande Radio Group
LaGrande, OR**

Universal Ink

Thanks for the fine article on my Native American broadcasting book (Nov. 14). Your magazine contributes to the well-being of this unique medium. With the article on Garrison Keillor in the same issue, *Radio Ink* demonstrates its universality — it is about all Radio.

**Michael Keith
Attleboro, MA**

ADDRESS ALL LETTERS TO

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PEOPLE IN INK™

Deck the Halls with NYMRAD's Party ...

When the New York Market Radio Broadcasters Association throws a party — they throw a party. The 11th annual Christmas Spectacular at the NYC Marriott Marquis last month was attended by many and enjoyed by all. Among the luminaries were **WMXV-FM's Mark Bench**, **WOR-AM's Vince Gardino** and **WABC-AM's Don Bouloukos**. Bustin' a move to the sounds of La Bamba (no, not the song — the band) were the solo **Rona Landy** of **WLTW-FM** and **WABC's Stephanie McNamara** doing the cheek-to-cheek. Other party-goers included **WMXV's Mike Lombardi**, **NYMRAD's Sandy Josephson**, **WOR's Bob Bruno**, **WABC's Debra Landsberg** and **Katz Radio Group's Mel Lerner**.

And winner of the stunned-by-a-flash-bulb prize goes to **Glenn Sahagan** of **P.C. Richard and Son**.

— Shawn Deena

1. l-r **WMXV's Debbie Bevilaqua**, **Anastasia Cavalis**, and **Mark Bench**; **Dolores Marsh** of *The Media Department*; **Dara Keyes** of *J. Walter Thompson*; Seated—**Ron Stitt**, of *Capital Cities/ABC*; **Maggie Rose** of *Young & Rubicam* 2. l-r **WOR's Vince Gardino** and **John Turner** and **WABC's Don Bouloukos** 3. *La Bamba* 4. **WLTW-FM's Rona Landy** 5. **WABC's Stephanie McNamara** and **WRGX-FM's Mike Kakoyiannis** 6. l-r **WYNY-FM's Liz Miller**, **WMXV's Mike Lombardi** and **Robyn Green-Taylor** of *Keyes Martin* 7. l-r **Mary Fay** of *MCS Canon*, **WABC's Debra Landsberg** and **Darren Riley** of *Time Buying Services* 8. l-r **NYMRAD's Sandy Josephson**, **WOR's Bob Bruno**, **WCBS-FM's Marie Mason** and **WRKI AM/WINE-AM's Gary Starr** 9. l-r **Mel Lerner** of *Katz Radio Group* and **Dara Keyes** and **Richard Cotter** of *J. Walter Thompson* 10. **Glenn Sahagan** of *P.C. Richard & Son*.

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photos to: **Shawn Deena**, 8000 N. Federal Highway, Boca Raton, FL 33487

Republicans Urge Broadcast Deregulation

by Ron Quirk

“**P**rogress is being stymied by a morass of regulatory barriers which balkanize the telecommunications industry into protective enclaves,” remarked **Sen. Larry Pressler** (R-SD) at a recent telecommunications trade show. Sen. Pressler, incoming chairman of the Senate Commerce Committee, predicts that as a result of the recent Republican congressional landslide, the U.S. telecommunications industry will be “more aggressively procompetitive and deregulatory.” Other congressional Republicans who will likely be assuming key chairmanships include: **Bob Packwood** (OR), Senate Communications Subcommittee, **Thomas Bliley** (VA), House Commerce Committee (formerly Energy and Commerce); and **Jack Fields** (TX), House Telecommunications Subcommittee.

Among the Republican debalkanization proposals which, if adopted, would substantially affect the Radio industry are: 1) removal of foreign and domestic broadcast ownership restrictions; 2) eradication of federal funding for the Corporation for Public Broadcasting; and 3) review of minority broadcast “set-asides.”

Alien Ownership Rules Reconsidered

FCC alien ownership rules currently permit foreign individuals or corporations to own a maximum of 20 percent of a broadcast license. U.S. corporations, which are controlled by foreign corporations, may own up to 25 percent of a license. Many Republicans would like to allow U.S. broadcast entities complete freedom to compete in the international marketplace. Accordingly, Sen. Pressler advocates lifting foreign ownership of broadcast restrictions with countries that agree to remove their own constraints on U.S. ownership of broadcast facilities. If Sen. Pressler’s proposal is adopted, U.S. broadcasters would be permitted to purchase media outlets in the countries that sign the agreement, while

broadcasters from those countries could become full U.S. licensees.

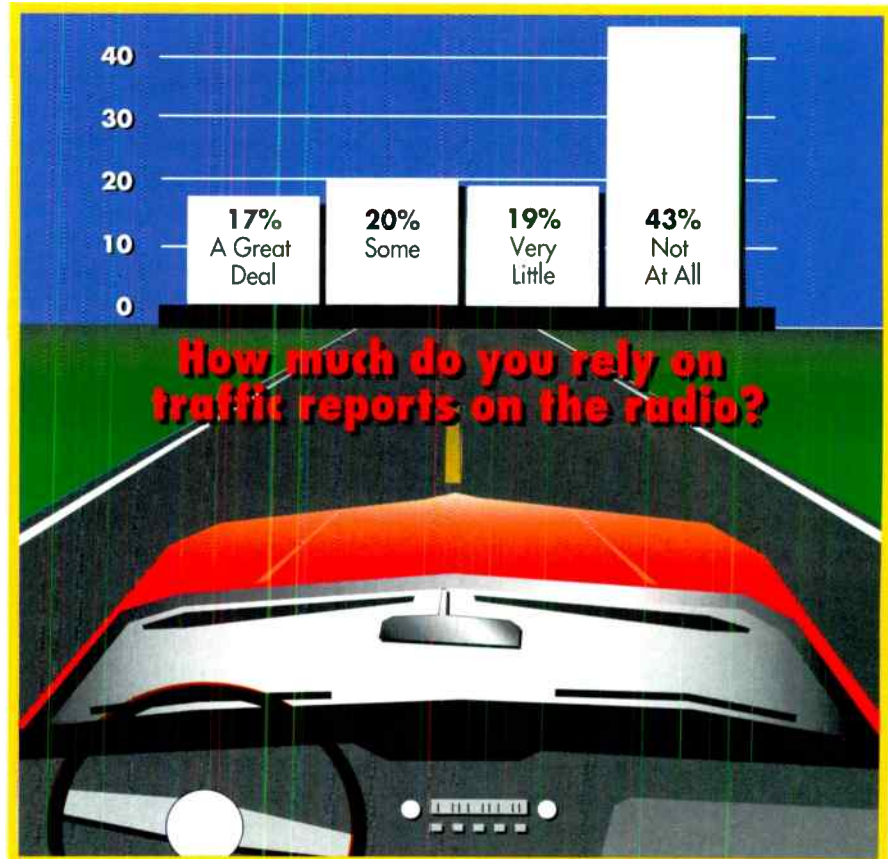
A lifting of foreign ownership restrictions may be hastened by NBC’s current legal challenge to **Fox** Chairman **Rupert Murdoch**. NBC has petitioned the FCC for a rulemaking to reconsider the alien ownership rules, based on the idea that because the Australian company, **News Corp.**, owns a 99 percent equity interest in the Fox network, the Commission is giving the network preferential treatment in the enforcement of alien ownership restrictions by allowing Fox to own U.S. broadcast outlets. NBC argues that the alien ownership rule should be open to public comment, based on a full

record and possibly eradicated if the FCC continues to permit News Corp to have a controlling interest in Fox.

Ownership Restrictions Revisited

Current multiple ownership rules allow a single non-minority individual or entity to own a maximum of 20 AM and 20 FM stations. A minority individual or entity may own up to 25 AM and 25 FM stations. Duopoly rules limit broadcasters in small markets (less than 15 commercial stations) to owning an attributable interest in a total of three stations in the market, no more than two of which may be the same class of service, provided that

10 ▶



37% of the sample relies on Radio traffic reports “a great deal” or “some.” Good information for any client who might doubt the high utility value of Radio traffic reports.

VALLIE/GALLUP RADIO POLL A look at statistics that shape Radio

Source: Radio Ink—Vallie/Gallup Radio Poll of 1101 adults, margin of error ± 3%

◀ 9

the three stations combined do not exceed 50 percent of the total number of stations in the market. Owners of stations in large markets (15 or more commercial stations) are limited to an attributable ownership interest in a maximum of four stations, as long as no more than two are of the same class. The four stations combined must not garner more than 25 percent of the market's audience share.

The removal of domestic ownership constraints would allow licensees to consolidate their interests in any given market. Consequently, licensees who are engaged in local marketing agreements (LMAs) would be immediately affected should this idea be implemented. Current rules prohibit the purchase of one station by another, if the two stations are involved in an LMA and their combined market audience share exceeds 25 percent.

The lifting of ownership restrictions would not only affect market

consolidation, but would increase sales of Radio stations as well. Since ownership rules were relaxed two years ago, the number of Radio station sales has soared by 127 percent.

Privately Funded Public Broadcasting

Congress formed the Corporation for Public Broadcasting (CPB) in order to facilitate among other things, the development of high quality innovative programming while maintaining a strict adherence to objectivity when broadcasting controversial programs. Some Republicans, particularly incoming Speaker of the House **Newt Gingrich** (R-GA), claim that CPB has failed in its mission to provide balanced programming and has instead been funding programs with a distinct liberal bias. Speaker-to-be Gingrich views federal funding for CPB, which last year totalled \$286 million, as "involuntary taxation" and accordingly proposes to do away with public funding for the corporation.

Although federal funding accounts for only about one-sixth of the total

amount of money contributed to public broadcasting stations during the past year, some public broadcasting officials fear that the lack of innovative programming may even cause some of the stations in less populous areas to go off the air. Moreover, the lack of federal funding could force broadcasters to seek corporate funding for their stations. This could lead to more "commercialization" of non-commercial programming.

Broadcast "Quota" System Questioned

Sen. Pressler has stated his opposition to minority broadcast "set-asides," asserting that he is "skeptical about quotas." Consequently, the Commission's EEO policy may be subject to review by the new Congress. The current policy requires broadcast stations with more than five full-time employees to hire minorities in order to achieve an employment ratio of 50 percent of the local minority work force. The Commission has fined Radio stations thousands of dollars for failing to actively recruit minorities. Other FCC affirmative action policies which may come under Republican scrutiny include minority credit for broadcast licenses, and minority distress sales.

Republican Congress vs. Democratic-Controlled FCC

With the new Republican Congress holding the purse strings and the Democrats politically weakened, it is likely that initiatives seeking to impose more broadcast regulation will founder. For example, it is highly unlikely that broadcasters will see a revival of the Fairness Doctrine any time soon. Although Congressman Bliley has supported the Fairness Doctrine, many Republicans are strongly opposed to any form of restraint on the broadcasting of political speech. Sen. Pressler, for example, claims that the recent increase in talk shows is a positive aspect of broadcast deregulation, because these programs "give a different slant on the truth from National Public Radio and the liberal slant of the national networks."

Regarding political broadcasting, the Republican Congress may disapprove of any legislation such as last year's proposed (but not enacted) HR 1400, which, among other things, would

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NEWS

◀ 10

have required broadcasters to sell time to a candidate at pre-emptible rates, but not on a pre-emptible basis. As many Republicans are staunch free speech advocates, this type of legislation may be viewed by them as a violation of broadcaster's First Amendment rights.

It remains to be seen if the new Congress will actually be able to affect any sort of meaningful deregulation of the airwaves. Because the prevailing

protective regulatory enclaves have some fierce and powerful advocates, it may prove to be rough sledding for the Republican reformers. Historically, proposals for changes in broadcast regulation have met with blustering legal opposition and numerous legal challenges. Consequently, the crucial task for the Republicans is to de-balkanize the public airwaves without unleashing a regulatory Bosnia.

Ron Quirk is an associate in the Arlington, VA, law firm of Haley, Bader & Potts. He may be reached at 703-844-0606.

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What are your New Year's Resolutions for Radio?



**Karen Carroll, Sr. VP/GM
KSD-AM/FM & KYKY-FM
St. Louis, MO**



**Tom Langmyer, PD
KMOX-AM
St. Louis, MO**



**Andy Skotland, GM
KRKO-AM
Everett, WA**



**Charles Wilkinson, CEO
KALF-FM/KZZP-FM
Chico, CA**

Here are my top 10 (plus 3) 1995 New Year's resolutions for Radio.

1. Back-off Radio counterparts—compete more with the other guys.
2. Challenge yourself to be a truly innovative entertainment medium.
3. Keep the trend of Radio revenue up plus 10.
4. Improve diary response.
5. Discover the phases of your marketing efforts that really work.
6. Make efforts to guarantee that listeners never forget your dial position.
7. Ensure that Radio gets "credit" for all the listening for which we know occurs.
8. Understand how to use all of the hardware and software you've acquired over the past two years.
9. Take Radio from a nickel to a dime.
10. Continue to support digital technology.
11. Utilize the Information Superhighway.
12. Create a better partnership with buyers to support the pricing effects of Radio's limited inventory.
13. Make a difference in your community and in the lives of your listeners. ☛

The new year should be the year of results. Radio needs to educate direct clients and media buyers about its value and ability to produce results. The purpose of Radio commercials is to increase the advertiser's business. Cost per point and ratings are tools, but all too often are given primary focus. Results are what count.

Radio needs to get back to the basics. Performance is the number one objective for managers, salespeople and talent. It's easy to hide behind industry buzzwords and rhetoric, but the real issue is performance.

In 1995, Radio should continue to examine the importance of each new technology and how it can add to the bottom line.

Although it has regained notoriety thanks to national talent like Rush Limbaugh, Howard Stern and many local personalities, Radio continues to come under attack. Powerful groups would like to challenge First Amendment rights and severely limit Radio's ability to compete with other media. In 1995, the industry as a whole should recognize and understand this affront, and work toward preventing additional regulation. ☛

Teamwork, fundamentals, and fun top our list of New Year's resolutions for 1995.

This month, we'll let an AE plan a station lunch. Our PD will present a roll of toilet paper to the head of the table who will be instructed to "take as much as is necessary," then pass it along to everyone else. For each square pulled, each individual must relate an experience from their life. Games like this promote interaction and teamwork between people in sales/promotion and people in programming.

It's easy to get caught up in selling more, more, more... sustaining relationships with both clients and employees is what really builds great stations. We lost a major auto account this quarter because we didn't stick to the fundamentals: visit the client regularly, keep the client informed and look for new ways to meet his needs.

How can attitudes be improved at your station? A supportive atmosphere with friendly rivalries makes long hours shorter, reduces stress levels and produces an environment where participation is fun and station goals are achieved. ☛

First, looking for new opportunities for Radio. There is a tunnel vision that is pervasive in Radio. We look at our competitors as the Radio station down the street, instead of the other media that account for more than 90 percent of ad dollars.

Second, finding new ways to challenge and motivate your staff to achieve. The old methods of short term reward have failed. Creating a supportive workplace, where employees are treated with respect, is the best way to make a winning situation.

The phrase "serving our communities" has become a cliché. Our experience, however, is that we win listeners one at a time. We do this by touching our audience, by helping out those members of our listening area who are less fortunate or promoting a local event that people enjoy. So my final New Year's Resolution for Radio is to better find out how Radio can make our little corner of the world a better place and make it a happy 1995 for everyone. ☛

IF YOU WOULD LIKE to respond to a Forum question, call Shawn Deena at 407-995-9075.



by Rick Ott

Can We Talk?

If Management and Staff were Honest with Each Other

As a manager, there are probably a few straightforward, brutally honest things you'd like to say to your subordinates that you've never said for one reason or another. And believe me, there are a few things your subordinates would like to say to you if they had the chance.

What do you want from them? What do they want from you? The list could be endless, but I've summarized what I believe to be the top four things both management and subordinates would like to say to each other, followed by my own commentary.

Word From Above

- "Give it extra effort. Don't just get the job done. Go out of your way — each and every day — to produce better results than you or anyone else has before."

Comment: Nothing wrong with expecting first-rate performance. But for people to put forth extra effort, high morale is necessary. And high morale only comes when management *creates* it, through a positive, nurturing, invigorating environment.

- "Be a team player. We want harmony and cooperation here. We all need to be on the same page and work together. The last thing we need is a disruptive person in the ranks."

Comment: Infighting hampers a station's ability to compete. But many a great idea — and mistake-preventing observation — has spawned from a dissenting opinion. The best system allows for dissension and debate, then calls for consensus decisions.

- "Be forthright about mistakes. If we know about a mistake early on, we can handle it. On the other hand, cover-

ing up or springing surprises on us much later is the worst thing you can do."

Comment: Enough said.

- "Keep your big mouth shut. Internal gossiping and rumor-mongering is bad enough without you or anyone else adding to it. Even worse is the stuff that leaks out to other stations, clients, the media or the public. You help no one, least of all yourself, by spreading it."

Comment: The people who get promoted are never the gossip-spreaders.

The View From Below

- "Shoot straight and often. Don't expect me to function in the dark — tell me what's going on. I want to know where I stand. I want to know where the station and the company are headed."

Comment: Obviously, there are a lot of things that go on in upper management that subordinates need not know. But regular, honest dialogue between management and subordinates about the road ahead and their particular role, can be helpful to all.

- "Back me up. Don't expect me to fight on behalf of the station and then hang me out when things get hot."

Comment: I've seen all too many managers — especially owners — expect their people to compete vigorously for ratings and revenues, only to cave in and disavow their actions when controversy ensues. If client defection, interest group sentiment, or lawsuits wobble your legs, don't expect your people to charge ahead on any dragon-slaying missions.

- "Stroke me! Stroke me! Tell me how good I am, how valuable I am, how much you appreciate me. And tell me often!"

Comment: Many managers believe

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- There are many things that management and subordinates wish they could say to each other. Knowing what they are could help both sides see the other's viewpoint.
- For people to put forth extra effort, high morale is necessary, and management must create that high morale.
- Expecting a person to be a "team player" doesn't mean you should discourage dissension, which is often the source of great ideas.
- Praise will not necessarily encourage employees to insist on higher pay; many will work for less if they feel appreciated.

that praise only buttresses a subordinate's case for a big raise or magnifies the inequity between current performance and compensation. Evidence shows the opposite to be true, however. People will work for less money, under less desirable conditions, if they feel greatly appreciated.

4. "Lighten up!"

Comment: Ah, the relative innocence of a subordinate's perspective. Then again, they do have a point. At times, one of your primary functions as a manager is to take some heat without transferring it down through the ranks. Remember, fun breeds success. Stress and strain inhibits success. In private, you can mope and squirm if you so choose, but in view of your people, you must be cheerful, bright, and encouraging.

Rick Ott is president of the management consultancy Ott & Associates in Richmond, VA, and author of *Unleashing Productivity!* and *Creating Demand*. He may be reached at 804-276-7202.

UPCOMING IN **RADIO INK**

A GLANCE AT
RADIO INK
SPECIAL REPORTS

Preview of RAB

Issue Date: January 30
Ad Space Deadline: January 11

Cutting-Edge Sales Ideas

Issue Date: February 13
Ad Space Deadline: January 25

All About Country Radio

Issue Date: February 27
Ad Space Deadline: February 8

Oldies Programming: 50s, 60s & 70s

Issue Date: March 13
Ad Space Deadline: February 22

Duopoly/Preview of NAB

Issue Date: March 27
Ad Space Deadline: March 8

What's New at NAB/Technology

Issue Date: April 10
Ad Space Deadline: March 22

Syndicated Morning Shows Guide

Issue Date: April 24
Ad Space Deadline: April 5

NAB New Tech Review

Issue Date: May 8
Ad Space Deadline: April 19

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CASE STUDY



Dwight Case

If a recession hit today, what would be the first steps you'd take for your station?



Kevin P. Jones, GSM
WGMP-AM/WOGL-FM
Philadelphia, PA



Robert W. Tomarkin,
GSM
KGTO-AM/KRAV-FM
Tulsa, OK

If a recession hits today, ignore the headlines and talk concerning it. *Don't believe the hype.* A recession causes negative mental attitudes and reactionary behavior among some advertisers and by the national marketplace. Cancellations and budget cutbacks are all commonplace media behavior patterns during a recession.

As a Radio station, we must rise above the negative behavior. Here's how:

1. As marketers and sellers, we will work smarter and be more aggressive. Our sales team will convey that message to their clients. It means advertisers should take advantage of Radio and its strengths during a recession as: 1) a targeted medium, 2) a flexible medium, 3) a less expensive medium for production costs, 4) an effective use of dollars and 5) a medium that can deliver immediate results.

2. We will triple our prospecting efforts. More prospects going in the top of the funnel means more potential revenue for the station.

3. We will continue to target heavy users of print and television and help them add Radio to the mix without increasing their budget.

4. We will continue to tap non-traditional sources of revenue generated through manufacturer dollars, sales promotion budgets and creating off-air revenue-producing opportunities. Our new business development department, which does all of this, is certainly a hedge against a recession. ☐

The most important thing I learned from the last recession is that you can't count on the usual revenue streams, and that you need to go beyond the "numbers" business to develop alternate sources of advertising.

Since the first losses are most likely to show up in the agencies and other "numbers-driven businesses," I'd do everything I could to protect those businesses. I'd call up the old axiom, "People buy emotionally and justify logically," and make sure we are: 1) solid in our *relationships* (which create the desire to buy) and 2) giving clients beyond-the-numbers *logical reasons* to include us or keep us in their plans. I'd develop or protect my relationships with advertisers at the decision-making level and position us as *the source of marketing information*.

Next, I'd look to the things that we could all improve upon: co-op, vendor programs and "out-of-the-box" co-promotions involving two or more businesses.

Who do we target during a recession? As many recession-proof categories as possible. Look for categories that did well in the last recession and that have the greatest expectation of doing well again, despite economic uncertainties. During even the worst of times, billions of dollars are spent by consumers. ☐

IF YOU WOULD LIKE TO RESPOND to a Case Study scenario, call Shawn Deena at 407-995-9075.



by Ted Bolton

Supremacy Marketing Power

You're Only as Big as You Think You Are!

Think big, act big, and you will be perceived as big. Let's just think about the "act big" part of this adage.

The Budweiser Positioner

For example, Budweiser has always been a brand that acts big. Remember in the '70s and '80s, how the team of Clydesdale horses would surge forward, with the voiceover proclaiming the ultimate preemptive positioner of "When You Say Budweiser, You've Said It All?" That was followed up in 1990 with a similar statement of supremacy ... "Nothing Beats a Bud."

For 70 years, DDB Needham Worldwide led Budweiser to the top with an onslaught of powerful campaigns which matter of factly state that Budweiser is the one beer all others will be measured against. No brag, just fact. In creating a perception of *total* supremacy and enormity of size, to this day, Budweiser is still the "King of Beers."

However, things began to soften in 1991 when Budweiser initiated their "Heartland" campaign. Then in 1993, DDB Needham Worldwide took the \$110 million Budweiser account and charted an unlikely course emphasizing Budweiser's humble position of "Proud to be Your Bud." This campaign has been active up until about five weeks ago.

Budweiser is now showing a slide of 2.9 percent from last year, according to supermarket sales figures compiled by Nielsen North America. This is in addition to a 4.7 percent decrease from the year before. In an attempt to return to the glory years, Budweiser recently resurrected their longtime tag, "It's always been true ... this Bud's for you." So much for the humble approach.

Last year, Rance Crain, editor and chief of *Advertising Age*, asked the question: "Why should I, as a beer drinker, give a tinker's damn that Budweiser is proud to be my beer, anymore than I would care that Chevrolet is proud to be my automobile, or Colgate is proud to be my toothpaste?"

Mr. Crain begs the question, "Why has Budweiser come to us hat in hand, politely expressing their gratitude for our business at a time when we have so enjoyed paying the additional price to be associated with the top of the top, the king of the world? What good does it do the consumer to know that Budweiser is warm and cuddly about our doing business with them?"

Only the Best

People like to be associated with the best. They like winners. They like to be reassured about their purchase decision. People like to have an easily understood rationale for their purchase. It's the best, and that's why I buy it.

The same holds true in Radio. People want to be associated with the best there is. They want to believe that their favorite Radio station is absolutely the best choice available in their market. Don't make the Budweiser mistake and proclaim that you are anything short of being the best.

Attitude Is Everything

Make sure the attitude of supremacy permeates your on-air sound, the persona of your announcers, the look of your advertising, the color of your van, and the feel of the Radio station when you walk down the hallways. Positioners such as "we suck less" don't exactly fit the

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- When you think big and act big, you are perceived as big.
- DDB Needham Worldwide took Budweiser to the top by creating the perception of total supremacy and enormity of size.
- In Radio, just as in life, people like to be associated with "the best."

bill, do they? How often have you seen billboards for a Radio station with artwork looking like it is for a used car lot? Or announcers who sound like automated robots with the enthusiasm of a wet fish? If you don't act big, and look big, then you won't be perceived as being the best. Take it from Bud. An entire empire was built on the single premise of simply being the best beer in the world. It has worked for 70 years, and probably will continue to work ... at least once they get back to telling us that nothing beats a Bud!

Ted Bolton is president of Philadelphia-based Bolton Research Corp., a Radio research and marketing firm, and publisher of Radio Trends. He may be reached at 610-640-4400.

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RADIO INK



by Corey Deitz

Cyber Sales

Tomorrow's Billing Star

Tired of not getting your calls returned? Having a problem getting past the receptionist to an important prospect? How would you like to get the attention of that potential customer long enough to present some great facts about your station? What if I told you there was a way to get a private audience with one of your biggest clients? You can — when you use E-mail.

What is E-mail? It's electronic mail generated from your computer and sent through an on-line service like Prodigy, CompuServe or America Online to the recipient's electronic address.

E-mail offers opportunities for aggressive salespeople to invite themselves into a client's office and lay out the information they want them to see. When you contact a client electronically, he has an opportunity to read your message at his leisure, at the office or at home. E-mail is also cost-efficient, rivaling standard "snail mail" postage rates. In some cases, as on America Online, there is no surcharge for E-mail within the service and to other commercial services and Internet locations.

Say Good-bye to Phone Tag

Using E-mail to contact and stay in touch with clients and prospects can send an impressive signal. It demonstrates your willingness to grasp the latest and most innovative resources in your pursuit of customer service. It also gives your clients an easy and fast way of reaching you. Have we had enough phone-tag for this century? Are we beeper-burnt yet? Is your "Copy From Hell" scrap book of smeared faxes with urgent copy changes filled up by now?

Think of the applications of E-mail: contracts, copy changes, rate cards, promotional pitches and thank-you notes are just a few. There are gazillion E-mail messages traversing the country as you read this article, and only a handful are originating from Radio stations. Several million individuals and a small percentage of businesses are well-entrenched in this form of expression. Radio *should* be. After all, isn't it our business to communicate? If so, why are we still using the technology of the '80s when the '90s offer such new and powerful alternatives?

Ask and You Shall Transmit

Ah, but you say to yourself, "How do I know if my client has an E-mail address?" Ask! If they do, he or she most likely will be pleasantly surprised that you are savvy enough to inquire. In addition, by asking, you've already established a common ground with another computer enthusiast.

What if they don't have an E-mail address? Why not buy them one? Look at it this way: If you're willing to take a client out to lunch once or twice to close a deal, you're going to spend anywhere from \$40 to \$100 anyway. For less than 10 bucks a month, you can buy them a one-year subscription to Prodigy, CompuServe or America Online. Giving them access for 12 months works out to be about the same you would have spent on a couple of decent dinners — and it's less indigestion, too! It might seem unorthodox now, but you know darn well you'd pay \$100 in a heartbeat to close a \$50,000 account.

This information superhighway you keep hearing about? Right now it's a dirt

QUICKREAD™

- E-mail is electronic mail sent through an on-line service.
- Savvy salespeople can get a private audience with important prospects by using E-mail.
- If a client doesn't have an E-mail address, consider buying them one.

road compared to what it's going to be. If you don't learn how to drive on it now, by the time it's an eight-lane highway you'll be too scared to even leave the shoulder. Get your learner's permit soon — before your competition steers right around you.

Corey Deitz is a morning air personality at WRVQ-FM Richmond, VA, a software developer for Radio and a computer consultant for Radio stations. He may be reached by E-mail at: Internet, COREYD7470@AOL.COM; America Online, COREYD7470; Prodigy, THPW86A; CompuServe, 73612,1777. By phone at 804-227-3390.

**WHO
WILL WIN
THE
RADIO WAYNE
AWARD?**

Join us at RAB-M.C to find out.

**RADIO
INK**



by Bob Keith

Keep Your Promises

Train Your Sales Reps

Inside a big building in a small town in middle America, a young sales rep sits at her desk and wonders if she is cut out for this business. Separated from the street by only the four walls of her cubicle, she has struggled feverishly to make budget for the past six months and has little to show for it.

Her only instruction has been to work hard. Her manager had said when she started that there would be more to it than that. There was supposed to have been more formal training, but the sales manager had never gotten around to it. More training dates were broken than the young rep could remember.

The only thing she had learned so far was that Marconi invented Radio, never call the commercials spots, and nobody waited by the phone hoping someone from a Radio station would call and sell them some advertising.

Now after six months, she is as confused as the day she began and full of self-doubt. So she sits at her desk surrounded

by stacks of newspapers, yellow pages and prospecting sheets, the fluorescent lights hum softly overhead as she works late into the evening for the third night that week, hoping that it will all work out with no guarantee that she has a future in Radio.

Future of the Industry

Sound like an isolated incident? Multiply this story by 10,000 and you get an understanding of the scope of the problem. Training a new sales rep by instructing them to work hard is like teaching someone golf by telling them to swing hard. It won't produce the desired result.

Four out of five new salespeople in our industry fail. The No. 1 reason? Lack of training. Kind of makes you sick, doesn't it?

Training new salespeople is one of the most overlooked areas in station management today. Yet these new people represent nothing less than the future of our industry.

It's bad business to hire people to do a job without providing the necessary training. Owners invest hundreds of thousands of dollars in computers, towers and state-of-the-art equipment, yet none of it will make dime one unless a representative of the station packages it and sells it.

Many stations spend more paying the receptionist than they invest on improving the skills of their salespeople. And in reality the sales rep is the only asset that generates revenue.

Build a Better House

The problem is usually caused by one of three following scenarios:

1. Sales managers are overwhelmed.

2. Sales managers are good salespeople but not good sales trainers.

3. The best way to run a Radio station is to minimize expenses rather than maximize revenues.

In the first case, sales managers are too busy running their department to spend time teaching their rookies how to position and sell the product. Crisis and immediacy preempts education in the daily struggle for budgets.

All too often sales meetings are used for simple housecleaning instead of drawing up blueprints for building a better house. Sales managers must spend at least 10 percent of their time per week training. Unless you spend four to six hours per week on group and individual training, you are vulnerable to being out-sold by other stations or media.

Outside Help

The next scenario presents the sales manager as teacher. Unfortunately, the best students do not necessarily make the best teachers. In this case, look for outside help.

If you are a sales manager who needs help, call the RAB and ask about training materials. Or purchase packaged training materials from independent sources.

Finally, cutting costs has become a mantra for doing business in today's duopolized industry. Only so much money can be made by saving it. Let's first invest in our new salespeople. After all, a promise made is a debt unpaid until it's kept.

Bob Keith is president of Keith Vendor Concepts, a sales and marketing firm specializing in new business development. He may be reached at 115-922-7275.

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- Training a new sales rep by instructing them to work hard is like teaching someone golf by telling them to swing hard.
- Many stations spend more paying the receptionist than they invest on improving the skills of their salespeople.
- Sales managers must spend at least 10 percent of their time per week training.
- The best students do not necessarily make the best teachers. In this case, look for outside help.
- Only so much money can be made by saving it.



by Mike McDaniel

Send 'Em Packing!

The Suitcase Party

Put a twist on the standard register-to-win contest, have a lot of fun and make a few bucks, too. Six semifinalists (couples) in the contest arrive at the gala party, packed and ready to leave on the trip to be given away. The winning couple is whisked away to begin their vacation at that very moment. The party goes on for the others and invited guests.

Arrange for a dream vacation to be the grand prize. This can be done by working with a travel agent and airlines. Many will trade an entire trip, transportation, hotel, sightseeing, etc. At least, you will get a substantial discount on the value of the prize.

Secure a primary sponsor and 10-15 secondary sponsors. Each sponsor becomes a registration point. People register to win the trip advertised. On the registration blank they certify they are over 21 and agree to sign a waiver. If your trip will take the winners out of the country and they will need a passport, that should be a registration requirement. Since the majority of the listening public does not have a valid passport, plan your trip to be within the United States or to a destination that requires only proof of citizenship for entry (i.e. Mexico, Bahamas, Bermuda, etc.).

15 Semifinalists

A week prior to the beginning of the trip, draw a semifinalist from each registration point. If there are 10 participating sponsors and one main sponsor, then pick 10 semi-finalists from the participating list and an additional five more names from the main sponsor's box.

Notify all 15 semifinalists and qualify them by checking that they can take off

work the next week if they win, and that they have a passport or birth certificate, are over 21 and whether they will sign a waiver.

If any of the semifinalists are not qualified, draw additional names until you can qualify 15 couples. Tell them there will be a drawing to determine the finalists for the trip, live on the Radio, three days before the trip begins. Invite the six finalists to a restaurant for dinner and a party the night the trip begins (be sure you plan the trip with the travel agent for an evening departure).

Announce the winning couple at dinner and take them immediately to a waiting limousine to begin the journey. Dinner concludes with presenting the five other couples with what the TV quiz announcers call "parting gifts."

Immediate Departure

After the six finalists are drawn, a certified accountant or lawyer, etc., will draw the winning entry and call the travel agent so all the paperwork can be processed and ready for the trip to begin after dinner.

The winner's immediate departure is the reason for qualifying contestants in advance, with all information needed to complete the paperwork.

The parting gifts could be a weekend at a nice resort-class hotel nearby (traded), which will erase the pain of returning home and unpacking.

The entire prize arrangement can be traded, but figure the cost of the trade into your package planning. Assign a 33 percent weight to the main sponsor and a 66 percent total weight to the participating sponsors. If the trip and the parting gifts total \$3,000 assign a package

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- With sponsors as registration points, select 15 semifinalists for a dream vacation giveaway.
- With a live, on-air drawing, select six finalists who will attend a gala dinner party.
- At the party announce the winner and send them on their way immediately.
- Select the winner before the dinner so that all arrangements for the trip can be made in advance.

cost to the main sponsor of \$1,000 and \$198 for each participating sponsor. Add to that the value of the commercials in the one-month package, plus any promos, for a total package price.

Leisure and recreation retailers are prime candidates for this package. Mike McDaniel produces the Action Auction promotion nationwide, has written a book about promotions, and owns and operates two Radio stations. He may be faxed at 812-847-0167.

EVERY OTHER WEEK!

MORE THAN MONTHLY!

RADIO INK



by Roy Pressman

Products Worth A Look In '95

What and When To Buy in the Face of Changing Technology

Radio technology is changing so rapidly, it's difficult to decide what to purchase and when, but here are a few products that I think you may find worthy. Many of them are available from more than one manufacturer. (The following products are not necessarily endorsed by *Radio Ink*.)

Digital Workstations

If you don't have a digital workstation, it's time for you to consider purchasing one. There are many available, but three systems seem to be extremely popular: the Korg Soundlink, the Roland DM-80, and the Orban DSE 7000. These systems vary in price and features, but all will allow you to lay down multiple digital tracks, edit digitally and produce spots with amazing quality. Try to demo a number of systems in your station, and get feedback from your staff on what's best for you. When possible, it's a good idea to construct a studio where digital production can be done exclusively.

Digital Recorders — Maxi, Mini, Micro

If your station uses compact disk players, why not add a CD recorder to your production studio so that you can make your own custom CDs? You might also want to look into the new mini-disk recorder players. Unlike CDs, mini-disks can be re-recorded many times. Portable mini-disk recorders for interviews are perfect to take out in the field. But if you really want to go small, Sony has introduced their NT-1 digital micro recorder. It uses a postage stamp-sized cassette and weighs just 5.2 ounces.

Centralized Audio Routing

The days of the patch bay are numbered. Interconnecting your station is a snap when you use a central audio routing switcher. You equip each studio with a control panel that allows the routing of any audio source to that studio. The same source can be simultaneously routed to multiple studios. When it's time to add new sources (phone lines, networks) to your station, just connect the source to the switcher. Re-routing of audio takes only seconds. That's it, no patch cords and no time-consuming wiring. My two favorite routing systems are the ITC (International Tapetronics) and the SAS (Sierra Audio Systems).

Mikes and Mike Processing

What's the best way to immediately improve the sound of your air staff? Install a good mike with a properly adjusted mike processor! With so many mikes available, what should you choose? Here are a couple of suggestions. Condenser microphone — the Neumann TLM 193, Neumann quality at half the normal price (approximately \$1,300). Dynamic microphone — the Electro-Voice RE27 N/D, an improved version of the RE-20 with wider frequency response (approximately \$700).

Now, let's add a processor to fatten up the sound of your jocks and let them cut through the music. Take a look at the Orban 787 mike processor. It sounds good, it's extremely easy to set up and it allows you to individually adjust the processing for each one of your air personalities. The settings are stored in memory (99 memories maximum) and can be recalled at any time. Valley Audio and Symmetrix also manufacture good mike

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- Adding a CD recorder to your production studio's collection of CD players will allow you to make your own custom CDs.
- Interconnecting your station has never been easier since the introduction of a central auto routing switcher.
- A good mike with a properly adjusted mike processor will immediately improve the sound of your air staff.
- Companies like Comrex, CCS and Telos are manufacturing systems that allow you to do high quality digital remote broadcasts over Switch 56 or ISDN telephone circuits.

processors. "Try before you buy" is the best way to purchase microphones and mike processors.

Remote Broadcasting

It seems like every day there's another way to do your remote broadcasts. UHF Remote pickup systems are hard to beat, but you don't always have a shot from the remote site to your studio. Comrex and Gentner have frequency extenders that allow you to do remote broadcasts over regular telephone lines, but you'll have to use multiple lines to get good broadcast quality. There is a better way to do remote broadcasts, but the special phone lines needed may not be available in your area.

The phone company has been slowly installing Switch 56 and ISDN facilities around the country. There is a good chance that these digital data telephone lines will be available in your area soon. Look into equipment made by Comrex, CCS and Telos.

Roy Pressman is director of engineering for WLVE/WINZ/WZTA in Miami. He may be reached at 305-654-9194.



by Dave Anthony

It's No Accident

12 Tips for Morning Show Success

A morning show is often the premiere program on adult oriented Radio stations, often becoming the biggest contributor to the station's overall success. No matter how much experience your programming team has, producing an entertaining morning product can be elusive. The main reason is simple — the audience changes constantly. Need help? Here are the top 12 tuneup tips:

A Fresh Twist

1. *Recycling* ... Everything old can be new again. Great ideas are just that: great ideas. Redoing bits from years ago requires you to give them a 1995 twist. Freshen everything that you bring back.

2. *Try something new* ... Experiment. Your show must be startlingly fresh every day. There are thousands of ways to give away prizes, so don't rely on old methods forever. At remotes, consider other ways of handling guests besides simply interviewing them. Vary their responsibilities. Tie them into topical content. Be consistent in your unpredictability.

3. *What's in the news?* ... Be topical and be balanced. Some topics are funny, some are serious. People have two strong emotions that move them: humor (everyone

likes a good laugh) and sincerity (being touched emotionally). Tweak both often and you'll develop a strong bond. (Each of your listeners truly cares about something. Touch these issues and you touch your listeners profoundly. Look through newspapers, check the wire, read magazines, watch TV shows, go to the movies, drive through construction zones, etc.

4. *Inside jokes* ... Being excluded from a conversation is uncomfortable. Don't do this to your listeners. Explain everything. Never *assume* they know what you were talking about earlier. How often does your audience turn over? Restate topics frequently.

Brief and Effective

5. *Basics* ... Timechecks should be in every talk break; weather updates in every quarter-hour (at least). And nothing's more important than your station name. Put it *everywhere*.

6. *Character impersonations* ... If they're part of the show, consider this first: How valuable are they? Like everything else, impersonations should stay fresh. Replace the old standbys (Elvis, Ronald Reagan, John Wayne) with others in today's news.

7. *Talk check* ... How much talk is too much? Don't fall into the trap of simply entertaining yourself or a guest instead of the listeners. Interaction can be great, but when it becomes *too lengthy*, it can be deadly. Keep it brief and effective. Also, is the show *truly* fun to hear? If your morning show talent aren't having fun, your listeners won't be either.

Audience interaction ... Some of the funniest things on a Radio station are said by the listeners. Encourage it. Tape every phone call.

Timing is Everything


8. *Timing* ... Set up the bit quickly, do it, close it and get into something else. Everything has a peak. Once reached, hit a jingle, a song, a spot, news intro or *something*, but get out of it quickly.

9. *Preparation* ... Is time actually set aside to prepare tomorrow's show? If your morning show talent were asked *right now* what they have planned for tomorrow's show, could they answer?

10. *Music* ... With music intensive Radio stations, the music is the main draw. Decide upon a realistic minimum of songs per hour and always get them in. Make sure that all logged songs are proven killers.

11. *Sports* ... Is it people oriented or is it directed at the sports technician. Keep it simple, non-technical and easily understood. Also, only cover those scores or stories that your area cares about.

12. *Teasing* ... Are you promoting everything coming up? The goal is to keep people interested and aware of what's going on. Tell them what you *did*, what you're doing *now* and what's *coming up*.

It's no surprise that much work goes into a successful morning show. It's rare when a popular show doesn't follow a definite regimen — every day — in their run for the top. Morning shows can be fun and they can bring a lot of satisfaction, however, *results* are still what you must see. Improve every angle of your morning show. Identify weaknesses on a weekly or daily basis. There's no question that it's hard work to get the result you're looking for, but the rewards — and revenues — are worth it. 

Dave Anthony is director of FM programming for Prism Radio Partners in Jacksonville, FL. He may be reached at 904-693-5235.

QUICKREAD™

- Entertaining morning shows are consistent in their unpredictability.
- Be topical! The best fodder is frequently what's happening in the news.
- Don't fall into the trap of simply entertaining yourself or a guest instead of the listeners.
- Morning shows are fun, but they're not easy.

How are you making your station more interactive?



Kevin Peterson • WSTR-FM • Atlanta GA

Audience interaction can be created by using something as simple as your request lines, manned at all times by your jocks, or if they are not available, interns. This technique will give audiences the feeling that they've had contact with your station, and maybe even had some input.

Creating a computer database that contains the names of your active listeners, is a valuable resource that can be built upon for years to come. One way to get this information is to send your listeners mailers publicizing station events, upcoming promotions, artist information, concert information, etc. To cover your costs, you could sell the mailer to a record company/record store to use as a coupon for one of their new releases. You could also include a questionnaire in the mailer for listeners to bring back to the Radio station to receive a free cassette or CD. ☒

Shelley James • KKRW-FM • Houston, TX

One year into the ARROW format, the focus remains music intensive. The ARROW is designed to be promotion-oriented. We take advantage of a vocal and passionate audience by taping comments at appearances. The volume of calls, faxes and letters are tremendous.

Each call, fax and letter receives a personal response. Air talent records, with listener consent, calls to the studio for hourly replay on the air. Negative comments are also taped and reviewed regularly. The jocks promote the interactive phone line, soliciting comments and song suggestions, in addition to the request lines. On the interactive listener line, listeners share "positive" news that is showcased daily in morning drive reports. In auditorium music tests and focus groups, we select ARROW listeners for additional questioning after the formal sessions end. We have a database and are exploring the feasibility of interactive computer networking. ☒



Dana Jang • KSJO-FM • San Jose, CA

By touching your audience through various means, you build loyalty. Establishing a rapport is an excellent way for a Radio station to understand more about its listeners. It's part of our philosophy at KSJO to build relationships with our clients, which include our listeners. Being promotionally-minded, we are a very "street oriented" Radio station. We add names to our database through promotions, which ask the listeners various questions concerning their lifestyle.

Our promotion staff, led by promotion director Marty Wright, and his assistant Kris Hager, are continually out at community events promoting the Radio station. We encourage our airstaff to attend as many events and concerts as possible, and to engage in conversation with those listeners attending. When the listeners call into the station's request lines, we find out who they are and try to answer their questions. Being in the heart of Silicon Valley, KSJO is now accessible on the Internet, and many listeners communicate with us through E-mail, which we promote continually. ☒

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INTERVIEW

RADIO EXECUTIVE OF THE YEAR

EDDIE FRITTS, PRESIDENT NATIONAL ASSOCIATION OF BROADCASTERS

Eddie Fritts became the National Association of Broadcasters' 19th president in October 1982. A former group president/owner, he previously held a number of board and committee positions at the NAB.

Fritts is a director of the Advertising Council and the Museum of Television and Radio and serves as vice chair of the U.S. State Department's International Media Fund, which assists East European countries in establishing private systems of broadcasting. He is a member of the boards of the National Commission Against Drunk Driving, Partnership for a Drug-Free America, and the Centers for Disease Control's Business Responds to AIDS program. During the U.S. Bicentennial's five-year celebration, Fritts chaired its Media Advisory committee.

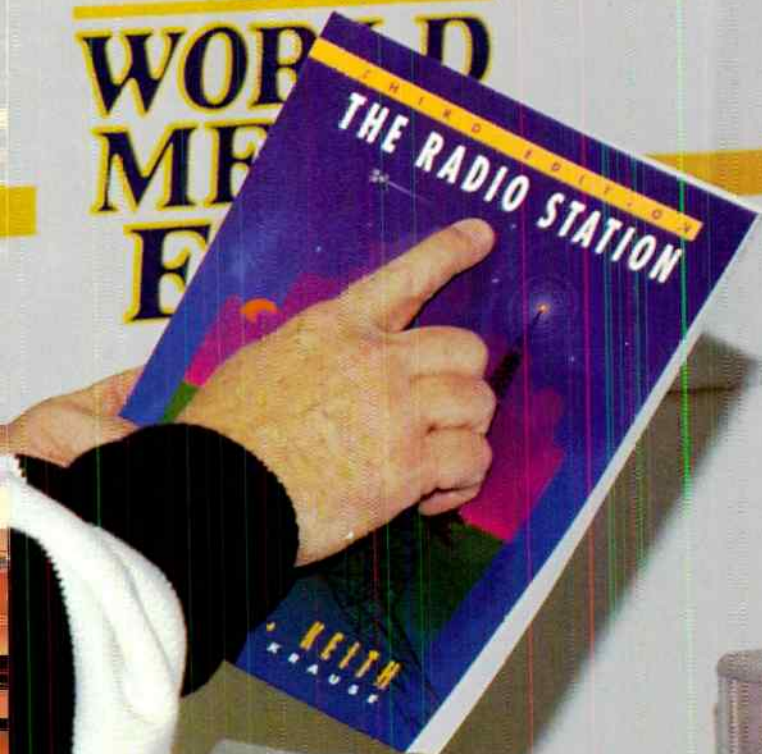
An Ole Miss alumnus, Fritts is on the board of the University of Mississippi Foundation and received its first Silver Mike Award for contributions to the field of broadcast journalism.

Fritts and his wife Martha Dale reside in Arlington, VA. They have three children: Kimberly, Timothy and Jennifer.



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INK: Congratulations for being selected as our executive of the year.

FRITTS: I'm deeply honored. Your publication is one of the first reads in my office every two weeks when it comes in.

INK: You were primarily selected because of your success in fighting off the numerous attacks on Radio throughout 1994. Go over the things that you had to deal with.

FRITTS: We had a most difficult and unusual year. It all started about 12 years ago, when I first came to NAB. As a former small market Radio broadcaster, I witnessed firsthand the amount of government intrusion that we face on a daily basis. As I often say, here in Washington they like to cut the red tape lengthwise. What I wanted to do was get every broadcaster, every Radio station in America involved with their members of Congress. I believe that our successes this year have been built upon a foundation of having local Radio stations involved with their members of Congress and relating how the issues would affect broadcasters back in their home towns across America. As a result, I think we have been able to withstand some of the most severe challenges that we have ever faced. We started last year with the attack on beer and wine advertising, which meant a huge amount to Radio stations. We were then faced later with various proposals from the administration, one being a \$4.8 billion spectrum tax on the GATT agreement. We were able to extricate broadcasting from that. The Radio ad leasing issue was the first time we were able to move legislation without congressional hearings, and that had a very meaningful impact for Radio stations. The Performance Rights Bill bubbled beneath the surface but was ready to break through at any moment under extreme lobbying by the recording industry. It would have added a significant amount of money in addition to what broadcasters, and Radio stations, already pay ASCAP, BMI and CESAC. Obviously, the fairness doctrine had been bandied around government for a long period of time. I think each time it comes to a vote it gets less support than it did the time before. We have made good progress in educating members of Congress as to the impact of the fairness doctrine.

INK: What are you anticipating for '95?

FRITTS: One is the advertising tax deductibility issue. The Secretary of Labor [Robert Reich], in a recent speech to the Democratic Leadership Council, indicated that they should eliminate 20 percent of the deductibility of advertising and amortize that over a three- to four-year period. That would have a significant impact on Radio stations and the people who advertise on Radio. They estimate this could raise somewhere around \$35 billion over 10 years. In a budget deficit situation, every member of Congress is looking for ways to reduce the deficit to offset increased costs. They are looking at issues like spectrum fees, ad tax deductibility, and some very big-ticket items that could cost broadcasting, particularly Radio, a big percentage of the profit margin.

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BEER AND WINE: ROUND 2

INK: What other attacks do you see coming toward Radio in the future?

FRITTS: I suspect that beer and wine [warnings on advertising] will be back in some form. [U.S. Rep.] Joe Kennedy had a strong interest in that subject. He teamed with [U.S. Sen.] Strom Thurmond, who we all know will be chairing a very important committee now that the Republicans have won the Senate and the House. Thurmond's influence and strength will be enhanced. We are asking broadcasters to join with us in an anti-alcohol abuse campaign and to continue letting Congress know what Radio is doing in the local community.

INK: How does the change in the makeup of Congress affect your job? Does it make it easier or more difficult?

FRITTS: As you know, our issues have always been bipartisan. We have worked well with both the Democrats and the Republicans. As a general philosophy, Republicans are more free-market oriented. They are less regulatory in their philosophy. In Congress, we will have a circumstance where we will find most of the Republicans wanting to move toward a free market with less regulation and more competition. Interestingly enough, the FCC is, obviously, chaired by a Democrat. It will be interesting to see how those differences in philosophies will clash. We are hopeful that there is an opportunity where the Congress and the FCC will work together. We have seen, in years past, where the Congress and the FCC have had a combative relationship. As a result, the trade association, more or less, had to strike a balance between the FCC and the Congress to make sure the best interest of Radio survived. So, we do hope that the Democratic-controlled FCC and the Republican-controlled Congress will be able to work together.

INK: You have an interesting scenario

because you have a lot of new people in Congress.

FRITTS: More than 50 percent of the House of Representatives has only two years of service or less. Twenty-five percent of House members were new last term and, probably, a little more than 25 percent this year. I think we need to



(Above): Fritts in Alaska with former college classmate U.S. Senator Trent Lott (r) and their sons, Chet Lott and Tim Fritts (second from right); (Left): presenting an award to Congressman Jack Fields, new Chairman of the House Telecommunications Subcommittee

continue an education process with every new member of Congress. We need to let them know that Radio is a business, and is a heavily regulated business, and is very close to the people who elect them to office. They need to understand that advertising is our only source of revenue, and their actions on Capitol Hill can have consequences on Radio stations in the local marketplace.

INK: Is the FCC giving us enough clarity on various issues regarding free speech?

FRITTS: Well, I don't know if clarity is the issue. It is interesting to note that the chairman of the FCC has spoken out, in particular, with reference to talk Radio. Also it is interesting to note that the incoming chairman of the Senate Commerce Committee has spoken out against the bias, as he quotes it, of the Northeastern liberal press. He thinks that talk Radio is doing a great service to America in the balancing act. So, again, it will be

interesting to see how this Congress, with a Republican leadership, will interact with the Democratic control of the FCC.

INK: What about the indecency controversy?

FRITTS: We still have a statement of principles, which we encourage all stations to live by. However, the FCC, in dealing with these matters, has to understand that there has to be a balancing act between the First Amendment and what broadcasters say on the air. Obviously, obscenity is off-limits. Yet, definition is a problem. What is indecent to one person could be very humorous to another. This is why every broadcaster is charged with a responsibility of programming for his or her local audience. This is one of the beauties of our system. Local audiences are not all the same in various parts of the country.

COMMON GROUND

INK: It is a tough issue. I would imagine one of the hard parts about your job is that you really have to keep everybody happy. You've got small and large market broadcasters who have different agendas.

FRITTS: One of the beauties of NAB is that it is broadly representative of the entire Radio industry, large market, small market,

FM, AM, low power, high power, big coverage, small coverage, etc. A lot of people say that is a very difficult thing to do. Yet, the bedrock principals of broadcasting are really applicable to stations of all sizes. The diversity of membership at NAB is really not a distraction, it is more of a strength in dealing with the Congress and the FCC. I can tell you that there are people at the FCC, when they consider certain rules, having been exposed to various-sized market broadcasters, will say, "Gee, I wonder how this is going to affect this guy down in Orange, Virginia, or I wonder how this is going to affect one of the top 10 markets." I think we have made progress in helping the good people at the FCC understand the implications of their actions with respect to Radio.

INK: Is the NAB capable of serving Radio and television now that the agendas seem to be changing so much?

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DO BIRDS OF A FEATHER REALLY FLOCK TOGETHER?

TAKE THIS EASY MULTIPLE CHOICE TEST:

- A. Only birds that flock. (What is flocking anyway?)
- B. Most birds do; but turkeys, cranes, owls, ostriches and kiwis don't.
- C. If ostriches flocked, they'd eat each others eggs and become extinct.
- D. Bats flock but they're not birds.
- E. People of the 90's are not birds – and don't flock.
- F. None of the above.
- G. All of the above.

Flocking is for birds... not people. Birds flock to trees and fields; people live in households. Until now audience segmentation profile systems have utilized technology for the birds. In short, these systems deductively assume that all individuals within defined geographic areas behave, consume, think, and respond similarly. This is just not so. People respond to brands, products, services, and media on an individual basis – based on likes, dislikes, and tastes acquired over time and through



life's experiences. Smart Targets™ is the first and only audience profiling system to identify lifestyle, demographic, brand, product, and media usage at the individual household level with over 3,600 variables. Smart Targets™ is not limited to 40 or 50 cluster groups of "cutesy" names like "pools and patios", "furs and station wagons" and clumps of homes in 2,000 or 1,000 batches, because it's built using the largest, most accurate database of over 98 million households. These are households where real individuals live,

not census tracts or block groups of blind addresses where people supposedly "flock."

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FRITTS: It is very easy for us, quite frankly. You know most of government regulation is common to both Radio and television, with a few exceptions. As we go through the process, and as the Commission proposes rules for television, we deal with those. As they propose rules for Radio, we deal with those. I think one of the great success stories for NAB with Radio is after the Commission overpopulated the nation with Radio stations. We saw a downturn in the economy. Radio had some tough years. We went to work dealing with the FCC asking them to allow some consolidation within the industry through changes in their multiple ownership rules for Radio, through changes in duopoly and LMAs. As a result, we have seen the industry come back not only from economic decline but, through consolidation, operate much smarter in terms of providing diversity to their audiences and at the same time reducing expenses and combining administrative costs.

INK: Where do you see ownership limits going?

FRITTS: Again, it is interesting. The Commission took a look recently at the issue of minority participation. They said, "OK,

we're not going to relax ownership rules any further for the Radio industry at this time." We get the sense from a number of the new members of Congress, however, and a number of those who will be chairing the prominent committees, that they understand that Radio stations are competing against multiple-channel cable systems. They are competing against direct broadcast satellite, and a variety of media. As a result, it probably doesn't make a lot of sense for those old rules to be in place. We just spent some time discussing this with various incoming chairmen of the committees. I think there is an opportunity for a realistic increase in the number of stations for Radio.

EMBRACING THE NEW TECHNOLOGY

INK: When is DAB going to happen? Is it going to be another AM stereo scenario that drags on forever?

FRITTS: I am impressed with this whole process and the orderliness with which it is proceeding. The in-band on-channel system holds great promise for our existing Radio stations. We're excited about in-band on-channel DAB. We are concerned about satellite-delivered DAB. Just as the Commission erred in overpopulating the Radio landscape with the 80-90 docket, we are concerned that they could overpopulate the landscape with

DAB satellite implementation. Meaning, you could dump 60 new signals in virtually every market in the United States. We are very concerned about that and continue to have our DAB Task Force and

other groups work with the staff, and the commissioners themselves, to point out these concerns. I think we are making progress in this area, but I would caution to say the Commission has never withheld a new technology from service because of competitive concerns.

INK: What about Direct Broadcast Satellite?

FRITTS: The thing we're concerned most about is that the digital satellite service being contemplated now would be mobile as opposed to fixed. Therein, where you've got 60 percent of your audience coming from automobile Radios, it becomes the greatest challenge.

INK: In light of the fact that the FCC traditionally does not disallow a technology for competitive reasons, why not embrace this technology and try to find ways to give existing broadcasters the opportunity to own these technologies rather than say, "This is something that is not good for Radio," understanding it will probably happen anyway?

FRITTS: I think that is a point to consider. There is a limit to how many of these are available, however. I think that it has the potential to distort the local marketplace. Broadcasters have always embraced competition. However, broadcasters are required to provide certain services to their community in exchange for the granting of their license. The satellite services will not be required to provide services to the local community. One of the successes of Radio has been that it keeps its audience in touch and responds to actions in the local community. When you take that away and just develop a national Radio system, I think America loses.

CELEBRATING RADIO'S 75TH

INK: This month marks the beginning of the 75th anniversary of Radio and you have reinstated Radio Month. Would you like to tell us about that?

FRITTS: Well, Radio has a rich history. Part of what we want every Radio station to participate in is promoting not only this rich history, but also the opportunities for the future, for themselves and their listeners. This is a hallmark celebration: 75 years of service to our country and our local communities. We hope that every Radio station in the country will participate. We have provided each station, both members and non-members, with a Radio Month kit. We know



(Clockwise from left): Fritts in Alaska with his prize King Salmon; "roasting" FCC Commissioner Jim Quello at the Michigan Association of Broadcasters annual convention; and with Senator and Mrs. Fritz Hollings at an outing in Alaska.



Fritts with youngest daughter, Jennifer, at the 1994 Sugar Bowl in New Orleans.

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that, using their own creativity and following some idea starters that are in these kits, our stations across the country will really help celebrate 75 years of service to America in a grand fashion.

CONVENTION TENSION

INK: You and I don't see eye-to-eye on the idea of combining the Radio convention. Radio has mixed feelings about it. I think one of the fears is that this convention in the fall will end up becoming like the spring convention where Radio became a secondary player.

FRITTS: You're right, we do disagree. We think that Radio had its separate convention this year. It had a joint exhibition hall. Was it perfect? No. Are we going to make changes and refinements to correct the exhibit hall concern? Yes. Is there an opportunity for Radio broadcasters to look not only at Radio technology but other technologies that will impact their business? This is a good opportunity for them to do that. We are working for our members. Institutionally, we want to provide services to our members that are relevant, that are futuristic in orientation, and that allow them to take advantage of every opportunity that comes down the pike. As we see digital technology evolving into Radio and as we move to a digital transmission system, I think the more we can expose Radio broadcasters to that, the more effective we can be. By having a larger exhibit hall with more diversity in it, it allows broadcast-

ers to take advantage of those opportunities to see what is going on around them yet not be distracted from their special Radio Pavilion of the exhibit hall! Los Angeles was a difficult venue. The exhibit hall itself was good, but we're making some refinements. I think that everybody agrees that the Radio conference program was superb. That was the strength of what we intended to do. The exhibit hall enables us to have a bigger and better opportunity to present these new technologies to all Radio broadcasters.

INK: If you had an opportunity to sit down one-on-one with each individual broadcaster in America, what would your one request be?

FRITTS: Be involved in the governmental process, understand it, know that it plays an important part in the business life of every Radio station. Understand that if the industry does not respond, then the Congress will take actions that may or may not be in the best interest of Radio. The secondary point I would make is to look to the future with confidence and optimism. There are some developments in the area of new technology that are going to present Radio with a very, very important opportunity for growth and ancillary business. We can see the evolution of experiments like Microsoft working with Radio to set up programs where computers can receive Radio signals. RBDS has great promise for Radio.

INK: Hasn't it been found that RBDS is a slower technology?

FRITTS: It depends on what you want to do. I just got back from Europe, where I

had a car, and listened to their RBDS, which has been on the air for 11 years, and it was superb. You could look at the format of the stations as you go across the dial and select what you want. That is just one part of it. Another advantage of it will be, even though it is a slower technology than some transmission systems, it is universal. I have confidence that Radio broadcasters, being the entrepreneurs that they are, will be able to carve out some niche opportunities in their markets.

INK: Is there anything else you want to get into that I have not touched on?

FRITTS: I think that NAB as an institution is something that every broadcaster should be proud of. Some broadcasters recognize NAB for the legal services provided to small market stations. Some recognize us for the work that we do at the FCC. Some recognize us for what I think has been some astounding work on Capitol Hill. Some only recognize us for putting on conventions because that's what they like to go to and that's where they learn about a lot of new things about Radio. Some of them recognize us for license renewal seminars. I think some broadcasters are beginning to recognize NAB as the leader in providing knowledge relative to the new technologies and opportunities that Radio has. When you put it all together as a package, NAB is truly, in my estimation, a full-service organization providing a wealth of services to virtually every Radio station in the country. ☐

SPECIAL REPORT

TØPPING THE CHARTS

IN



PREDICTIONS & TRENDS FOR PRØGRAMMING

by Walter Sabo



To build your business, you need to know what the hot trends are in programming and the broadcasting business. Following are the predictions for 1995.

They come from not-the-usual subjects; people who know know what they're doing but are usually too busy to get quoted. According to these wise observers the profitable programming trends are ...

TALK 'N' ROCK

Programming will see three hot trends: young FM talk, dramatic increase in the use of syndicated product, and more modern rock.

Young FM talk has gotten its start at stations such as **WNIR** Kent, OH, **WKXW** Trenton, NJ, **WJFK** Washington, DC, and **WTKS** Orlando. These brave stations have built giant followings.

WNIR, run by the pioneering Bill Klaus, pulls a 6 share in the Akron Arbitron. **WKXW** has more than 500,000 cume and beats many New York and Philadelphia stations in adults 25-49. **WTKS** Orlando is now No. 1 men 25-54 all week and No. 2 adults 25-54 all week doing full-time talk on FM.

To win younger audiences with talk, an FM station must not look, smell or feel like an AM *anything*. It's all bake-from-scratch. These stations must win audience from music stations. Research shows that these listeners are not AM talk listeners. They are primarily coming from FM music stations.

Keys to winning: Play music on the weekends and/or at night. Everything must be produced and presented much faster than on traditional talk stations. Topic selection should be as precise as music list rotation.

1995 will witness the evolution of different flavors of talk. "Talk" won't be "talk" any more than music is music. Watch for the continued growth of Tom Bigby's "guy talk" on **WIP-AM Philadelphia** — disguised as sports talk.

The Radio industry will wake up and start airing the most popular form of talk in American media: Relationship talk programming of the type you see on Oprah and Ricki Lake — boy, are we behind the curve on that. Dr. Judy Kuriansky is dominant at night talking about relationships on **WHTZ** New York and "Passion Phones" rule among adults 18-34 at night on **WTKS** Orlando and **WKXW** Trenton.

In syndication, the prominent FM talk pioneer is Howard Stern. Now that he has proven what television has known for 45 years — that funny is funny, regardless of geography — many syndicators are gearing up national shows.

Watch for continued growth from Stern, Mike Walker, The Fabulous Sports Babe and Tom Joyner.

ALTERNATIVE/MODERN ROCK

In earlier times this would not be a distinct format. It would simply be Top 40. It is current rock music. Because so many investment bankers made owners nervous in the early '90s, the big CHRs took a conservative approach and a large body of music went unaired.

It was, however, highly popular and represents the largest segment of music sold. Only now is it becoming a viable Radio format. It is a profitable success on stations such as **KROQ** Los Angeles, **WKQX** Chicago, **KRBE** Houston, and **WDRE** Long Island/New York.

"CHR's will lean heavily toward newer music and become more alternative — until something else comes along," says Perry Simon, a top executive at Jarad Broadcasting, the owners of **WDRE**. "Every market will have at least one modern rocker."

However, there may be reason for caution regarding this format. Chris Balcius, an AE at **WQHT** New York before joining investment banker Veronis Suhler, warns, "Time will tell whether a young, multicultural audience makes money." Sales opportunities may be limited.

DEMAND TO KNOW

FM stations will build and broaden their listener appeal by increasing news and traffic reports. Research shows, over and over again, that traffic reports are a prime way to win adult listeners — on FM. In '95 the reports will be targeted more precisely for the needs of specific audience groups such as working women, mall shoppers and teens getting out of school. An adult FM station without traffic information is going to have to play catch-up.

HIDE THE COWBELLS

The big demand for strong on-air talent is new. Don Anthony runs **Talentmasters**, a company that finds on-air personnel. Anthony says his clients are looking for "rural personalities. No whoopie cushions. Less produced general entertainers. Non-format specific. They will look for people outside of their format. That's new."

GET OUT AND MAKE A SHOW

Many managers have bought the notion that long time-spent-listening is the best way to increase AQH rank. But an analysis of TSL rank and AQH rank will reveal there is no



SPECIAL REPORT

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statistical correlation. Yes, 20 percent of the audience does 80 percent of the listening, but that is true for almost any product you can name. Most businesses aggressively seek growth from appealing to casual users. They don't take the fox-hole approach.

"The obsession with meaningless TSL will falter as music programmers come to rely again on cume-building strategies," says KRTH Los Angeles PD Mike Phillips. He would know. Compare the fall 1990 Arbitron, when

Phillips started, with his numbers from summer 1994.

	Fall 1990	Summer 1994
AQH Share	1.9	3.9
Cume:	766,100	1,289,500

Yet, his TSL only increased 1.25 percent during that period.

WINNING THOSE NEW LISTENERS

Lots of hot new toys available:

To build that cume, one of the hottest trends is aggressive use of data base marketing and creative faxes. Right now, Media Maps International can hook up a computer to your 800 number. It will show you, on a graphic map, where calls

are coming from. Imagine the potential for request lines and talk stations.

KRBE Houston aggressively uses the fax for marketing their station. In their Holiday Direct mailer, they encourage the listeners to sign up for the "104 FAX." The fax features the latest news about the station plus fascinating news such as "Maria Todd's Hollywood Dirt" and "Psycho Robbie's Cool Feelings."

Interactive faxes allow a listener to call a computerized fax and punch in the number for the information they want, such as coupons from advertisers, lists of the hottest songs or the names and bios of hosts. There are companies that handle this for you off-premises, such as Fax On Demand in Rockville, MD.

THE BUSINESS OF RADIO

Flourishing duopolies have led to a return to common sense. Smart companies such as Infinity know that there's little benefit for top 50 market stations to combine staffs in a duopoly. If you have the right receptionist, he/she is already plenty busy and cannot have their workload doubled.

John Gehron, COO of American Radio Systems, has separated the staffs of his four stations in Boston to ensure that each station's potential is maximized. All they share is a common physical trait.

SALES CONTINUE TO BOOM

"The most financially viable formats will offer opportunities for vendor programs and cross promotions," according to Balcius.

George Gilbert, top AE of WARM Scranton, PA, agrees, "... more added value ... selling your strong points. We are selling things that we use to take for granted. We have had tremendous success with sports promotions, such as the win/win contest started at KNBR San Francisco."

Gilbert represents a trend himself. Brilliant programmers who have switched to sales often can apply their knowledge of promotions to bringing in new dollars. Gilbert is the greatest programmer alive today. I know because any idea I've ever "borrowed" from him has worked.

Take The Plunge

By John Schad, President, Smarts Broadcast Systems

You know how it is around a swimming pool. Some people cannonball into the water while others tend to wade in an inch at a time. The former brave a few seconds of shock to the system while they adjust to the water temperature, while the latter spread that adjustment over a five minute period.

A lot of broadcasters are taking the plunge into computer assisted broadcasting by automation of various parts of their operation. For years, they have had their big toe in the water, using a computer to automate their billing and traffic functions, but are still unsure how to automate their on-air operations.

We at SMARTS Broadcast Systems have the hardware, software, support and the systems in place to make it easy for you to take the automated plunge. Free your valuable human resources to do things that people do best; selling, creative production and personalities. Let our reliable equipment, created by broadcasters for the broadcast industry, do the things that intelligent machines do best. That's everything from billing, accounting and traffic, to fully automating the on air sound of the station. With today's automation, that's no longer a compromise. You can save money and improve your station sound at the same time.

Call and ask how we can best help your station. We can provide fully engineered GENERATION 2000 systems that mate computers with broadcast operations, so that everything is in a single system. We can even show you how to move broadcast quality production economically from station to station within your group, so that you can centralize your spot production operations. There's a lot of things we can do to help you take that plunge.

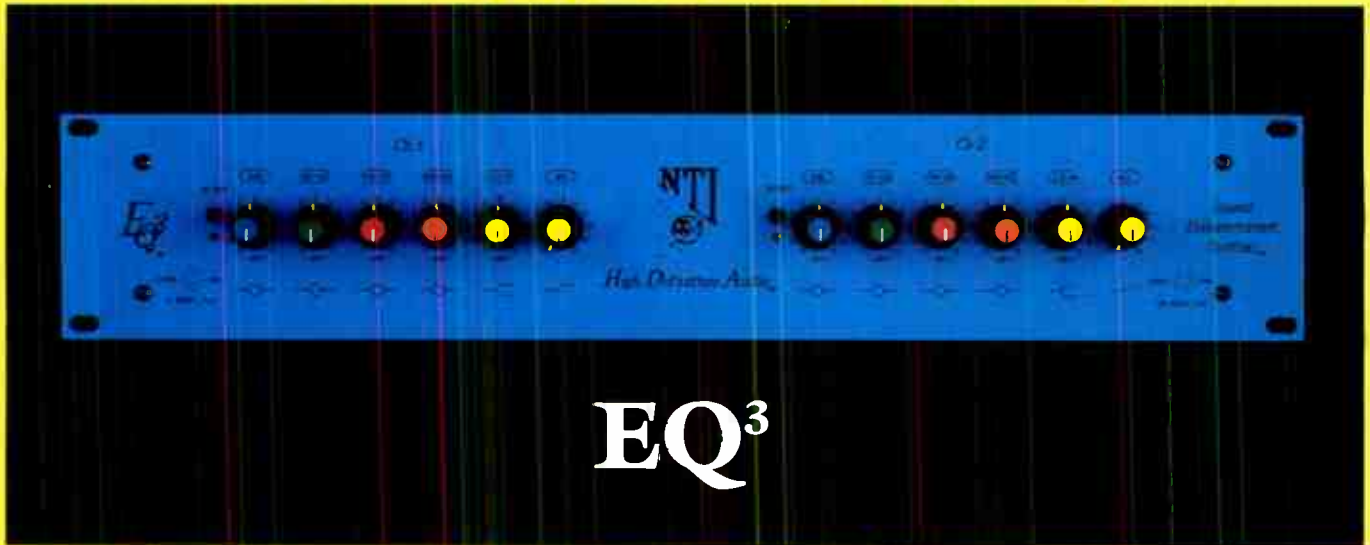
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This may sound a bit arrogant, but once you experience EQ³™ High Definition Audio, you'll never use any other sound enhancement system.

We're that confident about NTI's EQ³, the world's first air band equalizer.

Bob Whyley, audio director for *The Tonight Show* agrees; "The EQ³ lets me create a sound field that easily matches, and even exceeds, all expectations. I can't live without the EQ³, and I bring it to every session or production."

There is no competition.

The EQ³ is an invaluable addition to any broadcast facility or recording studio. It's not just another equalizer.

The EQ³ is great equalization. The more you use it, the more applications you'll find for it.

It's like sitting in front of the band and hearing every instrument and voice all at once, with total clarity.

Using patented audio circuitry, the EQ³ equalizer produces sound that is virtually free from hiss, noise, distortion and phase lift.



The EQ³ enhances current technology on the front end or back end, whether digital or analog.

The EQ³ will provide your station with quite possibly the most perfect sound you'll ever hear.

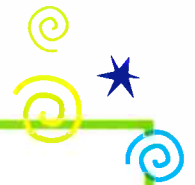
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PREDICTIONS FROM THE INTERNET

We asked the users of CompuServe's Broadcast Professionals Forum what they thought the hot trends might be and here are some sound 'bytes':

"Howard Stern, Imus, Don & Mike and Ron & Ron will create a renaissance of sorts for entertainment Radio. More shows like this will go up on satellite ..."

— *Bob Andelman*

"More use of on-line services ... promotional use of RDBS ... perhaps the emergence of a national anti-Rush personality ..."

— *Doc Searls*

"... Second and third country stations in a market will go New Rock and '70s respectively, as country shares decline following the lead of ACs in cities like Hartford ..."

— *Paul Richards*

"Truly creative Radio will arrive — with less emphasis on "spot count" and more emphasis on grabbing and keeping listeners ... Radio will turn back the clock with more live production with sound effects and actualities ... plays and cliffhanging formats will become the norm."

— *Lynn Jarman-Johnson, WOOD Grand Rapids*

"DNA testing will reveal that Rush Limbaugh is, in reality, Elvis!"

— *J. Trachman*

PAVING THE HIGHWAY

Radio, which put down the lanes on the interactive highway 50 years ago, will boom as the rest of the world tries to understand niche marketing. TV stations, which enjoyed the luxury of selling against only two competitors for years, now will come to Radio to learn to sell in an environment of 600-plus competitors. A strategic partnership with a TV station will give a Radio station remarkable leverage.


TV and Radio marriages are proving to be excellent marketing weapons. In Phoenix, Nationwide's Don Peterson saw a special opportunity for KVRV-FM. His station has teamed with Gannett's Channel 12 to air a co-broadcast every 6-7 a.m. Listeners hear the audio of a TV newscast with special production for the Radio at the breaks. TV viewers see a solid news show. At 7 a.m., the two hosts continue on the Radio — reading news and playing music — until 10 a.m. The result has been steady increases for the Radio station in female listeners in AM drive.

Also in Phoenix, the hot KTAR-AM talk host Pat McMann is simulcast on Channel 10 at 10 a.m. Cameras are placed in the Radio studio, and viewers see exactly how the show is made. McMann does a superior job of playing to both the mike and the camera. (Nice sweaters, Pat).

A great co-venture project continues to grow at Group W's KPIX AM/FM and TV in San Francisco. Teamed with Channel 5's news department, the station presents a casual FM approach to all-news during the day and plays jazz at nights and weekends. It simulcasts channel 5's popular 10 p.m. news. In a market of 54 Arbitron-rated stations, it will take these types of partnerships for stations to thrive.

Lee Masters, a former WNBC-AM DJ is now CEO of E! Entertainment Television. It is no surprise that he came up with the idea of airing a half hour of Howard Stern's Radio show — it wins the highest ratings on the E! Channel.

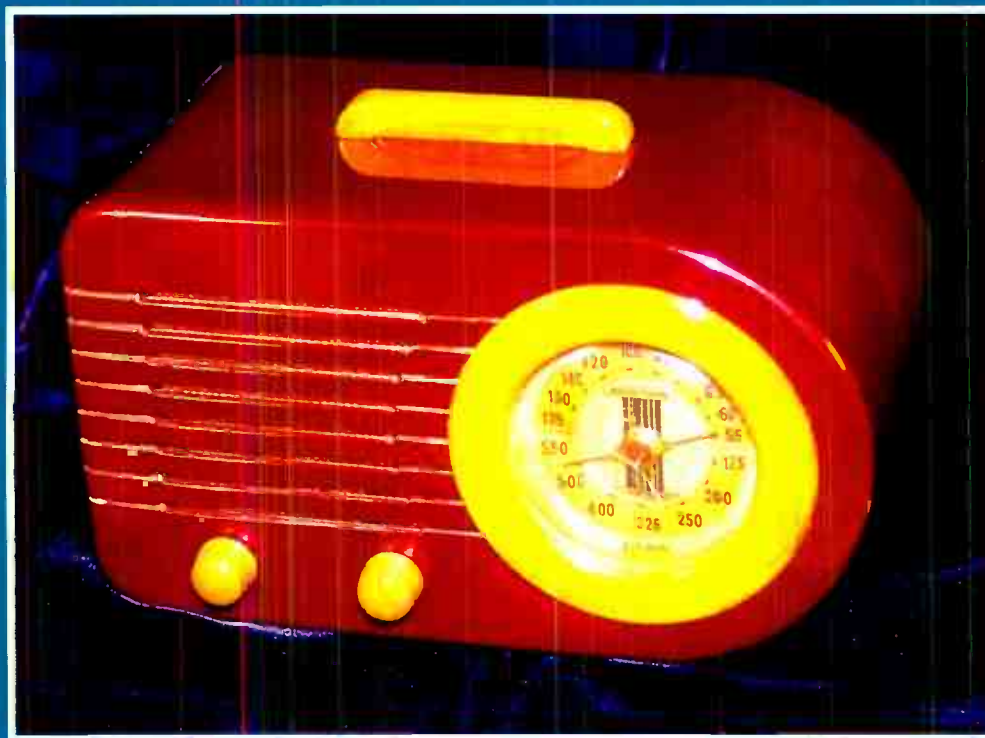
EVOLVING AND INNOVATING

Although Radio's demise has been predicted since the advent of the sound movie, the spirit of its programmers has been responsible for its profitable evolution. Any ad agency executive will tell you that no manager knows his audience as well as a Radio program director. Innovative courage propels our medium, and it is long overdue for the NAB to award a Marconi for innovation.  Walter Sabo is president of Sabo Media, a management consulting firm based in New York, specializing in turnaround strategies for major market stations. He may be reached at 212-808-3005.

Circle Reader Service #111

Wave Makers

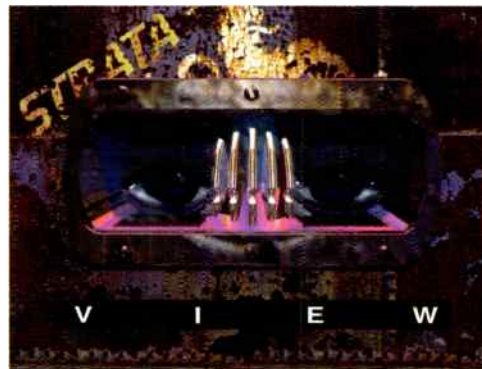
Cutting-Edge Information From Leading Radio Suppliers



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Goes High Tech and
High Touch for the '90s

◆ **STRATA MARKETING**
"One Click" Qualitative
Presentations

"One Click" Qualitative Presentations



Strata. Simple and Superior Software

Qualitative analysis is critical in promoting the strengths of your station. Creating visual sales pieces that clearly show how your station reaches a customer's target group is imperative. As a result, your sales team needs a faster and easier method for creating visual

presentations with impact.

One company, Strata, has created the "one click" method for producing eye-catching qualitative sales pieces with their Q-VIEW service. Strata has combined the strengths of a word processor, your favorite graphics software and

their Windows-based qualitative service, to provide your sales team with state-of-the-art tools that will maximize their productivity.

Seeing is believing. At the recent World Media Expo in Los Angeles, Strata unveiled their "one click" qualitative analysis to an awe-

struck audience. Station managers were amazed at how fast and easy it was to create qualitative sales pieces with a single click. In particular, one station manager noted that equipping his sales force with this service would put them "light years ahead of the competition."

Imagine creating an analysis in Strata's Q-VIEW, then clicking on a special "smart graphing button." Q-VIEW automatically generates a graph from your graphics software (such as Quattro Pro or Excel) and then places it within the body of a client letter. This entire process is automatic. Strata has done the work for you! You can then instantaneously fax this letter to the client from your desktop.

Put your sales team light years ahead of the competition by giving them the "one click" edge for producing qualitative presentations! Call Strata to learn more about Q-VIEW along with Strata's complete line of Windows-based ratings and contact management services.

Strata can be reached at
312-222-1555.

WAAA-FM

Rock 95

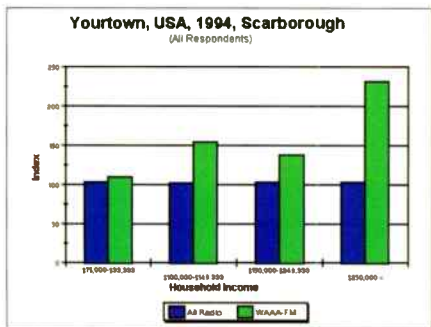
December 5, 1994

Mr. Jim Danner
Jeep Eagle of Anytown USA
1234 Randall Street
Chicago, IL 60605

Dear Mr. Danner,

As a follow-up to our conversation last week, the information below clearly shows WAAA-FM's strengths in the Yourtown marketplace. WAAA-FM is one of the top rated stations based on your target demographic.

With the assistance of Strata's Q-VIEW software, I have produced several analyses using Scarborough research for you to examine. They clearly show that WAAA-FM reaches individuals with higher income brackets. As a result, advertising with our station would reach a high percentage of your potential customers.



I am sure you'll agree that using WAAA-FM is the most effective advertising option available. I will contact you soon to discuss the enclosed information. In the meantime, if you have any questions please do not hesitate to call me at (312) 555-1555.

Sincerely,

Michael Grant

Michael Grant
Account Executive





Network Radio Goes High Tech and High Touch for the '90s

Recent years have seen a fundamental shift in the thinking of broadcasters; mass-market and mainstream are no longer the watchwords of the industry. Targeting highly focused groups of consumers has become the road to ratings success. Niche marketing success stories in cable television (i.e. CNBC, The Cartoon Channel, The Weather Channel) have borne out the efficacy of this thinking and advertisers and audiences have been tremendously receptive.

The new thinking in broadcast is hardly limited to cable. Individual radio stations, as well as national radio companies such as SW Networks, are beginning to see the value of niche programming as well.

The shift to niche programming does not come out of a vacuum — it is, of course, a response to existing trends. Back in the late '60s and '70s radio could play a wide variety of musical styles back-to-back; a Bob Dylan ballad would lead into the howling strains of Hendrix; Motown's Marvin

Gaye could be credibly followed by a Creedence Clearwater rock and blues anthem.

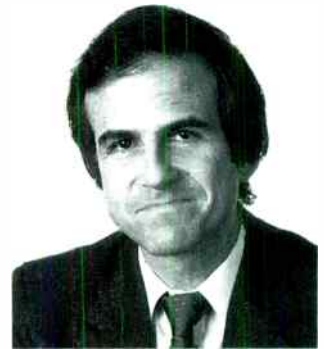
And in the '80s super-tanker CHRs like Z100 and KIIS ruled the roost with a mix of Michael Jackson, Bruce Springsteen, RunDMC, and Guns & Roses. In the 1990s, however, surveys indicate that while the musical tastes of the average consumer remain relatively broad, there is no longer a demand for this genre-hopping approach to programming. And, just as importantly, consumers will not accept such broad variety from one server but prefer to craft their own variety from multiple servers.

It is this paradox that accounts for the mad scramble to go interactive: modern consumers demand the power to choose. Rather than relying on a DJ to build variety for them, they customcraft their own by engaging in the fine art of station & channel surfing. The successful radio networks and affiliates of the 1990s will take this trend into account, developing exclusive, specific and immedi-

ately recognizable programming that consumers can tune into for quick and complete immersion in an individual genre.

Because niche programming allows for the creation of very specific moods, aimed at very specific demographics and psychographics, the opportunities for advertising sales are endless. Advertisers can know quite specifically which consumers will catch their spots and thus tailor them accordingly. Beyond that, advertisers will have a very good idea about what sort of mood and rhythm will surround their spots. By taking full advantage of the emotional content of the specific programming, niche programming makes it possible to create advertising that is bull's-eye targeted and no-waste in nature.

Hidden within the niche-programming phenomenon there is also a considerable benefit to the creative community. The appearance of numerous, profitable niches within commercial radio will allow individual performers greater artistic latitude. As



Gary Fisher, Vice President,
Advertising Sales & Affiliate Marketing

the traditional Top 40 gives way to a series of genre-specific Top 40s the pressure to conform to a limiting set of criteria will diminish. The opportunities for creative experimentation in music will abound. Rather than being a mile wide and an inch deep, radio programming will run an inch wide but, hopefully, with fathoms of depth.

With all of these factors and trends in mind Sony Software and Warner Music Group have created a new series of highly targeted, niche marketed, multimedia radio networks: SW Networks. The Radio Picture Company.

For complete details on SW Networks programming, our new proprietary digital technology and multi-media on-line opportunities—plus an evaluation of which SW Networks programs or formats might be right for your station, please call Ron Rivlin (East Coast) or Joyce MacDonald (West Coast) in SW Networks' Affiliate Marketing Division at 212-833-7320 or FAX us at 212-833-4994.

New
Each
Issue!

COPY CLIPS

Below are nine different Radio Spot copy ideas which have been used on the air successfully in various markets. Just copy this page, cut out the cards, put them in a filing box and use them as a reference for tried-and-true copy ideas. Send your great Radio spot copy by fax to 407-995-8498, or mail to: Radio Ink, Attn.: Copy Clips, 8000 N. Federal Highway, Boca Raton, FL 33487. Please remember to include your address, the copy category, client's name, your name, title, station and whether the spot is :30 or :60.

FURNITURE

:60 EAGLE OAK FURNITURE

Anncr: We're standing in this field with Milton Dustbucket. ... You're a sawdust farmer? Male: Same as my daddy and his daddy before. Anncr: You must be proud ... so what is it you do exactly? Male: See this tree? Anncr: That's a pretty scrawny twig. Male: Where you see twig, I see sawdust (sfx) ... Anncr: So, why'd you call us Milt? Male: Well, I've been chosen to speak out on Eagle Oak Furniture. Anncr: Oh, now there's something to talk about — quality furniture made of solid cherry and oak hardwoods, built to last a lifetime. Male: Ha! Built to put us sawdusters out of business. For years, we've been growin' sawdust for particle board furniture manufacturers, and since the average particle board furnishings last about a year, we've had steady business for decades. Anncr: And, since the home builder show, more people are discovering just how affordable it is to furnish their homes with a great selection of quality-built Eagle Oak Furniture ... They're leaving you in the dust (ha-ha). (Tag.)

Stephanie Pedrick, WHP-AM/WRVV-FM
Harrisburg, PA

RADIO
INK

FLORIST

:60 LAFFERTY'S LAKE CABLE FLORIST

Female: He never does anything romantic anymore! In fact, his idea of romance is pizza, a six pack, and bowling! Anncr: 1: Men, don't let this happen to you! When you start taking things for granted, yes, even your wife could end up on the Oprah Winfrey Show telling the entire population about how you belch the Barney theme song for entertainment. No, don't let this happen to you. Show your significant other that you, yes you, can be romantic! Bring home flowers today from Lafferty's Lake Cable Florist. I know that it's not a special occasion, but think of the consequences! Female: One time, for our anniversary, he got me a fishing pole and a box of worms. Anncr: 1: Men, it's easy! Just stop into Lafferty's Lake Cable Florist, located at 5280 Fulton Drive in Canton. They specialize in fresh flower arrangements, dried and silk flowers, balloons, and your special requests. Call now at 499-9393, that's 499-9393. Guys, don't let it happen to you! Anncr: 2: Unromantic men — on the next Donahue! Anncr: 1: Lafferty's Lake Cable Florist, reminding you that variety is the spice of life!

Steve Rich, WNPQ-FM Canton, OH

RADIO
INK

ADULT LITERACY

:60 MORONGO BASIN COALITION FOR ADULT LITERACY

Vc. 1: (female, very warm and homey) Sherry read on to her enthusiastic audience, enjoying the shrieks of delight her words caused. She was so glad she'd decided to become a part of the Elementary Classroom Readers Bureau! The warm feelings she got each week as she read stories to children from kindergarten through third grade were the biggest reward! Vc. 2: (male anncr.) You can become a part of the Readers Bureau too. And make a difference in our young people's lives. You'll need to attend a Readers Bureau Training Session first. Put on by the Morongo Basin Coalition for Adult Literacy. It's a part of the Families for Literacy Program with their goal to make young children aware of the importance of reading and, also, to inform the parents and caregivers of these children. For more information, or to volunteer, call Anita ... at 367-9519. It'll make you feel good all over.

Cirdy Daigneault, KCDZ-FM Joshua Tree, CA

RADIO
INK

AUTO SALES

:60 INTERSTATE FORD

(sexy, sultry music under) (sfx: doorbell) Female: (sexy voice) Hi. Male: (gulp) Hi ... uh, what can I do for you? Female: I'm Susan ... I'll be your escort for this evening. Male: Wow! You're a real beauty! Female: Well, of course I am. All of Interstate Ford's Escorts are in tio-top condition. Interstate Ford has a wide selection of Ford Escorts in four-door, three-door, and station wagons. And right now, Interstate Ford is offering 2.9% APR for 48 months on all Escorts to qualified buyers. Male: Do I qualify? Female: Well, I'm here, aren't I? Male: You sure are. And with 2.9% APR for four years, that's a savings of \$1,300 in interest! Female: I'm impressed. I like a man who knows his math. I think you and I will get along just fine. Come on ... open my door and let's go for a ride you'll never forget. (sfx: honk) Anncr: ... the best little Ford house in the valley.

Jeff Wine, WCHA-AM/WIKZ-FM Chambersburg, PA

RADIO
INK

T-SHIRT SHOP

:60 POP SHOP

Anncr: Deep in the belly of corporate America, the modern employee has been reduced to a mere number on a computer printout. Destined for a lifetime to tote that barge and lift that bale ... Worker: Hey, boss, I've got some great ideas for improving productivity ... Boss: Not now, Perkins! I need you to tote this barge and lift that bale! Worker: (sighs) Anncr: This trend can only be reversed by an artistic revolution. Like the war against boredom being waged by the Pop Shop in Spartanburg! The Pop Shop is the ultimate airbrush store ... their artists can airbrush virtually any design or photograph onto T-shirts, jeans, jackets, car tags, and more! The new artistic revolution won't be seen in a gallery; you'll be wearing it on your back! Worker: Hey, Boss, about those productivity plans ... Boss: Not now, Perkins! I'm going rollerblading! Worker: Wow! Nice airbrush shirt! Anncr: Bringing pop art to the new pop culture, the Pop Shop, Westgate Mall, Spartanburg. Richard Breen, WROQ-FM Greenville, SC

RADIO
INK

ELECTRONICS

:60 DAVID'S ELECTRONICS

(Music: "I Will Always Love You.") Female: Ooh, I've wanted to see "The Bodyguard" for the longest time. Thanks for renting it, John. You're so romantic! Male: Well, what can I say? Only the best for my ... (sfx: VCR breaking, music slows down and then stops) Female: Oh no! Not again! I told you to get this VCR fixed! Now we'll never know if Whitney and Kevin get together! Male: Well, I was going to get it fixed, but I can't find anyone I can trust. Female: Cherie went to David's Electronics. They did the job right and at a fair price. But now it's too late. Our whole romantic evening is ruined! (sfx: footsteps, then door opens and closes) Male: Wait, come back ... (start "Dragnet" theme) Anncr: Ah, another romantic evening ruined ... If John had come by David's Electronics, he would have found out that the professionals at David's could be trusted. His VCR would be running smoothly, and so would his evening. Call David's Electronics at 27-VCRTV. That's 278-2788. They're fast, honest and sincere. Maria Mann, WROU-FM Dayton, OH

RADIO
INK

INSURANCE AGENCY

:60 HULL MAYNARD AGENCY

(sfx: sirens in background) Man: Hi. I've had a really bad day. My car exploded on my way home from work and left me with a broken leg. I called 911 but all their emergency vehicles were being dispatched to a nearby fire. So I continued to drag myself home. As I got closer, the sirens got louder. Lo and behold, my house was on fire. My charred family sat crying on the curb. Honey, I said, I hope you took care of the insurance. When she told me we deal with the Hull Maynard Agency, I jumped for joy — and broke my other leg. Tag: When you have a claim, Hull Maynard Agency will take care of everything. Hull Maynard, Center Street, Rutland, recently joined Satellite Agency Network, which represents 12 companies, offering the best rates to save you money. Man: When I called the Hull Maynard Insurance Agency, Jill said she'd take care of everything.

Toni Masercola, WSYB-AM/WZRT-FM Rutland, VT

RADIO
INK

JEWELERS

:30 HERTEEN & STOCKER JEWELERS

Hi, it's me again, your wife. My very favorite day is coming up, Valentine's Day. Candy's nice, flowers are OK, but jewelry is forever. Go to Herteen & Stocker if you want to make me really happy. Herteen & Stocker has hundreds of heart-shaped pendants & necklaces in stock, perfect for Valentine's Day. Valentine's Day is my favorite day, you're my favorite man, & Herteen & Stocker is my favorite jewelry store. Nothing makes a woman happier than the gift of jewelry from Herteen & Stocker Jewelers, 1010 S. Dubuque St. in Iowa City.

Tom Suter, KCJJ-AM-Iowa City, IA

RADIO
INK

GOLF SHOP

:30 VIRGINIA CUSTOM GOLF

Woman: What is it with this golfing thing? Take my husband: He gets up at the crack of dawn and heads out into the 100 plus degree weather. He comes home, frustrated and mad, his clubs bent in every direction, and he says he loves it! Thank goodness for Virginia Custom Golf. They'll reshaft and regrip your club so it won't slip out of your hands when you're cubbing the tree. They'll even custom design a set of clubs after you throw yours into the water hazards. I don't know a lot about this golf thing. What I do know is that if you play, and I use that term loosely, you need Virginia Custom Golf. Kathy Friedrichs, WINA-AM/WQMZ-FM/WKAV-AM Charlottesville, VA

RADIO
INK

MOVERS & SHAKERS



Don Benson

★**Bill Stakelin** has been appointed to the national Associated Press Broadcasters board of directors. Stakelin is currently president and CEO of Apollo Radio Ltd., New York.

★**Patrick Courtin** has been appointed chairman and CEO of ComStream. He was formerly CEO and president of Proteon Inc. in Massachusetts.

★**Don Benson** has been named corporate VP, operations/programming for the Radio division of Jefferson Pilot Communications Company. Benson was previously executive VP of operations for Burkhart/Douglas & Associates in Atlanta.

★**Johnny Biggs** has been appointed VP of Westwood One's International Division. He had been VP of Radio Express, working for the past four years in the international market.

★**Alison Smith** has been promoted from director, performing rights at BMI to assistant VP, performing rights.

★**Eric Hauenstein** has been named VP/GM for Jones Satellite Networks (JSN). Hauenstein previously served as president of Omni Media and Transcom Communications Inc.

★**Bob Freeman** has been promoted to GSM of Walton Stations-Colorado, Incorporated.

★**James D. Godfrey** has been appointed director of sales and marketing for Marti Electronics. He was previously VP/product manager, tracker division of Radio Computing Services (RCS).

★**Peggy Kafka and Sue McNamara** have both been promoted to director of sales for Infinity Radio Sales. Kafka had been director of sales for D&R Radio and McNamara had been an AE for Group W Radio Sales.

★**Lou Harmelin** has been named director of sales for Group W Radio Sales/Philadelphia. He had been an AE for Banner Radio (formerly Blair Radio).

★**George Gollub, Lisa Friedman, Richard Tunkel** have been named AEs at D&R Radio in Boston, Detroit and Los Angeles respectively. Gollub had been an AE at WCRB-FM Radio. Friedman and Tunkel are both recent graduates of Interep's Radio Apprentice Program (RAP).

★**Dave Vanderslice** has been appointed regional director of operations for Metro Networks' Northeast Region. Vanderslice had been director of operations for Metro in Washington D.C.

★**Ken Kohl** joins KSTE-AM Rancho Cordova, CA as the new director of programming and operations. He had been program manager for KFI-AM Los Angeles.

★**Jeff Foxx** has been named executive producer of urban programming for SJS Entertainment. Foxx will continue to work as an on-air personality at WRKS-FM New York

★**Dave Lancaster** has been named afternoon air personality for KSSK-AM Honolulu. He will continue his duties as AM PD.



Johnny Biggs



Bob Freeman



Alison Smith



Peggy Kafka



Sue McNamara



Lou Harmelin

Radio's *only* full-service strategic marketing and research phone center.

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SALES PROMOTION PLANNER

ideas you should start planning now

APRIL

TARGET PRODUCTS

Easter Fashions
Lawn & Garden

Florist
Outdoor Furnishings
Restaurants

Bicycles
Children's & Infant Apparel

DATES TO REMEMBER

1 April Fool's Day
15 Tax Deadline Day

14 Good Friday

16 Easter
26 Professional Secretaries Day

NATIONAL

Alcohol Awareness, Home Improvement, Lawn & Garden, Keep America Beautiful, Prevention of Animal Cruelty, and Stress Awareness Month

GREEN AMERICA

Spring is the time to remember to take care of Mother Earth. Americans have been observing Earth Day since April 22, 1970. To some people the most important place on Earth is their own yard and greenery. In 1992, Americans spent an average of \$320 on their lawns and gardens, according to the National Gardening Association. As more Americans become environmentally aware, the demand for Earth-friendly merchandise has greatly increased. Radio is a perfect vehicle to advertise for hardware stores, nurseries, florists, landscapers, and outdoor furniture suppliers. So think about spring before the snow melts!

SPRING HAS SPRUNG

•"Bunny Service." Before Easter, have a men's wear store hire salespeople to dress in bunny

outfits. A suit store could promote last-minute alterations and serve refreshments.

•"Tax Assistance Remote." In your own remote package, have on hand a company that files tax returns to give advice and information before April 15. Car dealers can apply the refund to a new car.

•"Secretaries Day Happy Hour." At a club or restaurant, have a Secretaries' Olympics. Have phone tongue twisters, typing contest, white-out marathons, etc.

•"Kid's Turn Contest." To celebrate Earth Day, parents bring children to a client location to pick up seedlings for a tree or flower to be planted. In three weeks, photos of the flowers should be returned to the store to be judged for a prize.

•"City's Largest Garage Sale." The station holds a garage sale with listeners as participants. Rent tables and charge a small admission, with proceeds going to charity.

FEBRUARY QUICK FIX™

•"Horeymoon Happiness." Have listeners write or fax in "Why they deserve a first or second honeymoon." Clients should sponsor, and could be a drop-off point for entries.

•"Last-Minute Valentine's Shoppers Guide." Tie in several small retailers to run a schedule featuring specials on Valentine's items.

•"Lunch Deal of the Day." Each Day at 11:30 the DJ will announce a location and lunch special for that day. Package up and use as added value or a sales tool.

DATES TO REMEMBER

2 Groundhog Day
14 Valentine's Day
20 President's Day
Grammy Awards

NATIONAL

Black History, Crime Prevention, Meat, Snack Food and Wedding Month, Mardi Gras

MARCH QUICK FIX™

•"St. Patty's Pot of Gold." Retailers have a pot of gold coins with discounts, freebies, and percent-off, for customers to draw from.

•"Computers for Kids." For Snack Food Month have kids collect proof of purchase from certain snack food items to be redeemed at elementary schools for computers.

•"Milk & Cookies Matinee." Have early showing of an ice show, movie, or children's play on a Saturday morning and have a milk & cookie company sponsor and supply product.

DATES TO REMEMBER

1 Ash Wednesday
17 St. Patrick's Day
21 1st Day of Spring
13 Chocolate Week
Spring Break
Prom Season

NATIONAL

Nutrition Month; Frozen Food Month; Peanut Month; American Red Cross Month

MAY

TARGET PRODUCTS

Sporting Goods; Bridal Market; Vacations; Boating Supplies; Pools; Hot Tubs; Lawn & Garden

DATES TO REMEMBER

5 Cinco de Mayo
6 Kentucky Derby
14 Mother's Day
20 Armed Forces Day
28 Indianapolis 500
29 Memorial Day

NATIONAL

Mental Health, Barbecue, and Photo Month

JUNE

TARGET PRODUCTS

Bridal Gifts; Men's Wear; Hardware; Cameras & Film

DATES TO REMEMBER

6 Country Music Fan Fair
4 Teacher Day
14 Flag Day
18 Father's Day
21 1st Day of Summer

NATIONAL


Dairy, Safe Boating, Fresh Fruits & Veggies, Rose, Pest Control and Iced Tea Month

* Radio Ink assumes no responsibility for the viability of the promotions mentioned. Stations are advised to check with legal council regarding legality and possible lottery.

Sales Promotion Planner is compiled by Kim Stiles, creator of The Stiles System Radio Day Planner. She may be reached at 919-846-6449.

Invest in Your Private Seminar
in Power Negotiating

The Secrets of Power Negotiating by Roger Dawson.



Six audiocassettes with 24 flash cards and workbook.

In the radio business you must negotiate daily, and most successful radio executives will tell you that your ability to negotiate well is the most important personal skill you can have.

Roger Dawson, who was the hit of the NAB Los Angeles show, is the world's leading expert on Power Negotiating. Thousands of people pay \$495 each to learn about Power Negotiating at his public and corporate lectures.

By listening to this cassette program in your car you'll learn how to:

- ◆ Get full rate card and still have the other side think they won.
- ◆ Apply the five most critical issues in any negotiation.
- ◆ Match your negotiating style to the personality of the other side.
- ◆ Use 20 negotiating gambits that will give you total control of the other side.
- ◆ Learn how to resolve conflict smoothly.

Warranty: If you and your salespeople are not easily able to sell at full rate card within 30 days of listening to this program, send it back for a complete refund!

Special Offer: Through this *Radio Ink* promotion only, you get the 6 cassette album *Secrets of Power Negotiating* with 24 flash cards, comprehensive workbook and a free copy of Roger Dawson's 296 page book *Secrets of Power Persuasion*. All for only \$65 plus \$3 shipping. CA residents add applicable sales tax. To order call 1-800-YDAWSON (932-9766) 8A.M.-5P.M. PST.

**Roger Dawson Productions • 1661 Hanover Street / Suite 215 • City Of Industry, CA 91748
Fax 818-854-3595**

Circle Reader Service #113

PRODUCT NEWS

TECHNOLOGY

A watch is a watch of course ... unless it's a Seiko MessageWatch.™



Through the use of FM subcarriers, and pager technology, the watch is linked to one or more FM station's frequencies to

broadcast paging messages and other data. This means it works like a regular pager, and you can also get stock information, weather stats, lottery numbers and sports scores. As of now, Seiko has linked up with Portland, Seattle and L.A., but hopes to have covered the 25 top markets by 1996. All this and it tells time, too! 415-904-7070 ext. 265/281

It's "all systems go" at TFT Inc., which has readied for broadcasters the equipment needed



to comply with the new Emergency Alert System (EAS) authorized by

the FCC. TFT has available the EAS 911 decoder and 912 encoder which have manual and automatic operation and compatibility with the current NOAA Weather Radio Digital transmissions (WRSAME). And if you're a procrastinator, remember the deadline is July 1, 1996 to comply with the new EAS requirements. 408-727-7272

•**The Adder™ 882** isn't a calculator, it's a new bi-directional system from Telecast Fiber Systems Inc. The Adder™ is a pair of small 2RU 10-inch rack mounted enclosures that's capable of simultaneously transmitting eight broadcast quality audio channels, plus eight RS422 data/control both-ways over a single optical fiber. It helps with problems like signal-to-noise ratio, interference and crosstalk — but not long division. 508-754-4858

•**ComStream** and the China Radio and TV Corporation for International Techno-Economic Cooperation (CRTV) have teamed up to establish the first service center for satellite communications products in China. The center will

have an "in-bond" warehouse allowing ComStream products to be shipped directly to it, and will also have a staff of 17, including six engineers and four repair technicians. 619-458-1800

PROGRAMMING

Hang on to your hoops, Westwood One recently added sportscaster Dick



Dick Vitale

Vitale to their lineup. His two-minute feature, *Dick Vitale's Talkin' Roundball*, airs daily (M-F) through the college and pro-basketball season with topics ranging from "players of the week" to "over-rated coaches." WWI Entertainment's sports director Larry Michael said, "He's awesome with a capital 'A.'" Serendipity baby! 703-413-8550

Premiere Radio Networks and Vital Options, a non-profit organization dedicated to the needs of young adults



Selma Schimmel

with cancer, have launched *The Group Room*. The show, which will be hosted by Vital Options president and CEO Selma Schimmel is a call-in show for people with cancer, their families, friends, physicians and health care professionals, and is the first of its kind. Call Vital Options at 310-573-1776 or PRN at 510-838-7127

•**EZ listening**—New from the USA Radio Network is a 2-1/2 minute feature called the *Tax Rescue Minute*, loaded with practical information on finances and tax law. The feature is hosted by tax expert and author Daniel J. Pilla. Also new from USA is WHEN-AM Syracuse's Gary Nolan, who airs live on *USA Radio Daily* from 7:05-11:00 a.m. CST. 800-829-8111

SEND PHOTOS

of your new products, services and programs to: **Product News, c/o Radio Ink, 8000 N. Federal Highway, Boca Raton, FL 33487.**

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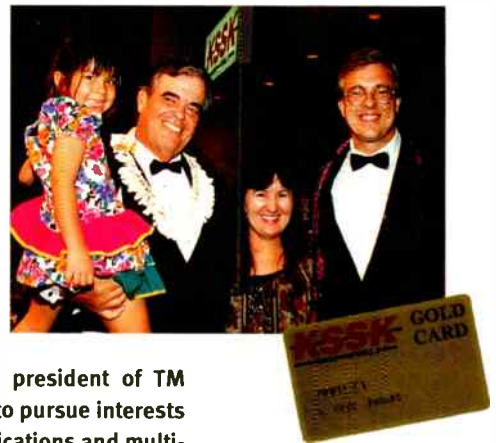
•British Education Invasion — Six salespeople of British Radio station The Bay 96.9 FM have become the first in the UK to be awarded Radio marketing diplomas by the Radio Advertising Bureau after completing courses by sales trainer Chris Lytle. Does this mean we can hire them now?



The Wolf from another Planet ... Looks like Wolfman Jack's debut at the Hard Rock Cafe in Washington D.C. (Dec. 12-

Jan. 1 *Radio Ink*) ended up turning into just a launch. A legal hassle involving the Hard Rock chain caused WXTR-FM Waldorf, Md., the Liberty station which was set to syndicate the Wolfster's show, to call rival chain Planet Hollywood for the gig. Guess the Hard Rock was just a sheep in Wolf's clothing. Pictured at the ill-fated launch r-l: Lonnie Napier (Wolfman's producer & manager), Wolfman, Mark Lapidus of Liberty Broadcasting, WXTR PD Roy Laurence and WXTR GM Bob Rich.

Talk about winning big ... As winner of KSSK-AM/FM Honolulu's "Live the Good Life" contest, Candy Tamayori won \$25,000 in cash, plus another \$10,000 for showing up with the KSSK "Gold Card,"— oh, and she also won a new Toyota Corolla (to carry all that money around in, of course). **Pictured are (l-r): Brina Tamayori, KSSK's Larry Price, Candy and KSSK's Michael W. Perry.**



◀ FYI: Craig Turner, president of TM Century has resigned to pursue interests in worldwide communications and multimedia. Bob Shannon and Lynne Mabry will be sharing COO duties until TM finds a new president. Good luck Craig. He may be reached at 214-618-0451.

▼ What better way to endorse a pen than have Don Imus use it? For the past two months, Imus used an Aurora pen for the book-signing tour of his modest novel, *God's Other Son*. Kerno Industries, importer of the Italian-made Aurora, got on-air mentions as part of the deal, which translated into a flurry of calls to pen shops after almost every mention, according to Kerno AE Mark Smith. The success of this deal can only mean one thing— "The pen is mightier than the sword, but not the mouth." ▲



Where is this Broadcaster?

The broadcaster we are looking for breathes, eats and sleeps radio. Grew up listening to the great stations. Couldn't wait to get a gig on the air (probably during high school). The broadcaster we are looking for has spent time in the production room with tape recorder and razor blade, and has become a fluent, fast and efficient copywriter with a fountain of ideas, loves promotions, and learned long ago that the serious money in the radio business is behind the microphone, not in front of it.

The broadcaster we are looking for is computer literate, probably has one at home with lots of whistles and believes the future of radio will rely heavily on micro chips. This broadcaster is into Windows, modems and the Internet.

The broadcaster we are looking for is probably in sales right now, in a small or smaller market, itching for the next step. The broadcaster we are looking for wants to be a manager, ultimately an owner.

The broadcaster we are looking for will move to our community, family and all, and settle in, join the Rotary Club and the United Way, perhaps even a church, sell big bucks, find and hire other good people, eventually take over the whole show. We are an equal opportunity employer, and we keep our mouth shut when someone applies. The broadcaster we are looking for will work for and learn from one of the most respected and well-known broadcasters in the industry now with two stations and more coming.

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The broadcaster we are looking for knows about fax machines and how to use them and will fax us enough information to get us to call for a chat, which could lead to a lifetime of riches and fun. Fax 812-847-0167.



▲ During a Houston Oilers game recently, a 50-yard field goal earned the kicker \$50,000. Before you think any further, you should know the kicker was a Texas A&M ... computer science major. Brian Wright, took part in the "Cash Kick" sponsored by KRTH-AM Houston, Kmart, Scoops and Snapper. And he was so confident, he proclaimed that the 50 grand "better be ready for him." A computer science major? **Pictured are (l to r) Bob Bergholtz, Scoops; Gary Bergholtz, Scoops; Laura Morris, KRTH GM; Wright; Mike Powell, Kmart; and Roy Carney, Kmart.**

SEND PHOTOS OF YOUR ORGANIZATION'S major events to: Grapevine, c/o Shawn Deena, 8000 N. Federal Highway, Boca Raton, FL 33487.

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Radio Ink is a positive Radio industry resource designed to continually educate readers by providing fresh, stimulating and actionable ideas in marketing, sales and programming along with refreshers on the basics. Content is 100 percent related to Radio, quick-to-read, with a no-bias editorial balance, giving equal emphasis to all formats, market sizes and geographic regions. All editorial material is geared toward building the success of our readers, their stations and the Radio industry overall.

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EVENTS CALENDAR**1995**

Jan. 19—International Radio & Television Society Foundation Newsmaker Luncheon. New York. 212-867-6650

Jan. 19—Virginia Association of Broadcasters Winter Convention, Richmond, VA. 804-977-3716

Jan. 24—Radio License Renewal Seminar, Jackson, MS. 202-775-3511

Jan. 30-Feb. 3—MIDEM '95, 29th International Record Music Publishing and Video Music Market. Cannes. 212-689-4220 in U.S., 0171-528-0086 in U.K.

Feb. 5-6—NAB Radio Group Head Fly-In, Washington, DC. 202-775-3527

Feb. 9—Oklahoma Assoc. of Broadcasters Annual Student Day, Tulsa, OK. 405-848-0771

Feb. 9-11—Louisiana Assoc. of Broadcasters Annual Convention, Lafayette, LA. 504-922-9150

Feb. 10—International Radio & Television Society Foundation Newsmaker Luncheon. New York. 212-867-6650

Feb. 10-11—Oklahoma Assoc. of Broadcasters Annual Convention, Tulsa, OK. 405-848-0771

Feb. 11-14—National Religious Broadcasters, Nashville, TN. 703-330-7000

Feb. 15-17—Broadcast Cable Financial Management Assoc./ Broadcast Cable Credit Assoc. Board Meeting & Seminars, Scottsdale, AZ. 708-296-0200

Feb. 16-19—RAB Marketing Leadership Conference and Executive Symposium, Dallas. 212-387-2100

Feb. 20-22—Annual Great Lakes Broadcasting Conference and Expo. 517-484-7444

Feb. 24-27—Nat'l Federation of Community Broadcasters Annual Meeting, Albuquerque. 202-393-2355

Feb. 25-26—Dan O'Day's PD Grad School, Dallas. 310-476-8111

Feb. 25-27—NAB State Leadership Conference, Washington, DC. 202-775-3527

March 1—AWRT 20th Annual Nat'l Commendation Awards Gala, New York. 703-506-3290

March 1—Country Radio Broadcasters Country Radio Seminar, Nashville, TN. 615-327-4487

March 14—Radio License Renewal Seminar, Louisville, KY. 202-775-3511

March 16—Internat'l Radio & Television Society Foundation Newsmaker Luncheon, New York. 212-867-6650

March 23—NABOB 11th Annual Comm. Awards Dinner, Washington D.C. 202-463-8970

March 25—Nat'l Assoc. of Radio Talk Show Hosts Regional Forum and Spring

Board Meeting, Vienna, VA. 617-437-9757

March 26-27—West Va. Broadcasters Association Annual Spring Conference, Huntington, WV. 304-744-2143

March 26-30—EIA/CES Spring Conference, Washington D.C. 202-452-8700

March 30-April 2—Associated Press Broadcasters Spring Board Meeting, Asheville, NC. 202-736-1100

April 5—Internat'l Radio & Television Society Foundation Gold Medal Award Dinner, New York. 212-867-6650

April 7-10—Broadcast Ed. Assoc. Annual Convention, Las Vegas. 202-429-5354

April 10-13—Radio License Renewal Seminar, Louisville, KY. 202-429-5402

April 10-13—NAB Annual Convention, Las Vegas. 202-429-5355

April 21-22—Upper Midwest Communications Conclave PD retreat and TalenTrak, Minneapolis, MN. 612-927-4487

April 23-25—North American National Broadcasters Association Inter-Union Satellite Operations Grp., Barbados. 613-738-6553

April 26-29—NANBA 8th World Conference of Broadcasting Unions, Barbados. 613-738-6553

April 29-May 5—RAB Board of Directors, New York. 212-387-2100

May 8—The Peabody Awards Banquet, New York. 706-542-3787

May 9—Internat'l Radio & Television Society Foundation Awards Luncheon, New York. 212-867-6650

May 16—Radio License Renewal Seminar, Toledo, OH. 202-775-3511

May 21-24—Broadcast Cable Financial Management Assoc./ Broadcast Cable Credit Assoc. 35th Annual Conference, Las Vegas. 708-296-0200

May 24-27—Native American Journalists Association Annual Conference, Bismarck, ND. 612-874-8833

June 1-4—Am. Adv. Federation Nat'l Advertising Conference, Tampa. 202-898-0089

June 6-11—National Association of Hispanic Journalists Annual Convention, El Paso, TX. 202-662-7145

June 7-10—PROMAX & BDA Conference & Expo, Washington, DC. 213-465-3777

1995 Arbitron Survey Dates

- Winter Jan. 5-March 29
- Spring March 30-June 21
- Summer June 22-Sept. 13
- Fall Sept. 21-Dec. 13

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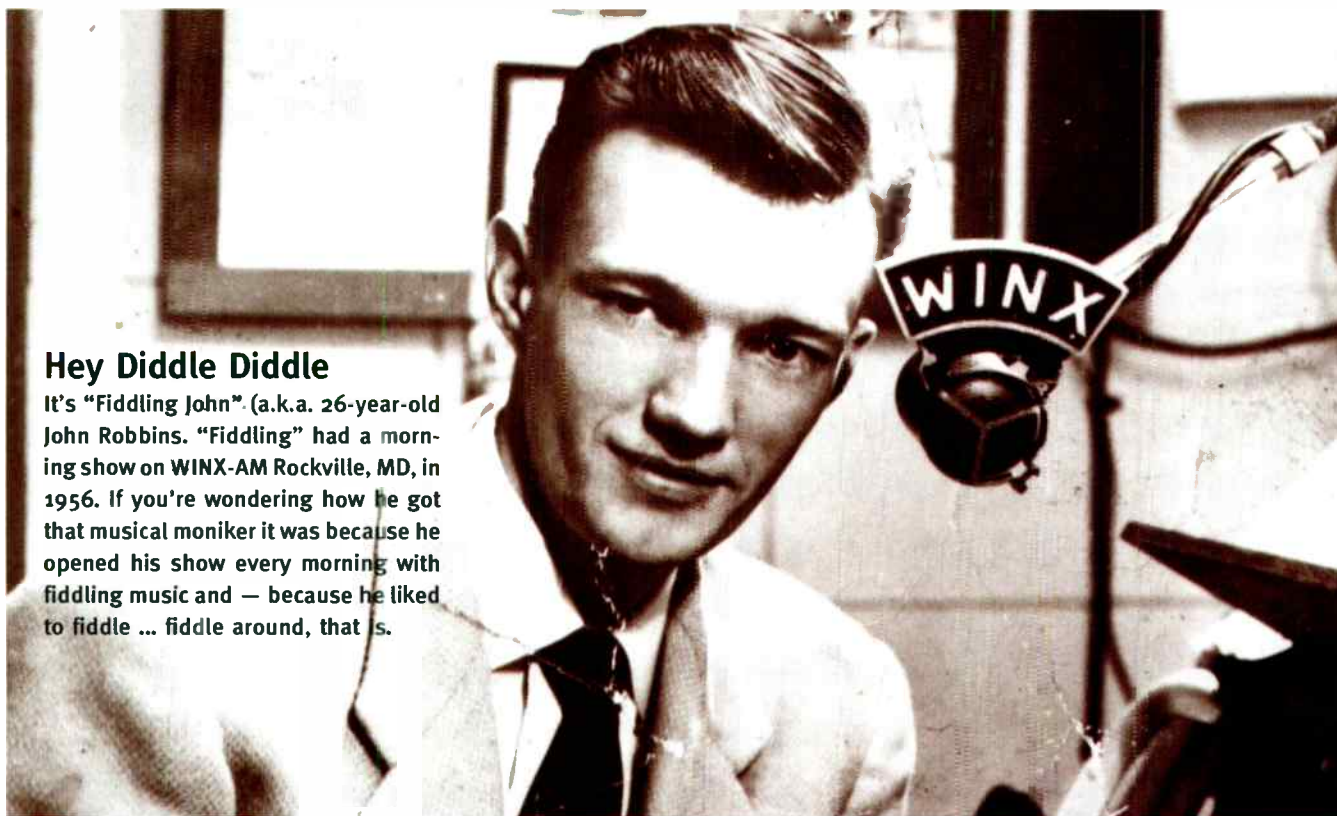
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