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INSIDE

1996 GUIDE TO TALK RADIO

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DAN MASON

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Each day for more than 75 years, Radio has affected and influenced the lives of hundreds of millions of people. As we near a new millennium, Radio's ability to deliver an advertising message with impact to the largest, most viable group of consumers is greater than ever.

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At Katz Radio Group, we are constantly trying to educate, inform and serve our clients ... both the Radio stations and the advertisers. *Ad Ink™* will not only give advertisers greater knowledge of Radio, but will provide Radio stations with an understanding of the needs, wishes and expectations of advertisers. The more we know, the more we can all grow.

We hope you enjoy and use the information found in *Ad Ink™*. Please feel free to give the editors of *Radio Ink* your suggestions for future issues, and let us know how we can be of service.

Best wishes for a healthy, prosperous 1996!



Katz Radio Group

INTERVIEW



CBS Radio's Dan Mason

12 Mason discusses managing the nation's largest group, the differences between Group W and CBS, and finding the right people.

SPECIAL REPORT

Guide to Talk Radio



34 Who's talking and what are they talking about? Radio Ink provides a quick and easy reference to news, talk and sports programming plus comments from top talkers and consultants on how this election year will affect Talk Radio.

Cover photo by Brendan Mattinoly

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We've all experienced it. Some companies make it easy to buy while others create barriers. For instance, I stopped shopping at Costco because there is always a huge line to check out. I won't go to any Burger King because they always seem to screw up my order and their restaurants seem dirty. I stopped using Alamo rent-a-car because every time I rented from them I had problems at the counter. Companies who get my business make it easy. They understand my need to save time, my desire for cleanliness and quality, and the need for clarity in the buying process.

How easy is it to buy Radio in your market and at your station? If I as an advertiser express interest in buying spots from your station do I get badgered by sales reps who have a "give-me" rather than a "how can I help?" attitude. When I ask opinions about other stations do your reps slam the competition? When I tell you my problems do you solve them with passion? How easy have you made it for me to gather information about who reaches my customers? Can I trust the data provided when everyone tells me they are number one? Do I have to talk with 60 reps in three days? Do I properly understand the buying process? Do I know what results to expect? Once I place a buy do I get hounded by 20 reps who tell me I made a mistake by buying other stations?

I think Radio is hard to buy locally and nationally. We just don't recognize it because we're too close to the process. Our assumption is that all clients and agencies know who to contact, where to get data about our markets and stations, and how to buy Radio. Nationally we assume they know the national reps, the RAB, and the Radio networks. Yet according to a major advertiser I spoke with recently: "We wanted to buy Radio but didn't know how, or even where to start. Our marketing people weren't sure, and our agency said they didn't do Radio and steered us away from it." He went on to tell me that he actually thought Radio would be a great place to advertise but they were not curious enough to go out of their way to explore further. At a different time a buyer for a well-known household product told me they had wanted to advertise on a major national Radio show but

didn't have a clue what network it was on or how to contact them.

Radio needs to become more effective at its mass marketing efforts. Every year new advertisers come out of nowhere and spend money in the market. Many are advertisers we didn't know existed, so how could we call on them?

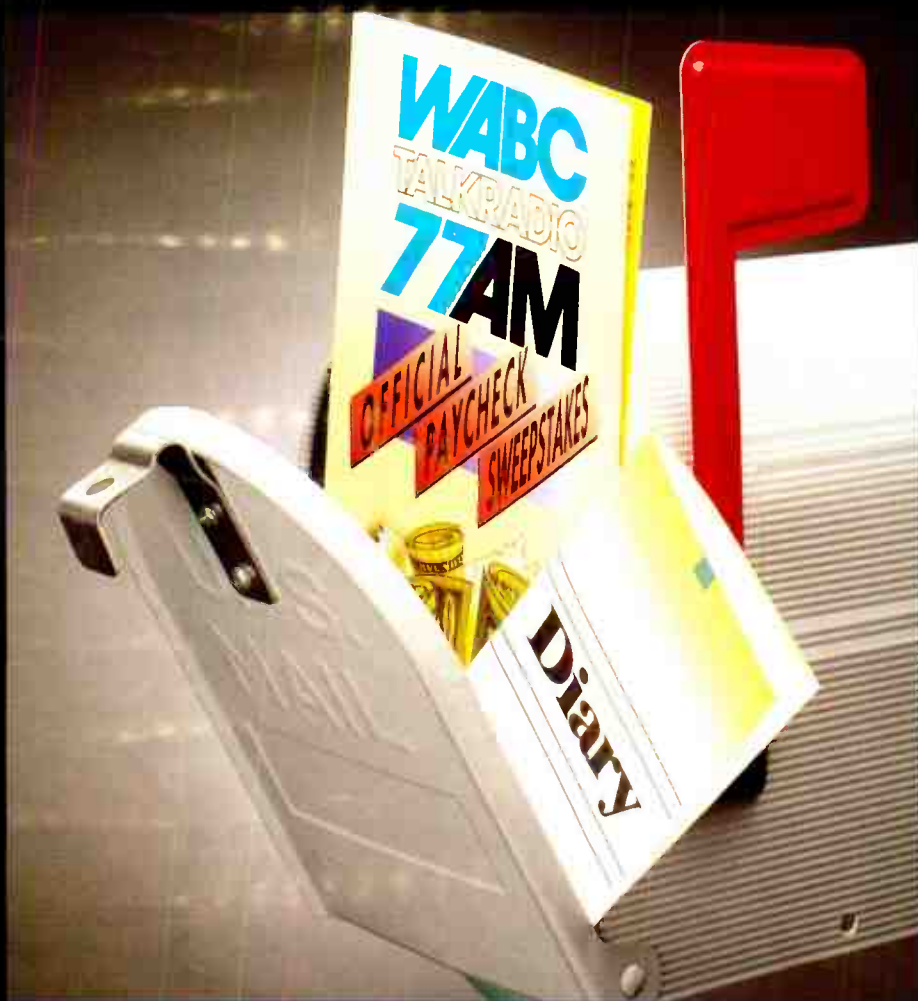
Radio needs to send frequent messages to the advertising and marketing community, and not just make in-person calls. How many stories do *Ad Age* and *Adweek* have about Radio? Very few. This is one reason we created the Ad Ink™ section in our magazine. We now send 50,000 issues a year to advertising executives. We want to repeatedly educate them about using Radio. But this attempt is only a drop in the bucket. Where is the aggressive PR agency for Radio that generates thousands of stories a year? Where are the ads in the *Wall Street Journal*? Since no one else was doing it, for the 75th anniversary of Radio, I hired a PR agency and generated over 1,000 local and national newspaper, magazine, and television stories about Radio within a couple of months. Think what could happen if all of Radio got behind such an effort!

As an industry we also need to have more local coordinated efforts. Every business in every town should have a "Radio kit" provided by the local broadcasters working in concert with the chamber of commerce. It should assume the business knows nothing about Radio, and should walk them through step-by-step about every aspect of the basics, every format, demographic, lifestyle, stations, Radio qualitative, how to buy, how to get copy produced, etc.

With a goal of making all businesses in America very "Radio Aware," within five years we could see billing figures double or triple. I offer the challenge and would like to hear from all city groups, reps, organizations, state associations, and individual broadcasters who would like to participate in a think tank to make this happen. To our customers we tout the importance of frequency, yet we as an industry don't follow our own advice. ☐

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PEOPLE IN INK™



Country Christmas

Well the holidays have come and gone and all that's left is wrapping paper, dead trees and lots of pictures. Like the ones for the First Annual WYNY-FM New York Country Holiday Expo. Staff, a country star or two and (1 & 2) listeners — lots of them — made it to the fantabulous festivities. 3) WYNY's Dan Daniel did the play-by-play as GM/President Steve Candullo and country singer Shania Twain cut the ribbon to open the expo. New York's first lady 4) Donna Hanover Giuliani (in red) stopped by to take part in the celebration with (l-r) WYNY jocks Charlie Burger, Dan Daniel, Randy Davis and Lisa Taylor. Among the cavalcade of country artists were 5) Baker & Myers performing; 6) Helen Darling and Jeff Carson hugging; 7) John Berry signing autographs and 8) singing; and 9) Doug Supernaw signing way into the night. 10) There was dancing all over the place as jocks 11) Lisa Taylor and Randy Davis broadcast live to a crowd of thousands. The staff and stars were proud to present 12) \$5,000 in expo proceeds to St. Jude Children's Research Hospital. Speaking of kids, 13) check out these party-crashing country punks. (Actually these wholesome boys are members of the group, The Moffats, who sang and signed autographs.)

Double Kiss

On the east coast, WXKS-FM Boston had an Acoustic KISSmas for the "Toys for Tots" program, bringing in cash and lots of toys. After all the strings were plucked and broken, about 1,000 toys and more than \$2,500 in proceeds were collected. Among the performers who took part in the event were Scottish rockers Del Amitri posing with 14) WXKS PD John Ivey (third from left). 15) And Boyz II Men's Shawn Stockman, dressed for the golf course, made a special appearance (posing with Ivey).

In Los Angeles KIIS-FM held their 3rd Annual Rick Dees KISSmas party for more than 5,000 of their closest listeners on the back lot of Sony Pictures studios. Say, is that 16) Academy Award winner Oliver Stone with (l-r) KIIS' Vic "The Brick" Jacobs, GM/President Roy Laughlin and the lovely morning show sidekick Ellen K? 17) And attempting the Dentyne pose were members of Arista Records and the group Real McCoy. If they were any closer it might be illegal. — SD

"RADIO ON THE SCREEN" TRIVIA QUIZ ANSWERS

Thanks to all who participated in *Radio Ink's* "Radio on the Screen" Trivia Quiz. We told you in our December issue that we would publish the names of those who answered all questions correctly. Unfortunately, although we had many close calls, we had no cigars so to speak. Following are the answers in bold.

- Phil Hartman, featured on our cover, plays an **anchor** on the NBC sitcom *News Radio*?
 - What *Airplane* star was also star of a short-lived TV sitcom about a D.C.-based Radio station?
 - Leslie Neilson
 - Robert Hayes**
 - Lloyd Bridges
 - What was the name of the show in question No. 2? **FM**
 - On *Frasier*, what does Dr. Crane say before greeting each caller?
 - "Hi, you're on the air."
 - "What's your problem?"
 - "I'm listening."**
 - What movie starring Christian Slater featured him as a rebellious, angst-filled pirate Radio operator? ***Pump Up The Volume***
 - True or False: Johnny Fever worked the night shift. **False, Johnny Fever was the morning guy**
 - On *Northern Exposure*, the philosophical DJ Chris Stevens worked at **K-Bear**.
 - Name the Woody Allen film about Radio.
 - On Radio*
 - Radio Days***
 - Talk Radio*
 - True or False. Wolfman Jack played himself in *American Graffiti*. **True**
 - What 1994 Radio movie was created by *Star Wars* maven George Lucas? **RadioLand Murders**
 - Gordon Jump, who played Mr. Carlson on *WKRP in Cincinnati*, is also well-known as the **Maytag** repairman.
 - What was the name of the TV show that featured actor Gary Cole (*American Gothic*, *The Brady Bunch Movie*) as a late-night talk Radio show host who also got involved in stories and crimes, etc., etc.? **Midnight Caller**
 - Who directed *Talk Radio*?
 - Steven Spielberg
 - Stanley Kubrick
 - Oliver Stone**
 - What was the format of Dave's (Clint Eastwood) Radio show in *Play Misty For Me*? **Jazz**
 - What does Robin Williams say the "O" stands for in o-600 in the film *Good Morning Vietnam*?
 - Operational!
 - Oh My God It's Early!**
 - On Time!
 - The two main female characters on WKRP were named **Bailey** and **Jennifer**.
 - What is the name of *Frasier's* producer? **Roz**
 - What was the name of the song playing during the dedication to Suzanne Somers (blonde in the white '57 T-Bird) in *American Graffiti*? **Green Onions**
 - In what city is *News Radio* based?
 - Los Angeles
 - Chicago
 - New York**
 - What's the name of Eric Bogosian's character in the film *Talk Radio*? **Barry Champlain**
- *** Bonus Stumper 21. In the film adaptation of *War of the Worlds*, who starred in the Orson Welles role? **Orson Welles. There were two versions. One based directly on the H.G. Wells book starring Gene Barry in 1953 and an actual film re-creation of the Radio drama starring Orson.**

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Circle Reader Service #107

ABC Radio Networks Take Fresh Approach to '96 Election Coverage

The nation's largest Radio network plans a fresh, original approach to cover the 1996 elections. "In years past, news organizations did the same thing, and frankly, it got boring," says **John McConnell**, ABC News VP for Radio. "Reporters got in the



Bob Callahan, president of ABC Radio Networks, meets Bill Clinton.

bus or plane, covered the 'photo opportunity' created by the campaign, then got back on the bus or plane and repeated the cycle, over and over. We'll be on the buses and the planes," McConnell adds, "but there'll be a whole lot more interesting things going on at the same time."

Affiliates of the ABC Radio Networks get their first taste of the unique approach in February when **correspondent John Lyons** takes off for a "drive in the country." He'll spend over a month criss-crossing the country in a specially-outfitted four-

wheel-drive Chevy Suburban with three cellular phones installed and new technology which ABC declined to reveal. He'll report live each morning from a different diner, donut shop or truck stop on what "real people" have to say about the campaign and the candidates.

"We'll have reporters in the actual sates covering the primaries and the caucuses," explains McConnell, "but Lyons will be in other states, reporting whether all the media hoopla in New Hampshire or Iowa even registers with average Americans. Our pundits will be people, not pundits." In some cases, "the man in the van" (as ABC refers to the project internally) will work with local ABC Radio Network affiliates originating the remotes. Lyons will also report live on the morning shows of several major market ABC Radio Network affiliates. "John did this during the Olympics, the Gulf War, the entire O.J. Simpson trial and even Groundhog Day in Punxsatawney, Pennsylvania," says McConnell. "He is a popular personality on stations like WABC-AM New York, WMAL-AM Washington D.C., KTAR-AM Phoenix and KSDO-AM San Diego. He's not afraid to reveal his wacky sense of humor or his delightful personality."

McConnell also points to the best known name in Radio, Paul Harvey. "We know the political pros listen to *Paul Harvey News and Comment*. They may have their own polling data, but they all respect Paul's uncanny knack for judging the mood of the electorate."

Other unusual techniques ABC will employ include, "Project Will You Still Love Me Tomorrow?" in which a reporter will follow the presidential campaign trail ... 24 hours later. "Remember all those pictures you saw on television the day before at carefully staged campaign events?" asks McConnell. "We want to find out if it left any impression in town a day later." ABC Radio News will also employ a "Spot Squad" ... a team of experts who will analyze the actual commercials (spots) aired by the campaigns and report back on the accuracy and honesty of the claims and mudslinging.

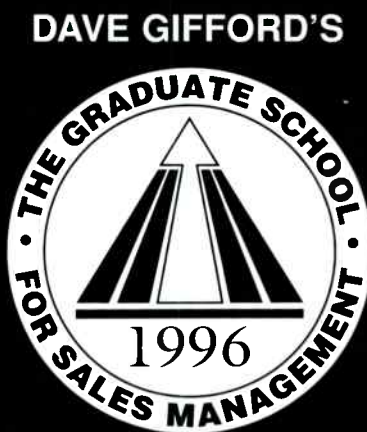
The ABC Radio Networks have the full worldwide resources of the televi-



ABC's David Feinberg, senior editor, and Cherry Key, assignment editor, discuss a breaking news story.

sion side of ABC News. "But in addition to that," promises McConnell, "we'll have more Radio reporters out covering the campaign than any other Radio network, by far." 

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- SAN FRANCISCO (March 18-20)
- ORLANDO..... (April 1-3)
- ATLANTA.....(May 6-8)
- SANTA FE.....(June 24-26)
- CHICAGO..... (July 15-17)
- BOSTON..... (August 5-7)
- DALLAS..... (September 16-18)
- SEATTLE.....(October 28-30)
- PHILADELPHIA (November 18-20)
- LOS ANGELES (December 9-11)

Circle Reader Service #108

DAN MASON



Dan Mason is president of the CBS Radio stations group, a division of Westinghouse Broadcasting Company. In that role, he is responsible for the operations of the company's 19 AM stations and 22 FM Radio stations in New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Houston, Boston, Pittsburgh, Dallas, St. Louis, Washington, D.C. and Minneapolis.

Mason began his career in Radio in 1975 as program director of WZGC Atlanta. In 1977, he moved to WPGC-AM/FM Washington, D.C., where he was both program director of the station and national program director for First Media, its owner. In 1979, he became vice president and general manager of KTSA and KTFM San Antonio, TX, returning once again to First Media in 1980 as general manager of KFMK-FM Houston. In 1985, he was promoted to executive vice president of First Media, and in 1988, when First Media became Cook Inlet Radio Partners, he was named president of that organization. In 1993, Mason joined Westinghouse Broadcasting as president of Group W Radio. In 1995, Westinghouse Broadcasting merged with CBS.

A native of Louisville, KY, Mason received a bachelor's degree in broadcasting from Eastern Kentucky University and, in 1995, was named that university's outstanding alumnus.

Mason and his wife, Pat, have two sons and live in Poolesville, MD.

Mason discusses managing such a large group, the differences between Group W and CBS, and finding the right people.

INK: Dan, with 41 stations, CBS Radio is the largest group in America. How do you plan to manage a group that size?

MASON: I would like to shift the focus of the group from a network conglomerate to a local Radio station environment. Radio is a local medium and our Radio stations have to reflect that.

INK: Are you going to give more autonomy to the local managers?

MASON: There will be more autonomy within the Radio station itself. Provided that they have the financial goals, ratings goals and revenue goals, they will be allowed to manage their own Radio station as if it were their property.

INK: Will you have regional directors for the Radio group?

MASON: Not over the next few years, but I think that Radio is going that way. You can see it in the medium markets where someone may own four stations and have an LMA on two more. I mean six Radio stations in one market is pretty impressive. That sets up an environment where you may have a CEO per market. I do believe, if the telecom bill passes, that Radio could go that way and we want to be flexible enough to be prepared for that, but it is not time yet.

INK: Some people have said that one of the reasons CBS Radio didn't perform at the levels that many felt it could and, obviously, Group W did, is that it was always in the shadow of the TV network. Do you think that is the case?

MASON: No. I can't say that is accurate. You may have heard the same stories over the years about Group W, Cap Cities with ABC, and NBC when they were in Radio, so that comes with the territory when you are owned and operated by a network.

THE GROUP W/CBS DIFFERENCE

INK: So what is the difference between Group W, that is able to pull margins over 40 percent, and CBS, that reports margins in the 20 percent range?

MASON: Group W over the past few years has become, both on the Radio and TV side, much more entrepreneurial. Information systems were updated. Some old ways of doing business were thrown out. New ideas were brought to the company. I give Bill Korn [Group W Broadcasting president] the credit for that. He is a superior strategic thinker and it has shown up throughout the organization.

INK: What information systems were updated?

MASON: Pricing, sales and financial management information. Those are the key ones.

INK: Concerning pricing with multipoly and duopoly, have prices gotten squeezed and pushed down, or do you think they are pushed up?

MASON: Well, the big problem Radio has is that we just don't have a large enough client base. We depend on 20 agencies in any given market to provide 80 percent of our billing and we just can't operate that way. There are not enough customers for our product. You know there has to be some kind of line extension on advertising for us to really put our industry on the next level. I'll use the Post-It™ pads as an example. When you had those long legal pads, I would assume that there was a predictable share increase on yellow paper used every year through legal pads but, when somebody figured how to make a legal pad a Post-It™ pad, chop it up into sixteenths, then the demand for yellow paper went through the roof, because there was more usage for it. The issue for us is how do we find more ways for new clients to use our product.

INK: Do you feel that instead of being strictly a price/item medium, Radio should look more at brand building?

MASON: Radio has always been a strong price and item medium for retail. Our sales staffs are just not big enough to be able to service the client base that we need to cover. You can't service a market like Boston, or Philadelphia, with seven or eight salespeople. There have to be more salespeople. There have to

be more sales calls. There have to be more success stories.

SEPARATE SALES STAFFS?

INK: Where you have multiple stations, do you keep separate sales staffs, or do you combine them?

MASON: No. We keep them separate, and we are trying to double the size of them as time goes by. We want more salespeople.

INK: Is that to pick up, as you would say, the base of business, what many refer to as "mom and pops," and can they afford Radio at the levels that Group W/CBS stations are asking in those markets?

MASON: Well, the last time I checked all of our Radio stations with the low pricing on nighttime, I think anyone could afford it. Anyone who is in business could afford it.

INK: That is the same at a lot of stations across the country, lots of avails at night.

MASON: Overnight is even worse.

INK: How do you change that?

MASON: More calls, more salespeople, more success stories.

INK: Can you get success from a client who is only using Radio at night, or overnight?

MASON: That would depend on who the client is. A dream of mine would be to have two shifts of salespeople in a Radio station. Why can't we have a night shift of salespeople who go around and call on clients that are open, and whose decisionmakers are working at night.

INK: With the critical mass that you have achieved with the CBS stations in some of the top markets, are you in a position to bring new advertisers, or nonusers of Radio, into the fold, and is that going to be a priority?

MASON: It is intriguing to be able to look at the future and, instead of selling commercials on WCBS television, WCBS Radio, and WINS Radio, know that we can possibly sell New York news and go to a retailer with the concept that his/her business needs to be on the news. Then, we would create a package that would include the 11 o'clock news on television in tandem with the morning drive news on the Radio stations. Now, you've gotten a different usage. Instead of selling spots, you are selling the news.

INK: Is that something that is in the works?

MASON: I would say that is in the future works.

SMALL-MARKET RADIO'S CHARM

INK: Dan, in August of '93, you said that Radio listening would be higher if major markets adopted small-market Radio's charm and magnetism. Now you are responsible for the country's largest Radio group. Does that still apply?

MASON: Absolutely. Radio is the local medium. Radio is an opportunity to create theater of the mind and emotion. We have to be more creative in our approach and make Radio exciting.

INK: One of the fears opponents of multipoly have is that too much power will be concentrated in too few hands, especially regarding news. CBS Radio has two dominant news stations in the top four markets in America. How are you going to keep those separate? How will you keep them competitive, or will you be sharing resources?

MASON: If we share resources, and this is way off in the future, it could be in the news gathering process. We still want two separate products. This situation is comparable to CNN Headline News and CNN News. Usually, in a market, let's say like New York, WINS is more of a headline news service and WCBS is a longer form. I think the same parallel is there in Los Angeles with KNX and KFWB. So, we do not want to have identical news products. There has to be a difference in the two.

INK: How are the cultures of CBS and Group W different? How have they been similar?

MASON: From a product standpoint, the cultures are the same. Everybody in both companies comes to work trying to do their best to create a great news product, so they are identical on the



Radio is the local medium. Radio is an opportunity to create theater of the mind and emotion. We have to be more creative in our approach and make Radio exciting.

INTERVIEW

◀ 13

programming side. On the sales side, CBS did not have the large sales staffs that Group W began to develop over the past three years, so there was a philosophical difference on the sales side. On the financial side, there was much more emphasis on margin delivery on the Group W side than the CBS side.

INK: What about entrepreneurial spirit? Did you find a difference there in the two companies?

MASON: Of course, but that is something that you really have to build upon. The more autonomy you give a Radio station, the more that begins to happen but, of course, that subject had been thoroughly worked at Group W to drive that home. It has gotten a lot of attention and gets a lot of internal press that we want them to operate that way, so that is a subject that has to be preached constantly. It is not something you can say once and walk away from.

FINDING THE RIGHT PEOPLE

INK: As you visit the different CBS stations, how do you assess talent? What is the procedure you use to decide whether or not you have the right people?

MASON: As you travel from station to station, there will be about 20 names that come up over and over as people being real facilitators, real performers, great people to work for, inspirational people, and there will be your list of future leaders. You ask more questions and people always seem to surface, so that's what I'm looking for, a recurring pattern of potential leaders.

INK: Are there plans to continue growing the size of the company?

MASON: I would like to have news properties in Washington and Dallas. That would give us a top 10 market franchise for Radio news and, in my opinion, no one does Radio news better in the world than the new CBS Radio stations.

INK: Beyond that?

MASON: This will all depend on the telecom bill. We certainly have a lot to digest right now, but I think the first focus for us is on filling the portfolio in Washington and Dallas with news properties.

INK: CEO Michael Jordan has said broadcasting will be 65 percent of the new

Westinghouse. It sounds like quite a vote of confidence for the broadcast group.

MASON: Well, the broadcast group has been very profitable for the company. With the slower economic times on some of the industrial products, Radio and television have had their best years in the past three years.

INK: What is your forecast for '96?

MASON: Six percent.

INK: Is that higher or lower than your forecast for '95?

**Everybody is
competition. Any man,
woman, or child who
owns a Radio station
with a stick in the air
is competition.**

MASON: That is lower. We became spoiled in 1994 and 1993. I think that Radio, traditionally, has had good strong high single/double-digit growth all the way up to '92. So, I see us returning to single high and possibly low double-digit. I think we can be in that pattern again.

SUPER REP?

INK: You've got two companies that had their own independent rep firms. Will there be a combination of the two to make a super rep?

MASON: I still haven't figured out how you cover two all-news stations in New York nationally. Once I get beyond that, I think the rest of the puzzle will be easier, but I don't know at this moment how you really do fairness to both news stations in New York with one sales organization. I guess that is a long-winded answer for saying that we are going to honor our Interep contract through 1996 on the Group W side. We will continue to own and operate CBS Radio sales and, then, it will give us 12 months to try and figure all this out.

INK: Is there pressure for the Radio division to produce right away?

MASON: It is pressure that I put on myself to do better, sure. We have got to perform at the top of our game in Radio. We've got to be at that performance level.

INK: Who do you look at as competition?

MASON: Everybody is competition. Any man, woman, or child who owns a Radio station with a stick in the air is competition.

INK: Dan, when you started your career, you started with First Media, then they were bought by Cook Inlet. Those were small broadcast companies that did very well. Can small broadcast companies still survive nowadays?

MASON: I'm so impressed by the jobs that the medium market companies have done. When you say small, I think you have to say medium and small markets. Not necessarily small companies in large markets. There really aren't many of those around anymore. I don't know of many that own three or four top 10 market FMs and that's it. Duopoly has changed that, but I see a lot of mass beginning to develop in the medium markets.

INK: If there is a "Dan Mason" out there, do they still have a chance to get where you are?

MASON: I sure hope so. I sure hope that when people do reasonably well they move up within their organization. I hope that still exists, and I believe it does.


INK: Do you foster that in your organization?

MASON: Yes. There is a lot of opportunity and a lot of places for people who perform to move up.

INK: What individual characteristic is most important to you?

MASON: Humility. Someone who is willing to give credit to others, but yet take the blame when things go wrong.

INK: That's very interesting because most people in this business feel you only get ahead by having a big ego.

MASON: No one gets ahead in a business on their own. Let me give you a great example. Do you think that I would be doing this interview with you had not all those Cook Inlet Radio stations done so well? There is no way. Those Cook Inlet stations got there because they were an inspired group of people with strong leadership *inside* their Radio stations. Had they failed, I sure wouldn't be sitting here. The point is that no one does it on their own. 

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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

1996

FEBRUARY

Feb. 3-4—Dan O'Day's PD Grad School, Dallas. 310-476-8111

Feb. 3-6—53rd Annual NRB Convention & Exposition, Indianapolis. 703-330-7000

Feb. 5-6—NAB Radio Group Head Fly-in, Washington, D.C. 202-429-5402

Feb. 9—IRTSF Newsmaker Luncheon, New York. 212-867-6650

Feb. 15-17—Oklahoma Association of Broadcasters Winter Convention, Oklahoma City. 405-848-0771

Feb. 15-18—RAB Annual Marketing Leadership Conference, Dallas. 212-387-2100

Feb. 22-25—R&R Talk Radio Seminar, Washington, D.C. 310-553-4330

Feb. 28-March 2—Country Radio Broadcasters Country Radio Seminar, Nashville. 615-327-4487

MARCH

March 2-4—NAB State Leadership Conference, Washington, D.C. 202-429-5402

March 14—IRTSF Newsmaker Luncheon, New York. 212-867-6650

March 20-23—Alpha Epsilon Rho National Convention, Los Angeles. 803-777-3324

APRIL

April 10—The Golden Mike Awards, New York. 203-862-8577

April 15-18—NAB Annual Convention 1996, Las Vegas. 202-429-5402

April 17—Broadcasters' Foundation Pioneers' Breakfast, Las Vegas. 203-862-8577

April 19-21—CES Mobile Electronics '96, Orlando, FL. 202-457-8700

April 26-28—Adventures in Broadcasting Promotion Director's School II, Stamford, CT. 212-682-6565

MAY

May 1-3—The Radio Only Management Conference, Scottsdale, AZ. 609-424-6800

May 4-7—RAB Board of Directors, Boston. 212-387-2100

May 8—IRTSF Foundation Awards Luncheon, New York. 212-867-6650

May 15-19—Annual Public Radio Conference, Lake Buena Vista, FL. 202-414-2000

May 19-22—Broadcast Cable Financial Mgt. Assoc./Broadcast Cable Credit Assoc. Annual Conference, Lake Buena Vista, FL. 708-296-0200

May 21-26—NRB International Conference, Jerusalem. 703-330-7000

May 23-25—CES Habitech & CES Orlando '96, Orlando, FL. 202-457-8700

JUNE

June 1-2—14th Annual National Association

of Hispanic Journalists Convention, Chicago. 202-662-7145

June 6-13—EIA/CES International Summer Consumer Electronics Show, Chicago. 202-457-8700

June 19-22—PROMAX & DBA Conference & Expo, Los Angeles. 213-465-3777

June 20-23—Talk Radio '96, Washington, D.C. 617-437-9757

June 22-25—NAB Board of Directors Meeting, Washington D.C. 202-775-3527

June 27-29—The 45th Annual AWRT National Convention, Naples, FL. 703-506-3290

JULY

July 25-27—Southwest National Religious Broadcasters Conference, Dallas/Fort Worth. 318-783-1560

AUGUST

Aug. 10-13—79th Annual Association for Education in Journalism & Mass Communication Convention, Anaheim, CA. 803-777-2005

Aug. 21-24—Asian American Journalists Association Annual Convention, St. Paul, MN. 415-346-2051

SEPTEMBER

Sept. 1—Society of Professional Journalists National Convention, Washington, D.C. 317-653-3333

Sept. 4-6—NRB Public Policy Conference, Washington D.C. 703-330-7000

Sept. 13-17—International Broadcasting Convention Annual Meeting, Amsterdam. 44-71-240-3839

Sept. 28—NAB Radio License Renewal Seminar, Kansas City, MO. 202-775-3527

OCTOBER

Oct. 1-4—50th Annual National Conference of Editorial Writers, Baltimore. 301-984-3015

Oct. 5-8—Association of National Advertisers 87th Annual Meeting & Business Conference, Amelia Island, FL. 212-697-5950

Oct. 8-10—CES Mexico '96, Mexico City, Mexico. 703-907-7674

Oct. 9-12—NAB 1996 Radio Show & World Media Expo, Los Angeles. 202-429-5402

Oct. 9-12—RTNDA International Conference and World Media Expo, Los Angeles. 202-659-6510

Oct. 9-12—Society of Broadcast Engineers Engineering Conference and World Media Expo, Los Angeles. 317-253-1640

ARBITRON SURVEY DATES

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- Spring March 28-June 19
- Summer June 27-Sept. 18
- Fall Sept. 19-Dec. 11

FAX YOUR ORGANIZATION'S EVENTS TO: Events Calendar, c/o Shawn Deena 407-655-6134.

What percent of your budget is allocated to marketing/promotion?



Dan Fabian, GM • WGN Radio • Chicago, IL


Somewhere between six and 100 percent depending on how you gauge such things.

We do a bit more than the former in things like advertising, PR, a Disney association, on-air promos, contesting, remotes, core listener newsletters, Internetting and special events.

However.

Are the salaries of 58 premier performers including experts in almost everything, network fees and rights for major-league baseball, NFL football, college hoops and the disparate

audiences they attract investments in programming or marketing? Is community involvement to the tune of annual seven-figure contributors charity or marketing? Do customer service commitments far beyond merchandising and constant facilities upgrades and ongoing custom research constitute business as usual or marketing?


We think the answers are yes. That, for better or not, everything every one of the 125 of us does on the air and off markets and promotes WGN Radio every minute of every day. So what percentage of the operating budget does that boil down to? Pick one. 



Warren Lada, VP • Saga Communications • East Longmeadow, MA

Our promotion and advertising budgets are based on the needs of the station and its competitive position as opposed to a fixed percentage. Generally speaking, however, our advertising and promotion budgets range between six and nine percent of net revenue and represent approximately 11-13 percent of overall expense. When planning the annual budget, we assess such factors as what our competition spends and where they spend it. We also determine how much it costs to effectively dominate the media we

want to use and what ratings goals we are committed to achieving.

All of these factors make the advertising and promotion budget vary with each year. Therefore the percentage amount ranges significantly and the budget may even change during the year if necessary. Saga Communications' stations will utilize a nonbudgeted "war chest" when necessary to defend against a competitor's attack or to take advantage of a timely opportunity. Our budgets are reviewed each quarter to ensure that they continue to meet the needs of the station and to ensure the dollars are being used wisely. 


uses the Film House Birthday Game. Fortunately, only one of our five Radio stations is in that type of head-to-head battle.



Linda Byrd, VP/GM • Paxson Communications • Jacksonville, FL

The amount varies greatly by station. The percentage can range from zero to nine percent depending on the competitive situation the station is in. If the station has a direct format competitor, the marketing dollars are much more aggressive and high impact ... i.e. WROO-FM continuously

uses the Film House Birthday Game. Fortunately, only one of our five Radio stations is in that type of head-to-head battle.

That percentage includes advertising, on-air promotion, promotional merchandise, print, event marketing, etc. If I were to add the trade we do with the newspaper and various publications, that amount would get much higher. We also spend a good deal of money on sales promotion ... marketing to our advertisers, which is an area that I feel most stations spend very little money or effort on. I happen to believe it's as important as audience promotion ... even though it's not necessarily as expensive. 

IF YOU WOULD LIKE TO RESPOND TO A FORUM QUESTION, CALL SHAWN DEENA AT 407-655-8778.

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GRAPEVINE

Tumbling tower. Here's what KSAN-FM San Francisco's tower looked like after being literally blown away last month by winds over 100 mph from torrential storms that racked Northern California. Five hours (and a lot of dead air) later, they were back on the air playing



► **Hatboy.** Stopping by Westwood One Studios to promote his new album *Fresh Horses*, Garth Brooks and his hat posed with president/formats,

Ed Salamon and director/artist relations, Pam Green.

Aaron Tippin's "There Ain't Nothin' Wrong With The Radio."

SEND PHOTOS OF YOUR ORGANIZATION'S MAJOR EVENTS TO: GRAPEVINE C/O SHAWN DEENA • 224 DATURA STREET • SUITE 701 • WEST PALM BEACH, FL 33401

First quarter doldrums? Pump up your sales with Talk America's per-order spot ad plan (One-On-One Sports has already raked in \$100,000+...and counting!)

The program log is looking mighty thin this time of year. Lots of PSAs, promos, and loooong music sweeps. That's why you should look into Talk America's per-order spot ad program. It can really make a difference in your first quarter sales figures.

As our friends at One-On-One Sports (the largest 24 hour live sports talk radio network) would attest, it can make a big difference.

Pelmorex Radio Network would agree. They've seen over \$13,500 and change from Talk America spots in just 9 weeks.

What's that? You've been burned by per-order outfits before? We know. We've heard the stories. And there's nothing we'd like more than for you to call our clients and get a "reality check" from them. We'll send you a list of names and

numbers along with our free company brochure.

But since you're curious, here are some of the reasons why Talk America has become the leader in direct response per-order advertising:

We find the right products, with price points between \$69.95 and \$200, that appeal to the mass market. That's right: No \$19 mops or \$20 magazine subscriptions that generate nothing but pocket change. Our products are heavy hitters.

Talk America's copywriters are seasoned pros who push listeners' hot buttons with precision.

We assign stations a unique 800 number so we can track calls with pinpoint accuracy.

Our calls center is staffed by trained sales reps, and our close rates are well above the national average.

Talk America's in-house fulfillment and customer satisfaction departments ensure that the people who buy our products... your listeners...are treated with respect and integrity.

And now the really good part: Your take is 25%. **A new check arrives in your mail every week.**

Don't let avails go by unsold during the first quarter. Put Talk America to work for you. There's no risk...and the rewards can be very sweet.

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Circle Reader Service #111

Claim That Tune

How To Use Copyrighted Material



Flip Michaels

"Mr. Michaels, this is Attorney Soandso. I'm writing you in reference to your station using a recording of Beethoven's 9th Symphony performed by the Chicago Symphony with Sir Georg Solti conducting. You'll

be receiving lawsuits from America, Germany and England within the next few days."

Ben Ivins of the NAB's legal department says, "When a station purchases a blanket license from BMI, ASCAP, or SESAC, it has secured the rights to publicly perform the works in the music libraries of those organizations. These public performance rights do not include the right to re-record portions of a song for inclusion in a commercial or to produce a 'derivative' version of the work, which is normally involved when portions of a copyrighted song are included in a commercial."

And there's a lot more to learn — terms such as *public domain*, *essential material*, and *infringement* should all be a very knowledgeable part of your station's vocabulary.

Copyright Procedures

The duration of copyright protection for a piece of music (and lyrics) is set at the life of the writer or co-writer who survives the longest plus 50 years. After that, it's *public domain*. This means that anyone can re-record the song without paying any fees or royalties. To secure protection, the writer/co-writer must submit one of the following:

1. A written copy of the completed composition, together with Copyright Form PA (Performing Arts) and a payment of 10 dollars per composition.
2. A recorded copy of the complete composition (standard analog cassette or any disc), together with Copyright Form SR (Sound Recording), and a payment of 10 dollars per composition. *SR copyright recordings weren't even acknowledged until 1971, the year the first "White Album" bootleggers were rounded up by the major labels.

If anyone has previously copyrighted the same work, the Library of Congress doesn't

search madly through its files. It just certifies, in case of a future conflict, the specific date the work arrived. If anyone else submits the same or similar work on a prior date, the earlier claim of ownership would prevail. For either to claim *infringement*, four or more measures of the two compositions must be identical. These days, *infringement* can occur even if the prior work quotes any 'essential material' from the original. It can get pretty messy. Which reminds me, one cannot copyright song titles, lyrics without music, nor chord progressions without melodies.

... Producing spots without some vital information ... could be your worst nightmare.

Never Assume

Now that you know the ins and outs of an artist's copyrighted material ... check to see if your station's production director does. From commercials and concerts to paid promotional spots, your station had better get clearance when using copyrighted material.

1. Start with the advertisers. Make them aware of the potential danger of using an artist's copyrighted material on their spots.

2. If it's a concert spot, chances are, you're in the clear. But, again, never assume. It only takes a minute to check and see if the advertisers are connected with the promoters.

3. Maybe your client insists that you use the *Jaws* theme on the spot ... Maybe it's a big client. Call the Harry Fox Agency in New York at 212-370-5330 to get permission. The cost to obtain the necessary rights depends on the size of your market and length of time the commercial will air (anywhere from \$1,000 to \$25,000!) Obviously, the bigger the market, the higher the cost.

Ivins adds, "Obtaining the necessary rights and clearances to include popular songs in a station-produced commercial will entail considerable time, effort, and expense. Accordingly, if advertisers approach you with such a request, you should tell them up front what time, effort, and expense may be required, and you should figure these into the value of your production efforts."

Flip Michaels is director of operations at WAVA-FM Washington, D.C. He may be reached at 703-407-2266

QUICKREAD™

- ▶ Your station had better get clearance when using copyrighted material.
- ▶ Make advertisers aware of the potential danger of using copyrighted material on their spots.
- ▶ If it's a concert spot, it only takes a minute to see if the advertisers are connected with the promoters.
- ▶ The cost to obtain necessary rights depends on the size of your market and length of the commercial.

The Cost of Listeners

It Is Better To Retain Than Acquire



Dan Garfinkel

Radio marketers actually have only two things to accomplish: The acquisition of new listeners and retention of current listeners. Or getting and keeping. Unfortunately, far more attention is usually lavished on getting than keeping. This imbalance contributes to a lot of unnecessary spending, both on media and promotions, and on anti-acids to soothe churning stomachs when the ratings come in. Let's see if a better way of doing things is possible.

QUICKREAD™

- ▶ Far more attention is usually lavished on getting listeners than keeping them.
- ▶ This imbalance contributes to a lot of unnecessary spending.
- ▶ Acquisition costs tend to be directly proportional to the goals set; in other words, the goal of a large audience increase requires a proportionately large expenditure.
- ▶ The station investing in retention strategy wins twice; both in internal marketing savings and by forcing higher cost onto competitors.

Acquiring Listeners

To acquire new listeners, one must use a wide variety of tactics, such as:

- television advertising
- print advertising
- outdoor
- sandwich boards
- promotion
- word-of-mouth
- direct mail
- telemarketing
- marriage mail
- leafleting
- public relations

All of these tactics, with the exception of word-of-mouth, cost money. Acquisition costs tend to be directly proportional to the goals set; in other words, the goal of a large audience increase requires a proportionately large expenditure. Track the cost of new listener acquisition by examining the cost of station efforts directed toward acquiring new listeners and measuring those costs against new cume. While this exercise is not completely precise, it can show the year-to-year cost of audience acquisition.

Retaining Listeners

Now let's consider the cost of retaining a listener. Product retention is based on user satisfaction, in the context of competitive offerings. For a music-based Radio station, the attributes that are most likely to be important to keep a listener satisfied are:

- music;
- personalities;
- frequency, quality and distribution of commercials;
- signal quality and strength (in package goods, this feature is "distribution");

- news; and,
- special features and programming.

Quantitative research helps one to fully understand the bundle of attributes that make any station popular, although it is possible to come to some conclusions about the list of attributes above.

- For most stations, the cost of music is fixed, insofar as music libraries are paid for and ASCAP and BMI fees relate to the station's relative success.

- Personalities represent a cost, and better talent generally costs more. However, when measured against listeners retained, talent costs do not rise as quickly as audience size.


- The number of commercials run and the quality of those commercials will have a definite impact on listener retention.

- Signal quality and strength are likewise more of a maintenance issue economically, once the transmitter, studio equipment and so on are amortized.

- News, special features and other programming costs are not much of the annual operating budget.

Note that the costs for a retention strategy are expenditures that are still required at some level for a pure "cume" strategy, with its attendant higher marketing cost.

Stations constantly need new listeners to replace those who move out of the market, are wooed to another station, age out of the target demographic, or leave because of other factors. Still, it is clear that investing in music, personalities, signal and any other attributes *known* to be important to listeners will return considerable savings to the station in reduced marketing costs. Further, since attempts to convince a highly satisfied customer to sample a new product are inherently more expensive than seducing a less than fully satisfied customer, the station investing in retention strategy wins twice; both in internal marketing savings and by forcing higher cost onto competitors.

Successful retention strategies are inevitably more cost efficient than strategies that rely solely on the generation of new cume. 

Dan Garfinkel is a marketing and promotion consultant who works in both the Radio industry and business in general. He may be reached through McVay Media at 216-892-1910.

Two For One

The Advantages of Dual Broadcast Station Facilities



Gary Fitschen

The trend toward dual broadcast station facilities presents operational and architectural issues that both the user and architectural designer must consider.

Considerable advantages are gained by combining two or more stations at one site. Required hardware such as transmitters, microwave equipment, etc. are more economical when used by more than one signal. Shared facilities also decrease per station overhead for land/lease costs, insurance, access to the transmitter or relay, cable installation from each console, etc.

The space occupied by a combined facility becomes more efficient when common area spaces such as kitchen/lunchrooms, conference rooms, reception/waiting areas, engineering shops, rack area and production studios are used by staff from both stations. Combined use results in less square footage which ultimately reduces rent and construction costs. While sharing raises scheduling issues, those issues become small problems when compared to a reduction in studio construction costs which average over \$125 per square foot.

Maintaining Separate Identities


Although shared space seems very appealing, it also raises a very important question: How does one combine separate Radio cultures in one facility and maintain separate identities?

In a recent schematic design for a dual station facility, the broadcast owner specified that each station have its own completely separate space in the building. The space requirements were exactly the same with only minimal shared facilities. The separation was further emphasized with each station having its own general manager

and completely separate staffs for sales, programming and production. Each station can function independently from the other, creating its own identity and allowing for separate ownership, if necessary, in the future.

A more common design is the one that exists at KNBR-AM/KFOG-FM San Francisco. This partnership combines a Sports/Talk format with an Oldies format, (two very different Radio cultures.) The stations' general manager requested subtle design variations to differentiate between the two. A higher work station panel was used to separate the two stations in the sales area. Although physically next to one another, it is difficult for a visitor to distinguish who works for each station. The reception area also neutrally presents each station to the public. "Nonlogo" call letters and broadcast frequency numerals on the wall present the identities of each. The only obvious distinction is the use of the main entry circulation corridor as a "hall of fame" for each station. One side is lined with local sports personalities, while the other has rock 'n' roll icons. The two stations exist as roommates that enjoy the diversity that is created by this mix of sports and rock 'n' roll.

The most typical shared-station model involves two stations that don't seem concerned about their dissimilarities. In two recent designs, the stations KKSF-FM/KDFC-AM/FM San Francisco and KSJO-FM/KUFX-FM San Jose are separated only by their studios being located at different ends of a corridor. David Williams, chief engineer for KSJO/KUFX, emphasizes that coordination of production and on-air schedules is necessary to prevent spillover background sound.

Combining two stations in one environment can be challenging. A complete understanding of the cultures being combined is essential. The end product is often more interesting than what might be expected as long as the expression of the stations' differences still provides areas of privacy and separation. 



Gary Fitschen is president of Fitschen & Associates, an architecture and planning firm. He may be reached at 415-777-2400.

QUICKREAD™

- ▶ Considerable advantages are gained by combining two or more stations at one site.
- ▶ The space occupied by a combined facility becomes more efficient when common areas are used by staff from both stations.
- ▶ Although shared space is appealing, it also raises a very important question: How does one combine separate Radio cultures in one facility and maintain separate identities?
- ▶ A complete understanding of the cultures being combined is essential.

Negotiating Remotes

How Much Is Too Much?



Scott Mackenzie

The "remote" has been around since the beginning of Radio and is here to stay because it garners big bucks in most markets. The question is, "How much are you willing to give to get your next remote, and is it re-

ally worth it?" with remote commercials, promos and liners. You can build in many great listener incentives in exchange for mentions. Build in clowns, concert tickets, free food, trips. Be creative, but the salesperson needs to put some effort into it with the promotion director's assistance and make it happen. After you've done it a couple of times, it becomes fun. If it is successful you have some co-promotional part-

ally worth it?"

The (usual) remote package contains some promos, a few liners, a package of prizes, and a few call-ins. It's built to satisfy the client with a successful event without having to give away the entire prize closet or too much precious on-air spot/promo inventory. But many stations provide much more than this — trips for four to Las Vegas, top local bands to play at the remote, hourly liners, free commercials, free food to the first 200 people, and many other outrageous incentives to get the buy.

Below is a list of things to think about and/or act upon when you're negotiating your next remote.

1. **Is this actually a good place for the Radio station to be?** If it's not, pass on it. Give it to the right Radio station for the audience. Because if you do it and it doesn't go well, the client won't be back next time. If you tell them up-front it's not right, they'll respect you for it and work even harder to get you on other buys in the future.

2. **Does the date/time work well for the station and the client?** Make sure you don't have other remotes that same day or similar remotes on consecutive days. It's hard enough to get people to your remotes without confusing them on the air. Give the client good clean dates to do the event. Don't squeeze them in just to get the buy.


3. **What can you do to make it better?** Take your regular remote package and add things to it — without costing the station money, of course. There's a lot you can do

ners to use for future remotes.

4. **Set up rules and let everyone know what they are.** How many remotes can you do in a day? In a week? Having a set policy prevents embarrassing comments by the sales staff.

5. **Post Remote Report.** After all remotes — big or small — meet and talk about it. What went well and what didn't? Don't let the issues flounder. Take care of the poor spots and improve upon them. Also, praise the people who did well. It's tough out there with the "gimmie, gimmie, gimmie" public. Make sure the people who did a good job for you are thanked and appreciated.

6. **Send thank-yous to both the clients and the staff who participated.** If you had a good time, tell them so. If you didn't, send best wishes for future success. It shows you care, plus you can never send too many thank-you cards.

Planning, policies, preparation and participation will ensure successful remotes, give your station the competitive edge and produce the revenue you expect. 

Scott Mackenzie is promotions director at KSSK Radio Honolulu. He may be reached at 505-511-5100.



QUICKREAD™

► The "remote" garners big bucks in most markets. But the question is, "How much are you willing to give to get your next remote, and is it really worth it?"

► What we're up against are stations providing outrageous incentives like a trip for four to Las Vegas to get the buy.

► There is a list of things to think about and/or act upon when you're negotiating your next remote.

► Planning, policies, preparation and participation will ensure successful remotes, give your station the competitive edge and produce the revenue you expect.

PRODUCT NEWS

Prima & Proper. For President Clinton's dedication of a new Holocaust/WW II research center at the University of Connecticut, MUSICAM USA provided the media with audio via their Prima™ ISDN codecs. The university's communications coordinator, Rob Vietzke, said, "We needed to find a reliable, high quality ISDN codec quickly and MUSICAM USA met our deadline by providing two Prima Model 110 codecs."



Pictured are Prima models 110, 120, 210, 220 and 230. 908-739-5600

SuperStudio Winner. Wouldn't you know it, a TV engineer won that Roland Super Studio offered as a contest prize at last year's NAB in Vegas in conjunction with Tascam Corporation, QSC Audio Products Inc. and Group One Limited (KRK Monitoring Systems). Ken English of KSL-TV Salt Lake City picked up the Roland DM-800 digital audio workstation, a Tascam DA-88 digital multi-track recorder, a QSC model 1100 power amplifier and a pair of KRK K-Roc speakers. English said, "Although my work at the



station focuses mainly on video, I do lots of charity work for various organizations that involves audio." Go figure. 213-685-5141. L-r: Roland's Tom Stephenson, QSC's Pete Kalmen, Roland's Erika Lopez, English, and Group One's Marty Druckman.

SEND PHOTOS of your new products to: Product News, c/o Shawn Deena, 224 Datura Street • Suite 701, West Palm Beach, FL 33401.

The Puck Stops Here.

Get inside the game with a guy who knows more about hockey than you can shake a stick at. Tuesdays on Prime Sports Radio... for the game of hockey down cold.

Hockey isn't the only game being played in America. From college to professional sports in any arena, Prime Sports Radio speaks with authority. With a line-up of talent and programming that's second to none, PSR scores big numbers in the competitive game of sports radio. From home runs to slapshots, Prime Sports Radio covers the play.

THE SOUND OF SPORTS

Denis Potvin's SLAPSHOT WITH DENIS POTVIN
NHL Hall-of-Famer and Fox TV analyst takes you inside the game of hockey Tuesdays on PSR.

GET INTO THE GAME WITH THIS LINE-UP ON PRIME SPORTS RADIO!



Beano Cook's COLLEGE FOOTBALL INSIDER
Beano keeps you up on changes in the world of college football, Wednesdays and Saturdays.



James Lofton's NFL
The former NFL great will join PSR with insightful commentary and eloquence second to none. Thursdays and Sundays.



Kenny Smith's NBA DIARY
Point guard of the two-time defending world champion Houston Rockets brings his on-court perspective Thursdays and Sundays on PSR.



Kevin Kennedy's AMERICAN LEAGUE CLUBHOUSE
Weekly analysis of the American League by the Boston Red Sox Manager, during baseball season.



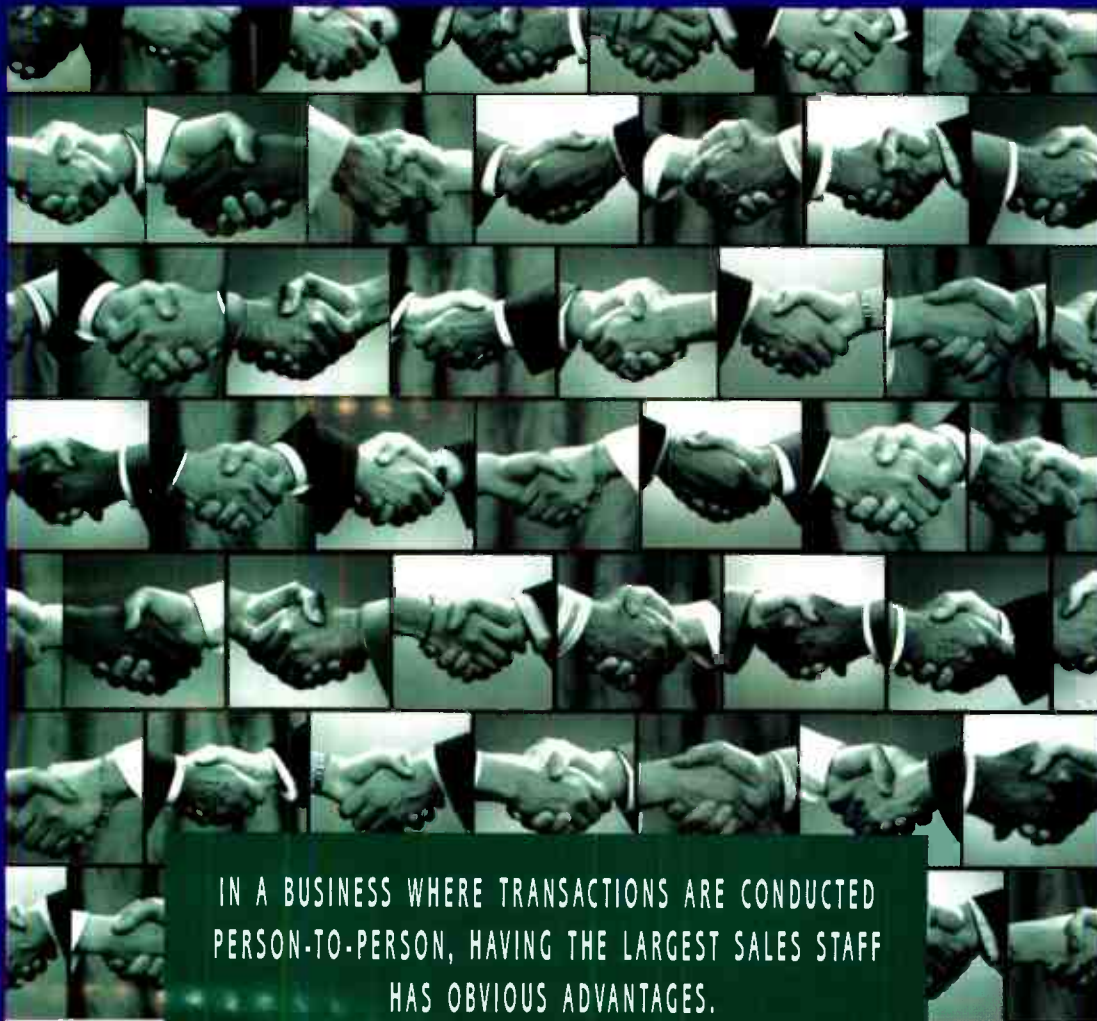
Bill Walton's TALKING HOOPS
Every Thursday, Saturday and Sunday hear commentary on the NBA from "Big Red", the NBA Hall-of-Famer and NBC TV analyst.

CATCH THE POWER PLAY FROM PRIME SPORTS RADIO!
FOR MORE INFORMATION CALL (214) 401-3960

Circle Reader Service #112

Ad NK™

Ideas for Advertisers Using Radio



IN A BUSINESS WHERE TRANSACTIONS ARE CONDUCTED
PERSON-TO-PERSON, HAVING THE LARGEST SALES STAFF
HAS OBVIOUS ADVANTAGES.

Selling national spot radio isn't something that's done over the phone. It's something that's done in person between media buyers and account executives they can trust. That's why the Katz Radio Group is committed to maintaining the largest sales staff in the business. Because the more talented salespeople you have, the more relationships they can cultivate. And the more sales they can make. Having the

largest sales staff is just one of the things the KRG has done to make it the most successful sales rep in the history of the business. It's also one of the reasons why the Katz Radio Group has four of the top five billing rep firms and the top Spanish-language rep in the business. The Katz Radio Group — KRG Dimensions, Banner Radio, Christal Radio, Eastman Radio, Katz Radio, Katz Hispanic Media & Sentry Radio.



The Katz Radio Group
SUPERIOR PERFORMANCE MAKES US THE BEST

INSIDE

- Radio Energizes Ginsana
- Radio May Play Even Bigger Role for General Motors

On-line Listeners. Seventy-eight percent of people who subscribe to an on-line service listen to the Radio during a typical day, and on-line users are 15 percent more likely to listen to Radio than the general U.S. population. (Source: *Interactive Marketing News and Simmons*)

Radio ... Still Growing. Radio revenues grew again in 1995. Through October revenues were up 4% over the same period in 1994. Here's how the numbers break out according to the Radio Advertising Bureau's revenue index of more than 100 markets:

	Oct. '95	Jan-Oct '95
Local	+6%	+10%
Nat'l	-2%	+9%
Total	+4%	+9%

Ear over Eye. Psychologist Dr. Elizabeth Loftus of the Univ. of Washington has authored more than eight books and 100 articles on the human mind and how it works. In Jack Trout's book, *The New Positioning*, she says:



"In many ways the ear is superior to the eye ... there is evidence from controlled laboratory studies that shows that when you present a list of words to people and you present it either auditorily, say on a tape recorder, or visually, say on slides, people remember more words if they hear the words than if they see them."

RADIO and Real Estate. On a daily basis Radio reaches ...

- ◆ 66% of people who sold or changed their residence in the last 12 months.
- ◆ 70% of people who expected to sell or change their residence in the next 12 months.
- ◆ 71% of people who are expected to buy their first home in the next 12 months.
- ◆ 77% of people who used a real estate agent to sell or purchase a home in the last 12 months.

Source: *Simmons Market Research, 1994*

Radio Energizes Ginsana

Situation

Ginseng nutritional supplements were virtually unknown to most Americans just a few years ago. Then along came Ginsana. The product had limited distribution in health food stores, but sought a national presence in mainstream national drug and food chains. The original marketer, Sunsource Health Products, was also faced with the hurdle of educating a potentially skeptical America about the energy benefits of this herbal product.

Solution

With a limited budget, Karlen Advertising sought to maximize every dollar for its client. They used Radio exclusively, in a combination of national network and local spots, focusing the buys entirely on News, Talk and Information Radio.

Jim Williams, vice president of Karlen Advertising, says, "We chose — and still choose — Radio for its ability to provide national reach. It's the ideal medium for an informative message and 60-second spots are realistically priced. With Radio we can achieve enormous exposure at a low out-of-pocket cost." With a product demographic of adults 35+, the stations most frequently selected in the major markets are WOR-AM New York, WINS-AM New York, WBZ-AM Boston, WMAQ-AM Chicago, WCCO-AM Minneapolis, KFWB-AM Los Angeles and KABC-AM Los Angeles.

Schedule and Creative


The heavy ROS (run of schedule) weekly schedules have run 52 weeks a year, over the past four years, with a concentration of night and weekend programming for maximum efficiency. The fact-driven creative is delivered by personalities and health professionals who carry a strong relationship to the product: for



example, a busy celebrity who needs more energy, or a health professional who, by endorsing the brand, lends credibility to the product.

Results

In just three years, the brand became the second best selling product in the vitamin category, surpassing Theragran-M, Miles One-a-Day, Geritol and many other national name brands. It is now second only to Centrum, according to Towne Oller, a subsidiary of MRI (Market Research Institute) and a leading source of information to the OTC (over the counter) drug industry. Ginsana established the \$70 million ginseng segment, which now composes nearly half the entire herbal product category.

Williams explains, "We were charged with educating consumers nationwide about an entirely new product with a very limited budget. We focused on delivering an informative message on News and Talk Radio stations, exploiting Radio's cost efficiency. Radio helped Ginsana sell more product than many age-old national name brands that spend far more in marketing." 

"We chose — and still choose — Radio for its ability to provide national reach."

Information provided by Karlen Advertising. Call VP Jim Williams at 212-222-0055 or fax 212-932-0824 for more information.

Q&A

Prominent Advertisers Speak Out About Radio



This issue ... Phil Guarascio (l), VP/ GM North American Operations Marketing & Advertising, General Motors Corporation

by Bill Burton

How does Radio figure into General Motors' advertising mix?

Radio has always been important to General Motors and it may play an even bigger role in the future. We've learned in the last

year that fragmentation through technology is real, cyberspace is real. So we've learned there's going to be a lot more fragmentation.

Radio is the first of the broad media that ever had to deal with incredible fragmentation. Radio has the ability to keep finding new formats just when you think there's nothing new. If you look at that on a broad basis, you could say hypothetically if Radio's usage stays roughly the same as it is now, its share will increase because of the fractionalization of other media.

How is General Motors using Radio?

We know that the business is going to move from push to pull. Consumers will be more active participants. We find that

Radio is a pull-oriented medium — listeners go to it, rather than it going to them.


When you marry that into our new brand management strategy, it gives us the ability to focus and target on individual brands like Park Avenue, as opposed to Buick and GMC.

You're very familiar with the Mercury Awards, since you played a major role in the awards show. What else can Radio do regarding creativity?

Radio's expectations of the creative world are too low. They ought to raise the bar and demand better. I realize that's

easy for me to say, but that's what we're doing. We are going to demand better Radio creative from our agencies. We're trying to develop a set of standards. If you're going to use the medium strategically, you must also use it better creatively.

How can Radio better suit your needs?

All the big-time money gets spent in the planning phase, not in the buying phase. Radio must get involved at the strategic level as opposed to the tactical level. 

Bill Burton is president/COO of the Detroit Radio Advertising Group. He may be reached at 810-613-7455



ADNEWS

Chancellor Signs With Sentry. Katz Radio Group has acquired representation of all Chancellor Broadcasting Stations. The new group, the second major client to sign with KRG's new rep firm Sentry Radio, represents approximately \$50 million in annual gross billings.

Not Your Father's Campaign. Oldsmobile '96 Bravada launch gears up this April with an integrated marketing plan including concerts aimed at attracting upscale boomers for test drives of the sport utility vehicle. The car will be alongside the carmaker's Aurora at Olds-sponsored events.

Offering. Children's Broadcasting Corporation filed an offering last month of five million shares of common stock with

the SEC. Proceeds of the offering will be used to acquire Radio stations, to reduce indebtedness and for working capital. A letter of intent was also signed by CBC to acquire a Radio station which will have coverage of the New York metropolitan area.

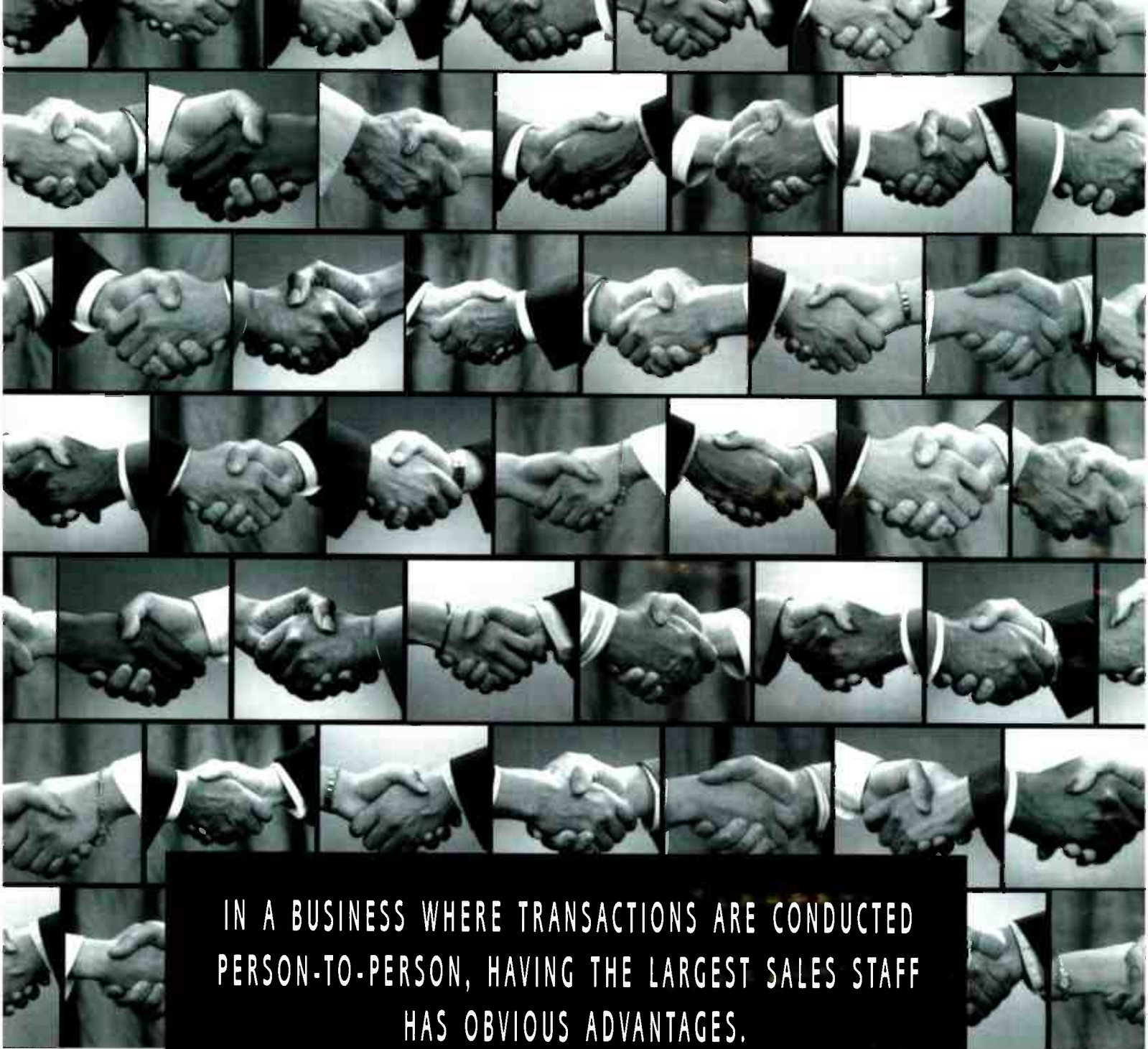
Ingstad Broadcasting has sold its Minnesota-owned stations to Kommerstad Communications. Stations included in the sale are KLIZ-AM/FM and KVBR-AM/FM Brainerd; KLLZ-AM/FM Walker; KWAD-AM/KKWS-FM Wadena; and KNSP-AM Staples. Dick Chapin of Chapin Enterprises served as the media broker.

Simon Chadwick has relinquished his position as chief executive of Research International USA to devote full time to Winona Research, Phoenix, AZ. Both research companies are members of WPP Group, London.

KatzKorner

The Katz Radio Group proudly welcomes Sentry Radio to its list of the world's best radio rep firms.





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The Katz Radio Group

SUPERIOR PERFORMANCE MAKES US THE BEST

Sales INK™

Practical Hands-on Selling Tips and Ideas

HOT TIPS

Attention salespeople! Here are some tips you will find useful in your daily activities, meetings and dealings.

☛ **See it happen** – Be sure your objectives excite you so much that they give you a driving desire to accomplish. When you've trained yourself to review your objectives daily and you've started to build a mental picture in such detail and with such clarity that it demands to become real, you'll be already on the road to Power Performance.

Roger Dawson

☛ **Humor helps** – Next time, you find yourself in a negotiation deadlock, have a humorous remark prepared in the event of rejection, deliver it at the magic moment and notice the difference. Appropriate humor reduces the level of conflict and shifts the group toward a more positive mind-set.

Dr. Sharon Crain, Ph.D.

☛ **Body signals**

- **Crossing arms and leaning back away from you** – The client has decided not to buy from you and has put up a barrier. You need to change the

WELCOME

To the Sales Department of

RADIO INK

The new Sales Ink™, appearing in every issue, provides information to help make your sales efforts more productive and successful in one, easy-to-read section.

Here's what you'll find ...

HOT TIPS, giving you ideas that help your sales effort.

NONSPOT REVENUE, providing examples of how stations are making money without using inventory.

SALES MEETING, sharing methods and agendas from sales managers around the country.

NEW BUSINESS DEVELOPMENT, giving you ways to find new money.

MANAGING SALES, addressing the specific challenges of managing a sales department.

PLUS you'll get advice from sales professionals on a wide variety of topics.

Sales Ink™ is designed to give you information you can use today to make your sales staff more efficient and effective.

HOT TIPS

subject, and quit selling. Relax, lean back and wait until the client uncrosses his arms and relaxes too. Then you can start selling again.

• **Touching the chin** – This hand gesture means the client is definitely interested. With this strong of a buying signal, give a strong benefit about your station and close.

• **Covering their mouth** – The client is telling you something he normally wouldn't reveal. Listen carefully. This information can be the key to getting the sale.

Pam Lontos

Lontos Sales & Motivation Inc.

☛ **Facts With Fax**

Put facts about your Radio station on the fax cover sheet you send to clients. Have a variety of different cover sheets promoting the size of your audience, special features, personalities and available promotions.


☛ **Courtesy Call**

When you call a business and the person answering gives their name, take a moment to introduce yourself to that person before asking to speak to your client. You'll be surprised how a little courtesy goes a long way.

NONSPOT REVENUE by Tim Raglin

There are two categories of noninventory revenue (NIR): 1) Station events or promotions that are produced and sold exclusively by station staff. 2) Events where the station is a media partner and which may or may not include profit sharing and/or sales opportunities.

Obviously, the best opportunity to create NIR is when your station owns the event. We borrowed an idea from WMMR-FM Philadelphia, to create a daylong family promotion at the local zoo. The staff sold the title sponsorship that included station promos and appearances, but zero inventory.

Parents receive free passes for the event by attending one of the many station appearances at various sponsor locations. The client benefits from the "psychological value" that parents associate with the sponsor. The sponsor provides added value (free event tickets) over what they normally sell. We have already sold the title sponsor to a food manufacturer in Houston for 1996. Additional revenue will come from activity sponsors that receive only station promos and event exposure. Over 6 billion dollars was spent by advertisers in 1994 in event and cause marketing. 

Tim Raglin is executive director of retail programs at KIKK and KILT Radio Houston. He may be reached at 713-772-4433.

SALES MEETING

by Chris Taylor

Introduction — Initial "ice breaking" pleasantries.

Success Stories Recap

— Inquire about any recent success stories, from successful remotes to discovery of a successful sales technique.

Any Problems? — Inquire about any problems or difficulties encountered on the street or internally so you can try to solve them quickly.

Value-Added Promotion Update — Update the sales staff on the status of existing value-added sales promotions.

Introduction of New Value-Added Promotions — Distribute new promotions, including new pitch sheets, costs, etc. Give an example of how to pitch the promotion.

Role Playing of Current Value-Added Promotions — Have each salesperson role-play a current sales promotion. Have a round-table discussion afterward of each rep's pitch.

Weekly Educational Topic — Each topic is supported by a handout which then becomes part of the constantly evolving sales training manual. Topics range from getting appointments with decisionmakers to writing effective copy.

Wrap-Up/Recap — Recap the main points and remind the troops of the mission for the day and week ahead. Close with an inspirational note, saying or even a joke. ☐



Chris Taylor is LSM at WAEB-FM Allentown, PA. He may be reached at 610-434-1742.

SALES**1, 2, CLOSE!**

by Dave Gifford



"Stop! Stop taking so long to take 'Yes' for an answer." If certain of your salespeople take too long to sell someone, that's your speech.

Be advised, however, they'll have all kinds of excuses. The most common of which are 1) "Today it takes longer to build a relationship than you think," and 2) "I'm not a hard-sell salesperson." Rubbish!

First of all, you build relationships over time. Mostly because over time the customer has come to like and/or trust and/or respect a given salesperson. Over time.

Sell 'Em Sooner

My point is that relationships build faster the sooner you get results for that customer. And not by selling your personality, but rather by expediting



the selling process, early in the game, by showing them how you can help them increase their store traffic and/or help them turn over their inventories and/or move more products or generate more leads and/or increase their cash flow, etc. The solution, therefore, is to sell 'em sooner.

"But," they might argue, "since it takes 5.5 calls to get an order, doesn't it therefore make sense to devise a selling strategy that gets you an order on the fifth or sixth call?" No, it doesn't.

To begin with, that 5.5 calls-to-sale ratio

has nothing to do with Radio. It came from a 1983 study of industrial sales by McGraw-Hill, the publisher. Said statistic was arrived at by averaging the sales made by distributors (7.0 calls), and those made direct (3.9 calls). Thus the average of 5.5 calls per sale.

What the proponents of the five- and six-call selling strategy failed to tell you is that 39 percent of those sales were made after only three calls while 61 percent were made after only four calls.

Radio's Best Are Risk Takers

As to the "I'm not a hard-sell salesperson" excuse, I have yet to meet a soft-sell salesperson who didn't wish they could close sooner. Face it, their personal concern that they shouldn't be "too pushy" says a heck of a lot more about their personal timidity than it does about some customer's objection to being pushed. It's a cop-out, period. Radio's best salespeople are risk takers, and risk takers close sooner; it's as simple as that.

If your salespeople aren't first-, second- and third-call closers, then either you've got a mediocre sales staff or you need to re-examine your sales strategy. The methodology I advise is,

First call: Introduction;

Second call: Conduct a very thorough fact-finding interview;

Third call: Presentation & close.

In other words, if you already know the people on your list, Radio, strategically, should be a two-call sell.

What I am advocating, even though it takes longer to build a relationship with some people than it does with others, is that it's time to expedite the selling process.

More calls does not equal more sales. More presentations equal more sales! ☐

Dave Gifford is a sales and management consultant from Santa Fe, NM. He may be reached at 1-800-TALK-GIF

"HAVE YOU LOST THE EDGE?"

Keep the competitive edge by being the first on the streets with the winning information you get in every issue of *Radio Ink*.

- ▶ **Sales Managers ... Get Your Own Subscription!** We know many of you have to wait to see the latest issue of *Radio Ink*. So we're making it easy for you!
- ▶ **Just \$75 for an Entire Year ... 40% off the regular price!** As a way to help you sell the idea to your GM, we're giving a big discount for multiple subscriptions at a station. Just call the toll-free number, give the name of the first subscriber and ask for the **second subscription special**.

1-800-610-5771

(Hint: Tell your GM you'll pay for your subscription from your Sales Training budget since that's how you'll be using *Radio Ink*.)

RADIO INK

What type of reports do you require from your staff?

Marie Kordus, GSM • KPWR-FM • Los Angeles, CA



Reports or opportunities? Most salespeople don't like to do reports, me included, so written reports are kept to a minimum, with a defined benefit to the salesperson.

Weekly Pending Report: what business each individual expects to close in the next week, for what month, how much and the likelihood of it closing.

Benefit: *Income is projected.*

Business Opportunity Report: avail alert, all pertinent

information regarding the buy, a carbon copy is resubmitted after the buy is done with won/loss and competitive information. This report is filed in a master book available to all.

Benefit: *Next year we can look in advance to see what avails were up and be proactive in preparation and follow-up.*

Quarterly Projection Report: compared to last year, same quarter.


Benefit: *Opportunity to expand and grow account base.*

Quarterly X-Ray Report: X-Ray is a report prepared by Miller Kaplan detailing account expenditures in the market. Each individual analyzes their accounts in terms of share.

Benefit: *Growth opportunity and lead source.*

Monthly Expense Report. Benefit: *Reimbursement.*

Annual Projections. Benefit: *Organization, pitch for new accounts, higher commission.*

That's it. We have a deal: they do them, I read them, and we communicate regularly and know where we stand with each other. 

NEW BUSINESS DEVELOPMENT

Killing the Category Killers

by Larry Messick



If local businesses lose the battles against giant national companies, the Radio industry will lose a huge source of untapped revenue.

You've done well selling to 25 percent of the businesses in your coverage area. Here's how to sell the other 75 percent.

The universe of potential advertisers can be divided into two groups: those who advertise and those who don't. You know the ones who advertise. They are mostly retailers, who advertise with you and your competitor. The second group consists of many businesses who rely heavily on word-of-mouth and yellow page advertising. Pitching them "Results Advertising" doesn't work. After all, a plumber can't give half-off his services and expect increased business.

TOMA, an acronym for Top Of Mind Awareness, is a simple concept that works with nonadvertisers. In more than 400 markets nationwide, random sampling surveys asked people, using unaided recall, to name a pharmacy, roofer, attorney etc. The survey shows top-of-mind awareness of local businesses in specific categories. Time after time, the TOMA percentage share corresponded directly with market share.

The nontraditional advertisers typically score very poorly and are shocked to discover how few people in their market know their name. This becomes a real wake-up call for someone




who has been in business for five, 10 or more years. In a market where 40 percent to 80 percent of those surveyed couldn't name a business in a certain category there exists great opportunities to capture TOMA in that category.

Advertising their business using a long-term, image and name awareness strategy, can make them the "Kleenex" or "Xerox" for that category. They can implement a top-of-mind, frequency program designed to improve customer retention and build share-of-customer. This is traditionally a message Radio claims to deliver best with its strength of reach and frequency. But Radio isn't getting these ad dollars ... yet.


Professionals and service business owners can no longer afford to be complacent with their advertising. Every business category is worth money. The money will support a well-known, well-run locally owned business. It will sustain business owners' house and car payments, college funds for their children, vacation and retirement plans, or it will go to the shareholders of a large chain such as Wal-Mart.


Wal-Mart was just the first wave of "Category Killers." What is happening in the service and professional categories will pale in comparison to the effect Wal-Mart had on small retailers. Once small businesses believed they didn't need to advertise because everyone knew they were there, or they had all the business they needed. Businesses such as veterinarians, plumbers, roofers, attorneys and fencing companies rarely advertised. Such businesses played by the same advertising rules for decades, only to fall prey to the large "Category Killers" like PetSmart, Home Base and Wal-Mart.

TOMA consists of market surveys, sales training and merchant seminars, which can provide the broadcast industry with an incredible tool to increase and diversify its advertiser base. We have found that it proves to existing advertisers that long-term advertising pays off in market share. The greatest advantage lies in its ability to convince traditional nonadvertisers to act now, to start creating their name awareness before it is too late.

And if Radio doesn't act now, the vast reservoir of potential new advertisers will be lost forever. 

Larry Messick is NSAI, broadcast division, American Consulting Services. He may be reached at 500-597-9795.

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ideas you should start planning now

MARCH**TARGET PRODUCTS**Outdoor Furniture
Pools & Hot TubsLawn & Garden
Home Improvement
Prom Dresses & TuxedosAir Conditioning
Auto After-market**DATES TO REMEMBER**5 TV Turn-off Day
17 St. Patrick's Day11-15 Chocolate Week
20 1st Day of Spring
31 Palm Sunday13 Plant a Flower Day
25 68th Annual Academy Awards**NATIONAL**

Frozen Food, Peanut, American Red Cross, Nutrition and Music In Our Schools Month

HOT WEATHER IS COMING

Now is the time to decide what major events your station will be involved in during the summer. Pool parties at apartment complexes, events at local public parks, boating on the lake, and sporting events are great places to start planning. Where will the people be this spring and summer? Take a look around your town and go to where the most people will be having fun. Print up key chains, magnets, hats, and shirts (include clients). Pass out drinks, food, client products, movie passes, T-shirts, and concert tickets. Be seen and heard and let your clients in on the action. Set up tables with banners from the station and clients, and broadcast live. Get your FUN Calendar together today before it is too late.

LET US ENTERTAIN YOU

- **"Listener Appreciation Party."** Before a fun-park opens or on a day the park would normally

be closed, invite listeners in for free or at a discount price. You can also tie in a charity.

- **"Stunts."** Have your DJ broadcast from a roller coaster, or ride before the park opens.
- **"Water Olympics."** Register people on the air to participate in the Water Olympics. On a given day all contestants will participate. Tie in sponsors for the event.
- **"Sponsor Days."** Have vendors sponsor the days, "Get in free with proof of purchase."
- **"Ride for Tickets."** Give a car dealer tickets to the park that they can promote in their commercials and give away for a test drive.
- **"Road Trip."** Take a bus trip to the park with the station. Have sponsors supply food, drinks and specialty items.
- **"Pay Like a Kid."** Have special prices available during slow days, where everyone gets in for the price of a child ticket.
- **"Milk and Cookies Matinee."** Work with a milk and cookie sponsor and have a party for the kids at the park or event.

FEBRUARY QUICK FIX™

- **"Here Comes The Bride."** Retailers issue cards to brides-to-be with discounts on all bridal merchandise during a certain time period.
- **"Salute to Black History Month."** Run a series of promos saluting famous African-Americans in history & sponsor.
- **"Dip for Diamonds."** Customers reach inside a cooler with ice cubes. One ice cube has a real diamond in it.

DATES TO REMEMBER

2 Ground Hog Day
14 Valentine's Day
19 President's Day
20 Mardi Gras
28 Grammy Awards

NATIONAL

Black History, Snack Food, Condom, Crime Prevention and Wedding Month

APRIL**TARGET PRODUCTS**

Easter Fashions; Florist; Bicycles; Lawn & Garden; Outdoor Furniture; Motorcycles; Recreational Vehicles

DATES TO REMEMBER

1 April Fool's Day
4 Passover Begins
5 Good Friday
7 Daylight Savings Time Begins
7 Easter
15 Tax Deadline Day
24 Secretaries Day
22 Earth Day

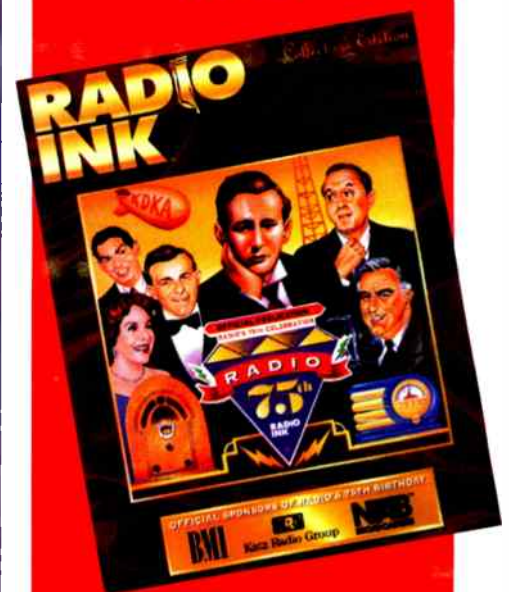
NATIONAL

Home Improvement, Keep America Beautiful, Lawn & Garden, Recycling and Humor 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.

**LIMITED
QUANTITIES STILL
AVAILABLE****Radio Ink's
75th Anniversary
Issue****148 PAGES FEATURING:**

- ◆ The 75 most important people in Radio's history.
- ◆ Radio milestones from the '20s through '90s
- ◆ Just who invented radio?
- ◆ What's in radio's future?
- ◆ Over 300 rare historical photos from Radio's past.
- ◆ Promotion classics.
- ◆ Plus much more!

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Program INK™

I d e a s A b o u t R a d i o P r o g r a m m i n g

PD FORUM

How do you keep your staff from worrying about the fall ratings?



Bill Tole
KTSM-AM/FM
El Paso, TX

The key to keeping my staff from worrying about fall ratings is also the key to our success overall — consistency. We work together to provide the same high degree of quality in every aspect of what we do throughout the year. This helps to build loyal listeners who rely on an on-air product meeting their expectations each time they tune in. I strive to provide my staff with constant feedback through aircheck sessions, honest critiques and encouragement through praise of their achievements.

Aside from stations digging a little deeper into promotional war chests, most listeners have no indication that the stakes are higher in the fall. So, as long as my staff, with my support, offers the same quality of workmanship regardless of the ratings period, they shouldn't have to worry about the fall report card day. ☐

WELCOME

To the Programming Department of

RADIO INK

The new Program Ink™, appearing in every issue, is designed to provide you with timely, insightful information that will make your programming efforts more productive.

Here's what you'll find ...

PD FORUM, where program directors from across the country share their experience and thoughts on a different topic each issue.

SOUND BITES, giving news of programming and personnel changes.

TALK RADIO, addressing topics pertinent to the Talk format.

TALK TALK, relating memorable phone calls from around the nation.

WEBSITE-INGS, showing examples of different Radio stations' Web pages.

PLUS each issue features an article of special interest to programmers written by a Radio professional.

Program Ink™ is designed to give you information you can use today to make your staff more efficient and effective.



Mike "Gabe" Gabrielson
KTUC-AM
Tucson, AZ

Prior to each rating period we conduct meetings with the programming, sales operations and promotions departments to determine exactly what our goals are for the rating period, and how best to

accomplish those goals.

At KTUC we set realistic ratings goals. By consulting with all departments prior to a ratings period everyone knows what is expected of them and there is no reason for any staffer to unduly worry.

By removing the need to worry, we feel people have a much better opportunity to perform at their optimum

level, and when that happens, the ratings will take care of themselves. ☐



Tisa LaSorte
WGN-AM
Chicago, IL

Our dependence (as a rights-holder) on the performance of sports teams, the unpredictability of big news stories, and the constant fluctuations in a super crowded market, taught us long ago not to be too reactive to a single book. Arbitron is a negotiating tool that the advertisers use. But we know our product provides clients with a value far beyond the cost-per-point issue.

Talent will not be anxious about any particular "report card" if they feel good about how we are sounding. If they have a good understanding of our goals and know that the product we are providing meets or exceeds those objectives, they can confidently continue to be creative, as they entertain and inform. ☐

We Want You ...

PD Forum gives you, the programmers, an opportunity to respond to issues that you deal with on a regular basis. Consider it a "town hall" meeting where you can express your views and learn from your peers.

If you would like to participate in future PD Forums, call Shawn Deena at 407-655-8778 or E-mail: Radiolnk@aol.com

SOUNDBITES

► **Late arrival.** The new co-host of CBS Radio Networks' *The Late Late Radio Show* with Tom Snyder is Steve Mason.



Mason has been a co-host on XTRA-AM's Los Angeles morning show and has filled in for CBS Radio personalities.

The change allows the show to come from LA instead of New York, making it easier to correspond with Snyder's TV show, and take advantage of the guest pool.

► **Rock Jock Joey Reynolds** is now part of WOR Radio Network's lineup, on the air from 1-5 a.m. (ET). Reynolds made a name for himself spinning Top 40 discs on WKBW-FM Buffalo.

► **Sidekicker.** ABC Radio Networks has signed radio and TV veteran A.J. Parker as the sidekick for the new Urban afternoon program, *The Doug Banks Show*.

► **Attention Producers.** Geller Media International will conduct a producers workshop in New York, Feb 3 from 10 a.m. to 4 p.m. Topics include, "Milking the P.R. Machine: How to distinguish the good stuff from the fluff," and "Working with challenging, high visibility, and high ego hosts: Motivating them to do their best." The cost is \$175 before January 22 and \$225 after. 212-580-3385

PROGRAMMING FOR MANAGEMENT™

On-Air Talent: Don't Try To Change The Leopard's Spots

by Rick Scott



Air talent! It's the most important ingredient of the Radio station.

Successful stations around the country are led by on-air talent who have developed a unique personality and character, which make them entertaining and compelling. The majority of these talent are exceptional in their ability to understand they are going on stage to perform. As we become fans of their show, we listen to air talent as part critic and part listener.

One of the most common mistakes that occurs with younger and less compelling talent is trying to make them into someone they cannot be or do something they are not ready to achieve. They are, in essence, players who have developed minor-league skills and are now stepping up to the major-league level. That's why it's extremely important to coach and train talent according to their strengths.

One method is for both you and the talent to separately list the talent's strengths. Review their list with them and probe why they indicated each strength the way they did. It opens the door for discussion about their on-air presentation and content. Then share your list with them and explain why you listed each item the way you did. Now the stage is set to develop a

game plan to improve. Ask them what they would like to be able to do better and what they're having a problem with on-air. Identify one item for them to work on. Be sure to establish a quantifiable goal to measure whether they've accomplished it. This doesn't mean ignoring everything else; it simply means

this is the focused area until they meet the goal. Once they've accomplished it, set another goal. You will be surprised at the results that can be achieved in a relatively short period of time. The biggest difference will be the confidence you've given the on-air talent.

At times the process of training an air talent can be frustrating. However communicating and working with them, in most cases, will result in the development of a personality. Keep in mind three important factors.

- First, they must have the basic talent to begin with and you must continue to work with them on an ongoing basis.

- Second, most talent love to be challenged (in the proper manner) and will rise to the occasion. That's why it is important to continue the process.

- Third, you build the personality on the strength of the individual. They can emulate a "big name talent" but it won't go far. They must develop their own style and traits. That's where you as a coach can make a big difference.

There are very few talent who can do it from the very beginning. Most of the outstanding personalities have developed and built their skills over years. Understanding the strengths and weaknesses of a talent is essential to avoid making them something they're not. ☐

Rick Scott is president of Rick Scott & Associates, specializing in sports Radio programming, marketing and sales. He may be reached at 206-467-9197



Programming Manager

Format	Options	Help
CHR	Fun Factory 18-34	<div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">5's entertainment</p> <p>i If you want to know more about the best in morning radio show prep and special programming, drop us a line at one of the numbers below.</p> </div>
A/C	Fun Factory 25-54	
Country	Country Kickers	
Urban	Urban Fun Factory	
More...	Enter	

Anything else just would not compute.

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Talk is Cheap Unless It's Defamatory

by Andrew J. Seigel



Your host makes a statement about someone's good name, character or occupation. It could be defamatory, in which case you, your host and your station can be sued. What do you do?

If you are contacted by a person who feels defamed, or his lawyer, review the complaint carefully. What is the statement being complained about? Your response at this stage could be the difference between a mollified listener and major litigation. Make it clear that you will look into this promptly — and do it. Make sure your host knows if they ever get a complaining call or letter it should be referred to you immediately. The longer a problem drags on, the more dissatisfied the complainer and the more likely they are to sue. Gather the following information and review it with your lawyer.

- Was the statement really made by your host? How often has someone told you he heard something on your station, only to find what was said was something entirely different — or said on a different station.

- If the statement was made, was it specifically about the listener complaining? A generic statement that all politicians are crooks

may offend the mayor, but isn't defamatory. The larger the group, the harder it is for any individual group member to prove defamation.

- Is the statement about a public figure, like a politician or celebrity? Is it about a "limited purpose public figure," like the local person publicly battling City Hall? Is it about a private figure? It's harder for public figures to prove defamation than private citizens. A private citizen only has to prove the host was negligent in making the statement. Public figures and limited purpose public figures have to prove "actual malice," which means the host either knew what he said was false or recklessly disregarded whether it was true or false.

Some states also recognize the torts of truthful private fact claims and false light invasion of privacy. For a truthful private facts claim: Did the statement reveal private facts about someone? Are these facts highly offensive? Are they of legitimate public concern? For false light: Was the statement false? Was it said with knowledge that it was false, or reckless disregard of whether it was true or false?

Finally, you are not necessarily protected if the host says, "In my opinion..." If the statement can be proven true or false, it's not opinion.

Defamation law has no easy answers. It is fact-specific, depending on what was said and who it was said about. Following the common sense guidelines of listening, investigating and reviewing the facts with your lawyer can spare you the time and expense of a protracted lawsuit.

Andrew J. Seigel is broadcast counsel for CBS Inc. The views expressed herein are entirely his own. He may be reached at 212-975-7202. ©1995 Andrew J. Seigel

TALK TALK

I was doing a talk show awhile back and on the show I used to ask people to call and tell me about their problems. A woman called me and said American Express couldn't replace her lost traveler's checks right away even though on TV they claim to be able to do it in 24 hours. So

while she was on the phone, I called American Express, got a representative and told her the woman's story. I also told her we were live on the air and got her to speak with the caller. The next day the woman got her checks.

— Tom Star, VP of Operations
Talk America Radio Network

WEBSITE-INGS™



KRFX-FM Denver
Classic Rock
<http://www.rmii.com/thefox/>



KLIF-AM Dallas
Real Audio site
<http://www.audionet.com>



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16

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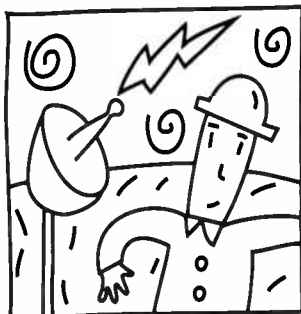
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YOUR 1996 GUIDE TO TALK RADIO

The Radio industry has been talking about Talk Radio for a long time. Once relegated to the domain of "upper demographic-reaching AM stations," Talk is one of the hottest formats in the business today, spawning numerous shows from a variety of sources. How can you keep track of who's on when and on what network?

Radio Ink comes to your aid with the 1996 National Talk Radio Guide. We've compiled the shows, their times and their sources for your convenience.

For your entertainment, we asked some of Talk Radio's leading personalities and programmers to tell you how the 1996 elections will affect their programs. We hope you enjoy their responses and find the guide valuable.



MARY MATALIN
TALK HOST
CBS RADIO NETWORKS

I would think one of the political lessons is you want to be able to help people focus. Since there are many topics to cover, everyone should focus on the front runner and what's affecting the front — at least that's what I'm going to do. You have to have a little strategy about this. My understanding of how campaigns work is what I'll be able to bring to it more than anything else. Everybody will do it differently; for me, I will do it in a way that people will be able to get a handle on things.

I've had enough practice with this stuff to know what's salient to the listener. There's a lot of information that doesn't affect their lives. And that's what we need to be clear about. Know how to say it, how to sift through it and what to focus. Because that's the power. People are increasingly turning to Radio to get some information and that's what I hope to do.



FRANK RAPHAEL
VP OF PROGRAMMING
ABC RADIO NETWORKS

The '96 elections will be great for Talk Radio

and especially great for Bob Brinker and Bernie Ward [talk hosts].

While *Moneytalk* with Bob Brinker emphasizes personal finance there are many critical issues that cross the line between politics and finance. The deficit reduction efforts, the flat tax, a capital gains tax reduction ... all huge issues in the election ... and all huge issues for *Moneytalk* listeners.

And for Bernie Ward, 1996 will be a time of incredible opportunity. While the thrust of Bernie's show is to talk about a wide variety of entertaining top-of-mind issues, this is not a liberal talk show but rather an entertaining talk show hosted by a liberal.



HOLLAND COOKE
CONSULTANT
HOLLAND COOKE MEDIA
Campaign '96 has plenty for Radio to exploit.

Barring the unforeseen, it'll be over after Iowa and New Hampshire. So cover both. Call your network (now) for live primary day/night Q&As with "name" correspondents. Fax them advance promo copy. C-SPAN allows you to lift up to 3 minutes of audio in exchange for on-air attribution.

By mid-year, the media will be look-

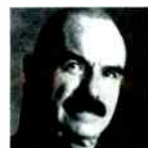
ing for stories. Likely sound-bite-of-the-year: Bob Dole blowing his top. Then, watch persistent Lamar Alexander, who plays better than Phil Gramm, and has operatives respected here in Washington. Another interesting character: Steve Forbes. His well-crafted message is Reagan-quality optimism, and he's got deep enough pockets to spread it. And look for any "October surprise."

Most of local Radio's opportunity will be covering local races.

Two trends to follow:

1. Solutions are in, complaining is out. From president to dogcatcher, can-do candidates will win.

2. Press Republican congressional candidates on loyalty to Newt Gingrich. As it named him Man of the Year, *Time Magazine* called the Speaker "the greatest liability to the revolution he launched."



G. GORDON LIDDY
TALK HOST
WESTWOOD ONE

Election year 1996 will be important to Talk Radio because it will be particularly important to the country. As the year unfolds, both the president and the first lady will be under increasing scrutiny as

the Whitewater hearings and the court cases to enforce subpoenas against stone-walling proceed. Bosnia will be on everyone's mind to say nothing of what looks like upcoming Clinton policy failure in Haiti.

Then there is the Special Prosecutor Kenneth Starr and his cases; the Independent Counsel's looking into the Commerce Secretary Ron Brown; the Inspector General's investigations of Energy Secretary Hazel O' Leary. And it goes on and on. Election year politics

— sleaze, corruption exposed, obstruction of justice, etc. — and the country, knowing that all this will be covered up by the mainstream media will look ever more expectantly to the one source it can trust — Talk Radio.



WALTER SABO
CONSULTANT
SABO MEDIA

It's about degree of impact on a listener's daily life. How does a campaign, on a daily

basis, compare to eye-level questions such as ...

The kid doesn't like day care ... what to do?

My boss is standing in the door with an annoyed look on his face ... what does she want?

When will somebody open a 24-hour dry cleaner?

When a candidate discusses something that will impact a busy listener *that day*, the elections are a great subject, but most Talk stations will be shocked that

NETWORK M-F	6 AM-NOON	NOON-6 PM	6 PM-12 AM	12 AM-6 AM
ABC RADIO NETWORKS 214-776-4644 CONTACT: KELLY CHAPMAN		4:15-4:30 PM (FRIDAY ONLY) HAL BRUNO'S WASHINGTON (INTERVIEWS) 5:06-5:59 PM (FRIDAY ONLY) DOUG LIMERICK, PERSPECTIVES (I)		
AMERICAN ENTERTAINMENT RADIO NETWORK 619-754-3333 CONTACT: DANIEL DEEB			11 PM-2 AM LOWELL PONTE AT LARGE (I)	
AMERICAN URBAN RADIO NETWORK 412-456-4030 CONTACT: GLENN BRYANT	7 AM-10 PM AUN NEWS (2 1/2 TO 3-MIN. FEATURE EVERY HOUR) 6:30-9:30 AM AUN SPORTS (2-MIN. FEATURE EVERY HOUR) 9:50 AM WHITE HOUSE REPORTS (2-MIN. FEATURE)	3:30-6:30 PM AUN SPORTS (2-MIN. FEATURE EVERY HOUR)	10 PM-2 AM BOB LAW, NIGHT TALK (I)	
BUSINESS NEWS NETWORK 719-528-7040 CONTACT: BOB LONG	6-9 AM BUSINESS DAY AM 9-NOON MARKET TRACK (HIGHLY TECHNICAL)	NOON-3 PM THE DON MCDONALD SHOW (F) 3-4 PM BUSINESS DAY 4-5 PM MARKET WRAP 5-6 PM BUSINESS DAY	6-7 PM THE FINANCIAL HOUR	1-3 AM (MON) AMERICA'S TRAVEL & DINING GUIDE
BROADBANK BURBCASTING CORPORATION 800-852-7007 CONTACT: RICK CONSOLO		3-6 PM THE GARY BURBANK SHOW (E)		
DON BUCHWALD ASSOCIATES 212-867-1070 OR 310-278-3600 CONTACT: DON BUCHWALD	6-10 AM THE HOWARD STERN SHOW (E)			
CHANCELLOR RADIO NETWORK/ TALK RADIO NETWORK 503-664-8829 CONTACT: JULIAN HUDSON	9-11 AM DEBORAH RAY & DR. CARROW, HERE'S TO YOUR HEALTH 11 AM-1 PM ROY MASTERS (COUNSELING)		6-9 PM PETER WEISSBACH, WEISSBACH (P) 9-11 PM LISA, GARY & BOB, THE BIG RADIO SHOW (E) 11 PM-2 AM ROGER FREDINBURG (MONDAY ONLY) (P)	2-7 AM ART BELL, DREAMLAND (TUE-FRI) (I)
CBS RADIO NETWORK 212-975-3773 CONTACT: SINA DEVITO		3-6 PM MARY MATALIN, TALK WITH AN ATTITUDE (P)	8-11 PM THE GIL GROSS SHOW (I) 11 PM-2 AM TOM SNYDER, THE LATE LATE RADIO SHOW (E)	2-5 AM (TUE-FRI) TOM SNYDER, THE LATE LATE RADIO SHOW (E)
EFM MEDIA MANAGEMENT 212-661-7500 CONTACT: LEE M. VANDEN- HANDEL		NOON-3 PM THE RUSH LIMBAUGH SHOW (P) 4-5 PM THE DR. DEAN EDELL SHOW (H&M)		
ENTERTAINMENT RADIO NETWORK 310-456-7879 CONTACT: TARA MEYERS	TWICE A DAY BETWEEN 6 AM AND MIDNIGHT (2 MIN. FEATURE) DAVID HOROWITZ, FIGHT BACK (I)	3-6 PM THE KEN HAMBLIN SHOW (I)		

ALL TIMES LISTED ARE EASTERN KEY: E=ENTERTAINMENT P=POLITICAL H&M=HEALTH & MEDICINE PSY=PSYCHOLOGY F=FINANCIAL R= RELIGIOUS I=ISSUE ORIENTED N=NEWS

the elections have no impact on their ratings because right now I have to figure out how to pay the mortgage and the Master Card bill.



TOM LEYKIS
TALK HOST
WESTWOOD ONE

Three ways:

- 1) Political advertising

will push Talk Radio's advertising rates to new highs.

2) It will become even more apparent that talk shows that want to attract under 45 and female demographics cannot constantly fixate on politics.

3) The re-election of Bill Clinton will prove once and for all that the right-wing dominance of Talk Radio in no way represents the mood of America.



MARIO CUOMO
TALK HOST
SW NETWORKS

The election year is going to provide a lot more stimulating material for discussion. So I'm looking forward to it and what I'm planning to do is have an evenness of exposure, having made clear my predisposition to President Clinton, having

NETWORK M-F	6 AM-NOON	NOON-6 PM	6 PM-12 AM	12 AM-6 AM
LEARFIELD COMMUNICATIONS 314-893-7200 HTTP://WWW.LEARFIELD.COM CONTACT: STEVE CAMDEN	11 AM-NOON DERRY BROWNFIELD, <i>THE COMMON SENSE COALITION</i> (I) 9-10 AM <i>FAMILY BUSINESS HOUR</i>			
MAJOR TALK NETWORKS, INC. 800-714-7200 CONTACT: PHOEBE PEARSON	10 AM-NOON <i>THE LEE MIRABAL SHOW</i> (P)	2-3 PM ALAN COLMES & BARRY FARBER, <i>LEFT TO RIGHT</i> (P) 3-5 PM <i>THE ALAN COLMES SHOW</i> (P) 5-7 PM <i>THE BARRY FARBER SHOW</i> (P)	9 PM-MIDNIGHT <i>THE MICHAEL REAGAN SHOW</i> (P)	
PEOPLES RADIO NETWORK 904-397-4300 800-397-TALK CONTACT: DUANE CRITES	6-10 AM MIKE EZZELL & DAVE HAND, <i>MORNING IN AMERICA</i> (E) 10-11 AM SALLY BOWERS, <i>SALLY SAYS</i> (H&M) 11 AM-2 PM <i>THE PAUL GONZALEZ SHOW</i> (I/P)	2-5 PM CHUCK HARDER, <i>FOR THE PEOPLE</i> (P)	6-9 PM JOEL VINCENT, <i>VINCENT & CO.</i> (E) 9-11 PM JERRY HUGHES, <i>WASHINGTON ON TRIAL</i> (P)	2-5 AM BRUCE AMSTERDAM, & JOYCE BENDER, <i>BRUCE & JOYCE</i> (E)
RADIO AMERICA NETWORK 202-408-0944 CONTACT: JACKIE DOYLE		NOON-3 PM <i>THE BLANQUITA CULLUM SHOW</i> (I/P) 3-6 PM EARL JACKSON, <i>ACROSS AMERICA</i> (I)	6-7 PM GENE PELL, <i>DATELINE WASHINGTON</i> (N) 11 PM-2 AM <i>THE LOWELL PONTE SHOW</i> (I)	
RADIO TODAY ENTERTAINMENT 212-581-3962 CONTACT: TOM SHOVAN		2-5 PM <i>DR. LAURA SCHLESSINGER</i> (PSY)		
SALEM RADIO NETWORK 214-831-1920 CONTACT: KENNY DOWE		2-4 PM WARREN DUFFY, <i>DUFFY AND COMPANY</i> (R) 3-6 PM <i>THE OLIVER NORTH SHOW</i> (I/P) 4-8 PM <i>THE DICK STAUB SHOW</i> (R)	10-MIDNIGHT ARMSTRONG WILLIAMS, <i>THE RIGHT SIDE</i> (I)	
SHERIDAN BROADCASTING NETWORK (SBN) PHONE: 412-456-4030 CONTACT: GLENN BRYANT	6:50 AM-9:50 PM (EXCEPT FOR 9:50 AM) <i>SBN NEWS</i> (2 1/2 TO 3-MIN. FEATURE) 6:20-10:20 AM <i>SBN SPORTS</i> (2 1/2 TO 3-MIN. FEATURE)	3:20-6:20 PM <i>SBN SPORTS</i> (2 1/2 TO 3-MIN. FEATURE)		
SW NETWORKS 212-833-5400 HTTP://WWW.SWNETWORKS.COM/ CONTACT: DAN FORTH			7-10 PM <i>SUCCESS RADIO</i> (F)	
TALK AMERICA RADIO NETWORK 617-828-4546 HTTP://WWW.TALKAMERICA.COM/TALKAMERICA CONTACT: TOM STAR	6-9 AM DOUG STEPHAN, <i>GOOD DAY USA</i> (I) 9-10 AM DR. DERRICK DESILVA, <i>ASK THE DOCTOR</i> 10-NOON BO GRITZ, <i>FREEDOM CALLS</i> (I)	NOON-3 PM MICHAEL FOU DY, <i>AMERICA THE BEAUTIFUL</i> (I) 3-4 PM <i>THE AARON HARBER SHOW</i> (P/I) 4-6 PM <i>THE HUGH RODHAM SHOW</i> (P)	6-7 PM <i>OPEN UP WITH CRAIG SMITH</i> (I) 7-9 PM <i>THE JAMESON WHITE SHOW</i> (I) 9-10 PM VARIOUS HOSTS, <i>HEALTH RADIO</i> (H&M) 10-11 PM <i>THE INTERNET RADIO SHOW</i> 11 PM-MIDNIGHT MEL & LANCE RICHARDSON, <i>PROBING AMERICA</i> (I/P)	MIDNIGHT-5 AM <i>THE STAN MAJOR SHOW</i> (I) 5-6 AM DOUG STEPHAN, <i>GOOD DAY USA</i> (I)

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TALK ... FOR EVERY TASTE!

DR. JOY BROWNE Sex to Stress **CHILL OUT**
KEN & DARIA DOLAN Consumer Affairs **MAKE OUT**
ARTHUR FROMMER The Travel Authority **GET OUT**
WARREN ECKSTEIN The Dr. Joy of Pets **TAKE OUT**
RONALD HOFFMAN M.D. Healthy Lives **WORK OUT**
ARTHUR SCHWARTZ Food...Glorious Food **PIG OUT**
RALPH SNODSMITH America's Greenest Thumb **DIG OUT**
JAY SEVERIN A Rock 'n' Roll Republican **FAR OUT**
JOEY REYNOLDS A Legend Returns **NITE OUT**

DON'T BE LEFT OUT

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(212) 642-4533

WOR
RADIO NETWORK

nominated him in 1992. It's going to be interesting to watch what appears to be the drift away from the more strident negativism to a more intelligent dialogue. Frankly I'm very pleased at the direction of both politics and Talk Radio.

While the election year gives you a

constant stream of relevant material, every big event that's occurring has some kind of political significance. As far as the campaign is concerned, persona is important, so on the Republican side the big thing will be the primary. You'll

have Bosnia going on all year long and you will have things we haven't figured on yet — a scandal, a revelation. So there'll be plenty to talk about. The election year is exciting and what it means to Talk Radio is more Talk Radio.

NETWORK M-F	6 AM-NOON	NOON-6 PM	6 PM-12 AM	12 AM-6 AM
USA PATRIOT NETWORK 303-587-5175 CONTACT: STEVE MORAN	7-9 AM TIM KERN, TALKING SENSE (I) 9-11 AM SCOTT WHEELER, REPORTERS JOURNAL (P) 10 AM - NOON BO GRITZ, FREEDOM CALLS (I)	NOON-2 PM SUE ELLEN, WAKE UP AMERICA (I) 2-5 PM THE HENRY FEINBERG SHOW (I) 5-7 PM THE DR. NORM RESNICK SHOW (H&M)	7-8 PM STEVE QUAYLE, BLUEPRINT FOR SURVIVAL (R) 8-10 PM SUSAN HARRIS, THE LAW LOT 9-12 PM THE RICK JAMES SHOW (R)	
USA RADIO NETWORK (RELIGIOUS PROGRAMMING) 214-484-3900 800-829-8111 CONTACT: BECKY HENSON	11 AM - NOON LOWELL LUNDSTROM LIVE	2-4 PM POINT OF VIEW	9-11 PM GOLDEN AGE OF RADIO (DRAMA)	MIDNIGHT-1 AM CHRISTIAN MUSIC AMERICA (MONDAY ONLY) MIDNIGHT-1 AM POINT OF VIEW (TUE-FRI) 1-2 AM LIFE PERSPECTIVES
USA RADIO NETWORK 2 214-484-3900 800-829-8111 CONTACT: BECKY HENSON	8 AM - NOON GARY NOLAN, USA RADIO DAILY (I/P)		9-11 PM VICTOR IVES, GOLDEN AGE OF RADIO (DRAMA)	
WOR RADIO NETWORK 212-642-4533 HTTP://WWW.COMMSPEC. COM/WOR CONTACT: RICH WOOD	9 AM-1 PM DR. JOY BROWNE (PSY)	1-3 PM THE DOLANS (F) 3-6 PM JAY SEVERIN (I)		1-5 AM THE JOEY REYNOLDS SHOW (E)
WESTWOOD ONE COMPANIES 703-413-8441 CONTACT: PEGGY SOLOMON	6-10 AM DON IMUS IN THE MORNING (E) 10 AM-NOON THE MIKE WALKER SHOW (E) 10 AM -2 PM THE G. GORDON LIDDY SHOW (P) 11 AM-NOON O'LEARY/KAMBER REPORT (FRIDAY ONLY) (PRE-FEED) (P)	3-6 PM DAVID BRENNER SHOW (E) 3-7 PM THE DON & MIKE SHOW (E)	6-7 PM O'LEARY/KAMBER REPORT (FRIDAY ONLY) 6-10 PM TOM LEYKIS SHOW (I/E) 7-10 PM BRUCE WILLIAMS (I/E) 9-10 PM LARRY KING LIVE (I/E/P) 10 PM-1 AM JIM BOHANNON (E) 10 PM-MIDNIGHT LOVE PHONES	1-3 AM LOVE LINES (MON- THU) 5-6 AM JIM BOHANNON, AMERICA IN THE MORNING (N)

NETWORK WEEKENDS	6 AM-NOON	NOON-6 PM	6 PM-12 AM	12 AM-6 AM
ABC RADIO NETWORKS 214-776-4644 CONTACT: KELLY CHAPMAN		SAT 1-4 PM BERNIE WARD SHOW (I) SAT 4-7 PM BOB BRINKER, MONEYTALK SUN 1-4 PM BERNIE WARD SHOW (I) SUN 2:30-3 PM THIS WEEK WITH DAVID BRINKLEY (N/F) SUN 4-7 PM BOB BRINKER, MONEYTALK		
AMERICAN ENTERTAINMENT RADIO NETWORK 619-754-3333 CONTACT: DANIEL DEEB	SUN 8-10 AM HOME CARE SUN 10 AM-12 PM DR. BOB MARTIN, HEALTH TALK		SAT 9 PM-MIDNIGHT LOWELL PONTE AT LARGE (I)	SAT MIDNIGHT-2 AM LOWELL PONTE AT LARGE (I)
AMERICAN URBAN RADIO NETWORK 412-456-4030 CONTACT: GLENN BRYANT	SAT 6:30-9:30 AM AUN SPORTS (2-MIN. FEATURE EVERY HOUR) SAT 7 AM-NOON AUN NEWS (2 1/2 TO 3-MIN. FEATURE EVERY HOUR)	SAT 2-5 PM THE DON McDONALD SHOW (F) SAT 5-6 PM ALL ABOUT FUTURES (F)		SAT MIDNIGHT-2 AM BOB LAW, NIGHT TALK (I)

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NETWORK WEEKENDS		6 AM-NOON	NOON-6 PM	6 PM-12 AM	12 AM-6 AM
BUSINESS NEWS NETWORK 719-528-7040 CONTACT: BOB LONG	SAT 6-7 AM TECHNOLOGY TODAY SAT 8-9 AM TEE TO GREEN - THE GOLF SHOW SAT 9-10 AM GREAT AMERICAN ROAD (RV TRAVEL) SAT 10-2 PM ON THE ROAD WITH JEFF BROOKS (CAR FIX-IT) SUN 6-9 AM COMPUTER AMERICA (RE-FEED/PREVIOUS WEEK) SUN 9-11 AM INITIAL PUBLIC OFFERING SHOW SUN 11-3 PM THE FINANCIAL ADVISOR WITH CHARLES DEROSE	SUN 3-6 PM COMPUTER AMERICA SUN 6-8 PM AMERICA'S DINING & TRAVEL GUIDE SAT 2-5 PM THE DON MCDONALD SHOW (F) SAT 5-6 PM ALL ABOUT FUTURES (F)	SAT 10-MIDNIGHT THE BILL MORAN SHOW (E) SUN 8-10 PM WISHING YOU WELL (H&M) SUN 10-11 PM WORKING FROM HOME SUN 11 PM-MIDNIGHT ALL ABOUT FUTURES (F)	SAT 2-3 AM SALES TALK	
BROADBANK BURBCASTING CORPORATION 800-852-7007 CONTACT: RICK CONSOLO	SAT 8-11 AM THE BEST OF GARY BURBANK (E)				
CHANCELLOR RADIO NETWORK/ TALK RADIO NETWORK 503-664-8829 CONTACT: JULIAN HUDSON	SAT 9-11 AM MIKE HARRISON, TALKERS COUNTDOWN (TAPE) SAT 11 AM-1 PM AL/DAVE/PETER AUTO TALK SUN 9-11 AM LANCE PODOLSKI, AMERICA OUTDOORS SUN 11 AM-1 PM HENRY FEINBERG, THE HENRY FEINBERG SHOW (P)	SAT 1-2 PM DANIELLE LIN HEALTH SHOW (TAPE) SAT 2-4 PM MYRNA OCHS SHOW (COUNSELING) SAT 4-6 PM RANDY JOHNSON, NEWS WITH A VIEW SUN 1-2 PM DANIELLE LIN, THE DANIELLE LIN HEALTH SHOW (TAPE) SUN 4-7 PM DEBORAH RAY & DR. CARROW, HERE'S TO YOUR HEALTH	SAT 6-8 PM ED NOWICKI, AMERICAN CRIME LINE SAT 8-11 PM ART BELL, DREAMLAND (I) SUN 9-10 PM THE SCIENCE RADIO HOUR SUN 10 PM-1 AM ART BELL, DREAMLAND (I)	SAT MIDNIGHT-2 AM ROGER FREDINBURG (P) SAT 2-7 AM ART BELL, COAST TO COAST (I) SUN MIDNIGHT-2 AM ROGER FREDINBURG (TAPE)	
CBS RADIO NETWORK 212-975-3773 CONTACT: SINA DEVITO				SAT MIDNIGHT-2 AM TOM SNYDER, THE LATE LATE RADIO SHOW (E)	
GROW-WISE GARDNER NETWORK 919-480-1576 CONTACT: LISA RAY	SAT 8-10 AM DR. MARC CATCHNEY, THE GARDEN SHOW				
LEARFIELD COMMUNICATIONS 314-893-7200 HTTP://WWW.LEARFIELD.COM CONTACT: STEVE CAMDEN	SAT 9-10 AM DON ZEMAN, AROUND THE HOUSE				
MAJOR TALK NETWORKS, INC. 800-714-7200 CONTACT: PHOEBE PEARSON	SAT 11 AM-1 PM MAINTENANCE MIKE HOME IMPROVEMENT USA				SAT MIDNIGHT-3 AM THE MICHAEL REAGAN SHOW (P)
PEOPLES RADIO NETWORK 904-397-4300 800-397-TALK CONTACT: QUANE CRITES	SAT 6-8 AM TOMMY POWELL, FISHIN' & WISHIN' SAT 8-9 AM WYATT COX, SATURDAY MORNING IN AMERICA (N)				
RADIO AMERICA NETWORK 202-408-0944 CONTACT: JACKIE DOYLE	SAT 7-9 AM GARDEN VARIETY SAT 9 AM-NOON MAC THE MECHANIC SAT NOON-1 PM MUTUAL PERSPECTIVE (F)				
SALEM RADIO NETWORK 214-831-1920 CONTACT: KENNY DOWE		SAT 3-5 PM THE BEST OF DICK STAUB (R)	SAT 9 PM-MIDNIGHT THE ARMSTRONG WILLIAMS SHOW (I)		
SHERIDAN BROADCASTING NETWORK (SBN) 412-456-4030 CONTACT: GLENN BRYANT	SAT 6:50 AM-12:50 PM SBN NEWS SAT 6:20-9:20 AM SBN SPORTS				
SW NETWORKS 212-833-5400 HTTP://WWW.SWNETWORKS.COM/ CONTACT: DAN FORTH	SAT 9 AM-NOON THE MARIO CUOMO SHOW (P)		SUN 7-9 PM THE ALAN DERSHOWITZ SHOW (I)		

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NETWORK WEEKENDS		6 AM-NOON	NOON-6 PM	6 PM-12 AM	12 AM-6 AM
<p>TALK AMERICA RADIO NETWORK 617-828-4546 HTTP://WWW.TALKAMERICA.COM/TALKAMERICA CONTACT: TOM STAR</p>	<p>SAT 6-7 AM STEVEN SLOAN, <i>THE FISHING ZONE</i> SAT 7-8 AM DOUG STEPHAN, <i>PRIME TIME OPEN LINE</i> (I) SAT 8-9 AM BOB HARDCASTLE, <i>MONEY TALK</i> SAT 9-10 AM MORT WHITE, <i>MAGIC GARDEN</i> SAT 10-11 AM DR. MARK WALLACH, <i>LET'S PLAY DOCTOR</i> (H&M) SAT 11 AM-NOON ANDREA STAR, <i>SHARE YOUR THOUGHTS</i> (PSY) SUN 7-8 AM ROBBIE PATTERSON, <i>SYNERGY</i> (MOTIVATIONAL) SUN 8-9 AM DR. MARK CRAPO, <i>SYMMETRY IN HEALTH</i> SUN 9-NOON ATTORNEY AL GRADY, <i>OBSERVATIONS ON LAW</i></p>	<p>SAT NOON-1 PM MITCH SCHLIMER, <i>LET'S TALK BUSINESS</i> SAT 1-3 PM STAN KUGEL & JOHN MCLAUGHLIN, <i>KUGEL & MCLAUGHLIN</i> (I/P) SAT 3-4 PM BRUCE LEFAY, <i>BULLET PROOF YOUR FINANCIAL FUTURE</i> SAT 4-6 PM <i>THE BOB & ROB HOME SHOW</i> SUN NOON-2 PM ATTORNEY BILL BAILEY, <i>ARE YOU PROTECTED</i> SUN 2-3 PM <i>FINANCES</i> SUN 3-5 PM TOM GRESHAM, <i>GUN TALK</i> SUN 5-6 PM BOB LONG, <i>AUTOWORLD</i></p>	<p>SAT 6-7 PM BRUCE WEITZMAN, <i>TAKE AMERICA BACK</i> (CITIZEN'S RIGHTS) SAT 9-11 PM CONNIE ROSS & GARY CAMPBELL, <i>BACKSTAGE</i> (E) SUN 6-7 PM LEN WINKLER, <i>THE HAM RADIO SHOW</i> SUN 7-8 PM JIM FEIJO, <i>HEALTH WATCH</i> SUN 9-11 PM <i>MR. Z. BIKER BROADCASTING</i></p>	<p>SAT MIDNIGHT-5 AM <i>THE STAN MAJOR SHOW</i> (I) SAT 5-6 AM JOSE PINO, <i>LAS VEGAS LIVE</i> (E) SUN 3-7 AM <i>THE JOE MAZZA SHOW</i> (I)</p>	
<p>USA PATRIOT NETWORK 303-587-5175 CONTACT: STEVE MORAN</p>	<p>SAT 8-8:30 AM LARRY BATES, <i>UNRAVELING THE NEW WORLD ORDER</i> (I) SAT 8:30-10 AM MIKE McNULTY, <i>C.O.P.S.</i> (P) SAT 11-NOON <i>THE PAM BEESLEY SHOW</i> (I) SUN 10 AM-NOON LARRY LINDSEY, <i>ROCKY MOUNTAIN TRAILS</i> (HUNTING) SUN NOON-1 PM <i>NATURAL PEST CONTROL WITH ANDY LOPEZ THE INVISIBLE GARDENER</i></p>	<p>SAT NOON-1 PM MICHAEL PAPAGIORGIO, <i>THE HIDDEN TRUTH</i> (I) SAT 1-2 PM RICHARD PALMQUIST, <i>TO FREE AMERICA</i> (I/P) SAT 2-3 PM DR. JOHN LANZALOTTI & NINO CAMERDESE, <i>AMERICAN PERSPECTIVES IN MEDICINE</i> SAT 3-4 PM JAMES DUBOIS, <i>TAKING CHARGE OF YOUR HEALTH</i> SAT 4-6 PM KEN ADAMS, <i>TAKE AMERICA BACK</i> (P) SUN 5-6 PM <i>THE JANE PEARSON SHOW</i> (R)</p>	<p>SAT & SUN 6-7 PM DARVIN RUTZ & PAT Tierney, <i>VETERANS HOUR</i> (I)</p>		
<p>USA RADIO NETWORK (RELIGIOUS PROGRAMMING) 214-484-3900 800-829-8111 CONTACT: BECKY HENSON</p>	<p>SAT 8-9 AM <i>THE BIBLE'S GREATEST HEROES</i> SAT 9-10 AM <i>AMERICA'S GREATEST HEROES</i> SAT 10-11 AM <i>K. ARTHUR HOW CAN I LIVE?</i> SAT 11 AM-NOON <i>CORNERSTONE DIGEST</i></p>	<p>SAT NOON-12:30 PM <i>UNRAVELING THE NEW WORLD ORDER</i> SAT 12:30-1:30 PM <i>PHYLLIS SCHAFLEY LIVE</i> SAT 1:30-3 PM <i>HAL LINDSAY WEEKEND REVIEW</i> SAT 3-5 PM <i>BEST OF POINT OF VIEW</i> SAT 5-7 PM <i>CELEBRATION USA</i></p>	<p>SAT 7-8 PM <i>BIBLE'S GREATEST HEROES</i> SAT 9-11 PM <i>GOLDEN AGE OF RADIO</i> (DRAMA) SAT 11 PM-MIDNIGHT <i>CHRISTIAN MUSIC AMERICA</i> SUN 7-9 PM <i>ROCK THE WORLD</i> SUN 9-11 PM <i>N-2-LIVIN'</i></p>	<p>SUN MIDNIGHT-1 AM <i>CHRISTIAN MUSIC AMERICA</i> SUN 4-6 PM <i>CELEBRATION U.S.A.</i></p>	
<p>USA RADIO NETWORK 2 214-484-3900 CONTACT: BECKY HENSON</p>	<p>SAT 8-10 AM DOUG KAUFMANN, <i>YOUR HEALTH MATTERS</i> SAT 10 A.M.-1 PM STEVE CROWLEY, <i>AMERICAN SCENE</i> (I/F)</p>	<p>SAT 2-5 PM <i>THE RON SEGGI SHOW</i> (E) SAT 5-7 PM <i>TALKIN' PETS WITH JOHN PATCH</i> SUN 3-7 PM <i>THE JACK CHRISTY SHOW</i> (I)</p>	<p>SAT 9-11 PM VICTOR IVES, <i>GOLDEN AGE OF RADIO</i> (DRAMA) SUN 10 PM-1 AM <i>TONY REYNOLDS. INTERNET AT NIGHT</i></p>		
<p>WOR RADIO NETWORK 212-642-4533 HTTP://WWW.COMMSPEC.COM/WOR CONTACT: RICH WOOD</p>	<p>SAT 9-11 AM DR. RONALD HOFFMAN, <i>HEALTHY LIFESTYLES</i> SUN 8-11 AM RALPH SNODSMITH, <i>GARDENING SHOW</i></p>	<p>SAT 2-4 PM <i>ASK ARTHUR FROMMER</i> (TRAVEL) SAT 4-6 PM WARREN ECKSTEIN, <i>THE PET SHOW</i> SUN 2-4 PM DAVID LAWRENCE, <i>ONLINE TODAY</i> SUN 4-6 PM ARTHUR SCHWARTZ, <i>THE FOOD SHOW</i></p>			
<p>WESTWOOD ONE COMPANIES 703-413-8441 CONTACT: PEGGY SOLOMON</p>	<p>SAT 7-8 AM <i>O'LEARY/KAMBER REPORT</i> (P) (PREFEED) SAT 8-10 AM <i>BEST OF MIKE WALKER</i> (E) SAT 8-10 AM JERRY BAKER, <i>ON THE GARDEN LINE</i> SAT 10-1 PM <i>THE BOB GRANT SHOW</i> (I) SUN 6-8 AM <i>BEST OF MIKE WALKER</i> (E)</p>	<p>SAT & SUN 1-4 PM <i>BEST OF TOM LEYKIS</i> (I/E) SAT & SUN 4-7 PM <i>DAVID ESSEL ALIVE</i> (H&M)</p>	<p>SAT & SUN 7-10 PM <i>BEST OF BRUCE WILLIAMS</i> (I/E) SAT 9-10 PM <i>LARRY KING WEEKEND</i> (I/E/P) SAT & SUN 10 PM -1 AM <i>THE BEST OF DAVID BRENNER</i> (E) SUN 8-10 PM <i>WAYNE LAPIERRE SHOW</i> (I) SUN 8-10 PM <i>BEST OF THE LOVE PHONES</i> SUN 11 PM-1 AM <i>LOVE LINES</i></p>		

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**AL MAYERS, PD
WRKO-AM
BOSTON, MA**

Boston is an area where people have strong opinions about politics

whether it be Democrats, Republicans or whatever. The Radio station is doing a great deal to keep our audience informed. We'll be heading to New Hampshire to look at the candidates

and we're going to try and put together a forum for the candidates and for the people. We have taken on a conservative and democratic analyst for contribution to our shows and we've added a

NETWORK SPORTS	6 AM-NOON	NOON-6 PM	6 PM-12 AM	12 AM-6 AM
ABC'S ESPN RADIO NETWORK 214-448-3323 CONTACT: BOB STEVENS	SUNDAY 7-9 AM SUNDAY MORNING BRUNCH 11 AM-7 PM GAME DAY	MONDAY - FRIDAY 10 AM-2 PM THE FABULOUS SPORTS BABE	SATURDAY 6 PM-1 AM ESPN RADIO WEEKEND SPORTS SUNDAY 6 PM-1 AM ESPN RADIO WEEKEND SPORTS	
JONES SATELLITE NETWORK - THE TEAM SPORTS RADIO 800-876-3303 CONTACT: DEBBIE STARK	SPORTS TALK AND INFORMATION 24 HOURS A DAY	SPORTS TALK AND INFORMATION 24 HOURS A DAY	SPORTS TALK AND INFORMATION 24 HOURS A DAY	SPORTS TALK AND INFORMATION 24 HOURS A DAY
MAJOR NETWORKS SPORTS 312-755-1300 CONTACT: PHOEBE PEARSON		RICK TELANDER, BOTH SIDES NOW (1 HOUR) WEDNESDAY FED AT 1 PM AVAILABLE TO RUN WEO - SUN	SUNDAY 9-11 PM BOB COSTAS COAST TO COAST	
ONE-ON-ONE SPORTS RADIO NETWORK 708-509-1661 CONTACT: CAROLYN PHILLIPS	MONDAY-FRIDAY 7-10 AM LARRY COTLAR 10 AM-NOON MARK GENTZKOW & JAY MARROTTI SATURDAY-SUNDAY 8 AM-1 PM DAVE HARBISON	MONDAY-FRIDAY NOON-4 PM KEVIN WALL 4-8 PM PAPA JOE CHEVALIER 1-7 PM SPORTS SATURDAY (& SUNDAY) WITH EARL FORCEY & BOB BERGER	MONDAY-SUNDAY 8 PM-MIDNIGHT TED GREEN SATURDAY-SUNDAY 7 PM-MIDNIGHT CHRIS SCHNEIDER	MONDAY-FRIDAY MIDNIGHT-4 AM JOHN RENSHAW 4-7 AM BOBBY KEMP SATURDAY MIDNIGHT-4 AM FRED HUEBNER 4-8 AM CHUCK GARBEDIAN
PRIME SPORTS RADIO 214-401-0972 CONTACT: ALLEN STONE	MONDAY-FRIDAY 7-11 AM RICH LERNER. PRIME MORNING 11 AM-1 PM MARK ORISTANO, MIDDAY PRIME 11 AM-2 PM ALLEN STONE, GAMES PEOPLE PLAY	MONDAY-FRIDAY 2 PM-5 PM JIM DENT. PRIME CUTS 5-6 PM ED BERLINER SATURDAY-SUNDAY 1-7 PM GAME TIME VARIOUS HOSTS THROUGHOUT THE DAY	MONDAY-FRIDAY 6-9 PM GAME TIME WITH TOM SAUVELET 9 PM-1 AM SCOTT FRNAZKE PSR TONIGHT	MONDAY-FRIDAY 1-2:30 AM CHET COPPOCK SHOW 2:30-7 AM PRIME REWIND
RADIO AMERICA NETWORK SPORTS 202-408-0944 CONTACT: KAREN PAUL		SATURDAY NOON-1 PM DAVE & BILL GILBERT TALKIN' BASEBALL		
TALK AMERICA RADIO NETWORK 617-828-4546 CONTACT: TOM STAR			SATURDAY 7-9 PM LOU MAZELLA & GARY BALOINGER. SPORTS FINAL 11 PM-MIDNIGHT PEDRO FERNANDEZ. RING TALK SUNDAY 8-9 PM GEORGE & CARL GRANDE GRANDESTAND	SUNDAY MIDNIGHT-1 AM JIM SMITH. SMITTY'S RINGSIDE SEAT MIDNIGHT-3 AM AL BERNSTEIN & TONY ROME. THE SPORTS PARTY
THE SPORTS COLLECTORS SHOW NETWORK 212-573-8100 CONTACT: JOE RASHBAUM			SUNDAY 8-10 PM JOHN RAYBIN, THE SPORTS COLLECTORS SHOW	
WESTWOOD ONE ENTERTAINMENT SPORTS 703-413-8550 CONTACT: MARK MADDREY	SUNDAY 9-11 AM MIKE FRANCESCA. SPORTS NOW		MONDAY-FRIDAY 10 PM-1 AM SCOTT FERRELL. FERRELL ON THE BENCH	

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program called *WRKO Spin Doctors* that puts a political spin on issues happening during the week.

The election year is very relevant to us because New Hampshire is a neighboring state and our signal is quite prominent there. We'll also have a roving ABC reporter who'll try and cover all there is to cover. The WRKO listener tunes in to WRKO for information and they'll get what they want out of it. We do polls and so forth but you can't really gauge what they're going to do. The key is that we'll program the things that have the greatest prominence at that time.



ALAN DERSHOWITZ
TALK HOST
SW NETWORKS

I love the fact that I'm coming into a presidential year. There's always presidential politics to talk about. I just plan to keep talking about it. Talk shows are the town meeting of the air. I suspect as a phenomenon that talk shows help get out the vote. I hope people are getting their information from a wide variety of sources but I want to be there to make sure that they also listen to the perspective that I reflect. The callers now seem to be very opinionated and the opinions seem to be more about personalities than about the issues. I think there are a lot of locked-in voters and they are mostly negative.

I'm going to try very hard to deal with issues. I've been speaking a lot about Bosnia and what the role of a peacekeeping force should be. I've been very supportive of the president on that and I've been critical of the president on Whitewater issues. I try my best to be substantive. For this election year I'd like to try and get out the vote — get more people out there — have a more informed electorate and to bring some balance to what used to be a very conservative, one-sided approach to government.



BERNIE WARD
TALK HOST
ABC RADIO NETWORKS

For conservative Radio, the primary will present a problem, in that Bob Dole is a moderate and the real

conservatives are Phil Gramm and Pat Buchanan. And so for the first time since right-wing Talk Radio started, they're going to have real divided loyalties.

And I think the impact that Talk Radio will have on '96 will actually turn out to be even more beneficial to Clinton than it will be for the Republican — whoever the nominee is. The reason is that the right wing has already taken their best shot last time around and that's beating a dead horse. People want something new. They're not going to listen to the old charges again. Clinton got elected in spite of those. They'll have to come up with something new.



ERIK SELBY, PD
KQV-AM
PITTSBURGH, PA

I think that politics, especially elections for Talk Radio is grist for its mill. It has traditionally provided its hosts and listeners with months and months of issues right up until election day. Perhaps people are more interested in talk shows at this time than usual.

There will be more airing of public sentiment on the airwaves than writing in to the editor. They're going to voice their opinions there. And the pollsters and campaign managers will be looking to Talk Radio for who's in the lead according to the people. The talk show audience for the most part seems to be made up of people who vote. I'd like to think so anyway. And people tend to traditionally focus on the host and the host's opinion more than discussing the issues. They let the host set the pace or the agenda and then they comment on that issue.

We have tried to stick to it as hard news. We do our best to report on the facts. We try to be as objective as possible. We don't take our own polls or generate any controversy. We try to be impartial. It's hard, though, because this is the age of infotainment. The days of raw coverage like Harding vs. Cox are just about over.



MICHAEL SPEARS, PD
KRLD-AM
DALLAS, TEXAS

1996 will be a big year for News and Talk. Folks

will be looking for clarification of divergent views of candidates. If Radio can serve as an enlightening medium versus hype or exploitation/tabloid we will live up to the responsibility. It's our job to accurately report the information. We need to report the events and try to explain the issues using both sides. We'll look at the local and national. And in proportion to other events we'll cover the information as it happens.



GIL GROSS
TALK HOST
CBS RADIO NETWORKS

This will be another year of growth for Talk Radio, but not necessarily because it's a presidential election year. We have to face the fact that in terms of sheer entertainment, the Clinton-Dole race, for many Americans, will be like asking your dinner guests which of your Jim Nabors albums they'd like to hear.

The real fun will be at the congressional level where candidates will be more passionate and less mealy-mouthed. As for the election itself, the most important thing we can do for Talk Radio is to make sure that election day remains in the Fall Book. God Bless America!

PHIL BOYCE, PD
WABC-AM
NEW YORK

It will be huge. This is the kind of ongoing hot topic that we crave. Our listeners are very motivated by major elections. It would be safe to say that 90 percent of our listeners vote, so for us it's just a matter of paying attention to what's going on and giving our listeners what they need to know. We have enough opinions at the station so that everything will be covered. Because this format is so unique that things change every day.

The big question for this year is will the Republicans be able to maintain their lead. If it's simply a race between Bob Dole and Bill Clinton then that's going to put people to sleep. The greater issue is will this country continue its shift to the right and who is going to blink first? This is the first major election since the Republicans came into power in '94 and it's very exciting because of that. I think all hell is going to break loose. ☐



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GSM - Texas Heritage Rocker celebrating 20th year. Family owned group, committed to radio and making a profit. Candidate should be an excellent trainer, strong in presentation skills, computer literate past word processing, and demonstrate the organizational acumen to direct a very strong local and regional SALES effort. A people-person, promotion-minded, driven ... send letter of introduction, resume, and salary requirements to: Ron Cardwell, GM, KNCN-FM, P.O. Box 9781, Corpus Christi, TX 78469. No calls right now, please. EOE.

HELP WANTED NEWS ANCHOR/REPORTER/WRITER

Minimum 2 yrs. experience in radio news to join this area's most experienced news-talk-radio news team. Resume & tape to Operations Mgr., P.O. Box 7492, Wilmington, DE 19803. EOE.

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Account Executive - Seeking experienced, self-motivated individual to join a strong sales force for a 100,000 Watt FM in Medium market in the Southeast. Strong ratings with a Hot AC format. Stable company with same ownership for 56 years. Applicant must be prepared to work hard but will be paid handsomely. Good verbal and written skills a must. Call Ann Lawing between 10AM - 5PM at 910-864-5222. WQSM-FM, Fayetteville/Fort Bragg, NC.

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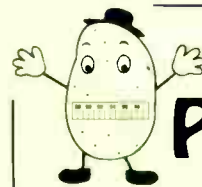
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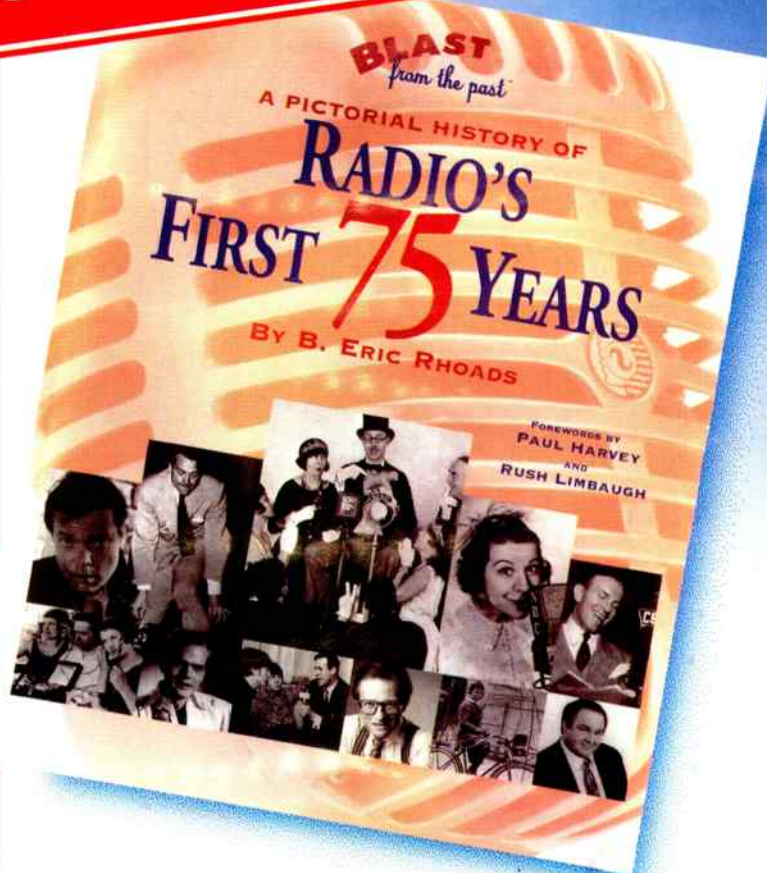
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