

# 2004 NAB Radio Show Products & Services Directory

Vol. XIX, No. 17 September 20, 2004 PUBLISHED BI-WEEKLY

# RADIO INK

RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE™

Susquehanna's David Kennedy:

## “Radio Is A Business Of Ideas”

## Calculating A Client's Listener-To-Prospect Ratio







**101 WRIF**

*On behalf of Drew Lane, Mike Clark and everyone behind the scenes at the Drew & Mike Show, we thank our industry friends for nominating their program as -*

*Morning Show of the Year.*

**Thank you, media!**



**Greater Media Inc.**  
a family-owned company



*Jay Severin brings passion, intellect and insight to his radio show and commitment and compassion to his community and his co-workers.*

*These qualities combine uniquely to create one of the top talk personalities in the nation today.*

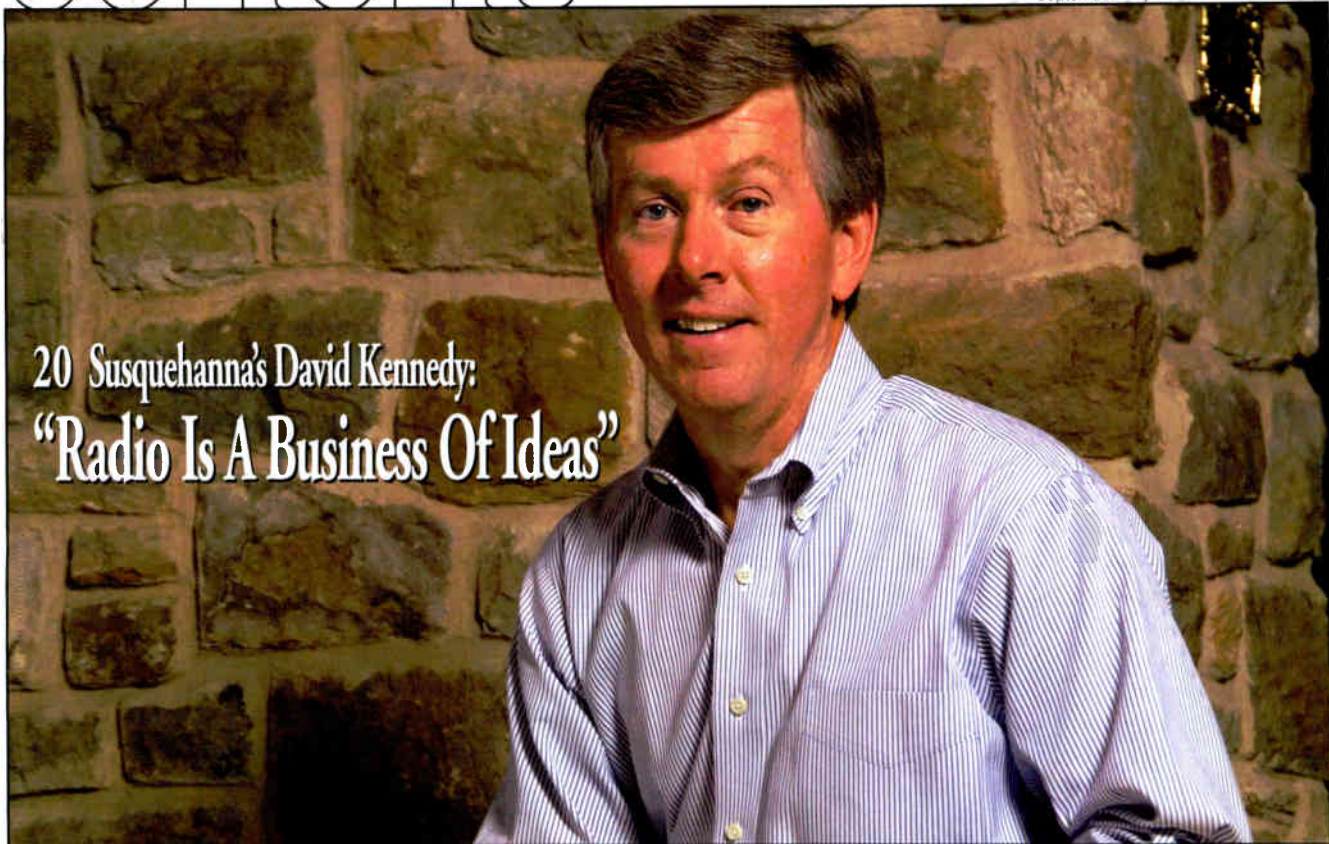
*At Greater Media, we're honored to be associated with a person of such integrity.*



**Greater Media Inc.**  
a family-owned company

# contents

Radio's Premier Management & Marketing Magazine<sup>SM</sup>  
September 20, 2004 | Volume XIX, 17



Cover and Interview photographs courtesy of Jim Hayman

## 20 Susquehanna's David Kennedy: "Radio Is A Business Of Ideas"

### Feature

#### 20» David Kennedy

The Susquehanna leader is just stepping down from a tour as chairman of the RAB Board of Directors. He has strong ideas on how to strengthen radio.

#### 29» NAB Exhibitors Guide

Here are some of the good things you'll see in the booths at the NAB Radio Show in San Diego!

### Columns

#### 16» Giff On Sales by Dave "Giff" Gifford

Reducing Your Hourly Spot Load? Not So Fast!

#### 18» The Wizard of Ads™ by Roy H. Williams

Infinity Vs. Arbitron: Been There, Done That

#### 19» Cult Branding by B.J. Bueno

Beware The Midas Touch!

#### 40» Best Radio Facilities

Journal Broadcast: All Digital in Knoxville

### Departments

#### 06» Publishers Notes by B. Eric Rhoads What Radio Needs Now

#### 08» On Air People, News, Products & More

#### 10» Guest Commentary Ed Ryan

#### 12» Marconi Award Nominees

#### 36» Management Sean Luce

#### 38» Sales Gregg Murray

#### 39» Programming Research Tom Watson

#### 44» Showcase & Career Center

#### 46» Blast From the Past™

#### IDEA TICKER

**33,587**

...the number of useable ideas in Radio Ink to date

#### Coming Next Issue:

- » Farid Suleman
- » HD Radio Update
- » What's Up At Arbitron

Copyright © 2004 by Streamline Publishing, Inc. and Radio Ink (ISSN 1064-587X) All rights reserved. Radio Ink is published bimonthly. Twenty-five issues each year by Streamline Publishing, Inc., 224 Datura Street, Suite 1015, West Palm Beach, FL 33401. © Radio Ink is a registered trademark of Streamline Publishing Inc. Radio Central™ and RadioCentral.com are registered trademarks of Streamline Publishing Inc. All rights reserved.

POSTMASTER: Send changes of address to Radio Ink, 224 Datura Street, Suite 1015, West Palm Beach, FL 33401. Periodicals Postage paid at West Palm Beach, FL, and additional offices. Subscriptions: Mail subscription rate: One year \$199. Canadian and European subscribers \$249 for one year. All subscriptions, renewals and changes of address should include address label from most recent issue and be sent to the Circulation Department, Radio Ink, 224 Datura Street, Suite 1015, West Palm Beach, FL 33401. Copying done for other than personal or internal reference without the express permission of Radio Ink is prohibited. Address requests for special permission to the Managing Editor. Reprints and back issues available upon request. Printed in the United States. Bulk Business Mail paid at West Palm Beach, FL • Third-class enclosure paid in Columbus, WI. Permit #73.

#### EDITOR-IN-CHIEF

Reed Bunzel

reed@radioink.com

#### ASSISTANT EDITOR

Mary Crowley

marycrowley@radioink.com

#### CREATIVE DIRECTOR

Patt Tufaro

patt@radioink.com

#### VP/OPERATIONS

Tom Elmo

tomelmo@radioink.com

#### DIRECTOR OF SALES

Lois Ann Chooljian

800-610-5771

lois@radioink.com

#### VP/NATIONAL SALES

Chuck Renwick

800-442-1345

chuckrenwick@radioink.com

#### SHOWCASE/CAREER CENTER

Eric Raskin

800-610-5771

ericraskin@radioink.com

#### CUSTOMER SERVICE

800-610-5771

#### CONTRIBUTING WRITERS

Lee Abrams, Rhody Bosley, Jim Boyle, Julie Lomax Brauff, Curt Brown, B.J. Bueno, Bill Burton, Holland Cooke, Bob Davis, Lindsay Wood Davis, Danny Fletcher, Dave Gifford, Bob Jenkins, Frank Kulbertis, Philip J. LeNoble Ph.D., Pam Lontos, Sean Luce, John Lund, Harvey Mackay, Big Mike McDaniel, Kipper McGee, Chuck Mefford, Bill Moyes, Bob Ottaway, Lisa Patera, Jack Rattigan, Al Ries, Walter Sabo, Ed Shane, Jim Tazarek, Jack Trout, Bill Troy, Roy Williams, Tom Zarecki

STREAMLINE  
PUBLISHING, INC.

#### CHAIRMAN/PUBLISHER

B. Eric Rhoads, CRM/C/CRM

#### CONTROLLER

Rick Allen

accounting@radioink.com

#### STAFF PHOTOGRAPHER Bruce "Flash" Cooley

#### WASHINGTON, D.C. COUNSEL

John Wells King

Carvey, Schubert & Baier

#### EXECUTIVE EDITOR EMERITUS/LOS ANGELES

Dwight Case

*Dur Mission:* Radio Ink's role is passionately to empower Radio management to be more successful by providing fresh, actionable, reality-based ideas, inspiration and education in a quick, easy-to-read, positive pro-Radio environment.

**RADIO  
INK**

#### Editorial Offices:

224 Datura Street - Suite 1015  
West Palm Beach, FL 33401

PHONE 561-655-8778 • FAX 561-655-6164

E-MAIL: comments@radioink.com

Career Center/Showcase PHONE 800-610-5771

Subscription Information/Advertising

PHONE 800-610-5771 • FAX 561-655-6164

# Networked Audio from Harris? You Betcha!



Want to maximize your facility and studio capacity? Leverage your existing equipment to do more for your talent, station — and bottom line? You can with the power of VistaMax™ from Harris.

VistaMax is a digital audio management system that lets you network your audio studios together. With universal access to all of your resources simultaneously you increase productivity and quality while decreasing maintenance. You can smoothly migrate from a dedicated analog studio to a digital networked infrastructure with this distributed approach — on your timeframe. Benefits include:

- Autonomous console operation, when needed
- Easily share resources to gain economies of scale
- Quickly reconfigure your facility when program or format changes occur
- Reduce installation time and cost for any reconfiguration

As a natural extension of our BMXdigital™ expertise, VistaMax is built on field-proven technologies such as familiar user interfaces without the complexity of a PC.

Empower your audio management with VistaMax.  
Contact Harris today.



1 800.622.0022 | [www.broadcast.harris.com](http://www.broadcast.harris.com)

**HARRIS**

# Raise capital without raising Cain.

When raising capital or buying and selling media assets, you can count on MVP to listen carefully, execute flawlessly and deliver results. Shouldn't you have MVP working for you?

#### Recent 2004 Transactions

Amigo Broadcasting, L.P.  
Enterprise value \$78 Million  
LeSEA Broadcasting  
\$15 Million capital raise  
KMVT-TV \$17,300,000  
YTD, approximately  
\$330 Million in transactions.

MVP will be attending the NAB in San Diego, October 5 - 8. Please call 415-391-4877 to schedule a confidential appointment in our suite at the Manchester Grand Hyatt.



**MEDIA VENTURE PARTNERS**

Television ♦ Radio ♦ Telecom

SAN FRANCISCO (415) 391-4877 CHICAGO (312) 396-4043 BOSTON (617) 956-1365

[www.mediaventurepartners.com](http://www.mediaventurepartners.com)



## From Our Chairman

By B. Eric Rhoads, CEO & Publisher

# What Radio Needs Now

"I'm thinking about getting out of radio altogether and focusing on a new career."

I said it and I meant it. It happened during a casual moment just a few weeks ago. I was boating across a lake in the Adirondacks with a prominent young executive from one of America's largest radio groups. The occasion was my 50th birthday. The question had been entirely innocent: "What would you do if you didn't have *Radio Ink*?"

My friend was stunned with my answer: "But I thought you loved radio."

My response was honest: "I do, but I don't feel I'm making a difference."

"What about NAB? With Eddie Fritts potentially leaving in a couple of years, wouldn't you take that job?"

organization while others think its only purpose should be promoting radio to advertisers. Besides, Fries needs a successor in their late 30s or early 40s, a person who will be perceived as young and vibrant."

"What about the FCC? They'll be looking for a new chairman soon."

"I like to break rules, not make them. If I were chairman of the FCC, I'd probably reorganize it altogether."

"What about us? Can we hire you?"

"Nothing really happens until a board of directors decides that the pain of staying the same is greater than the pain of change."

"But radio needs you. You're the conscience of the industry."

Though I was flattered, and my ego

**What Radio really needs most is young, passionate, irreverent voices that aren't concerned about making enemies and are willing to question the status quo.**

"Unfortunately, I tend to say what's on my mind often at the expense of my own business. That's not what NAB needs. I'd be kicked out of Washington within a week."

"What about RAB? Gary Fries won't stay forever. Wouldn't that be a natural place for you?"

"RAB has a big board with differing agendas. Some want it to be a small-market support organization while others want it to support only the big markets. Some want it to be a sales training

was overly inflated for a moment, the discussion made me realize what it is that Radio really needs most: Young, passionate, irreverent voices that aren't concerned about making enemies and are willing to question the status quo.

Are you willing to be one of them? ☎

*Eric*

To reach me, write: RADIO INK, B. Eric Rhoads, CEO/Publisher, 224 Datura Street, Suite 1015, West Palm Beach, FL 33401  
Phone: 561-655-8778 Fax: 561-655-6164  
E-mail: [Eric@radioink.com](mailto:Eric@radioink.com)



# Laura Ingraham

## Now Over 260 Stations

*"Laura's smart, funny, energetic, talented and speaks directly to KSFO's PI's. A perfect fit for our team!"*

Special Thanks to:

— Jack Swanson,  
Program Director, KSFO

NY Times Bestseller



WEEKDAYS 9am - 12 noon EST



# THE Tammy Bruce SHOW

*"Tammy is smart...she's funny...she's passionate...she's unpredictable...and above all, she's entertaining! These are all of the ingredients to a successful show."*

— Erik Braverman,  
Operations Director, KABC

Special Thanks to:

NY Times Bestseller



WEEKDAYS 12 noon - 3pm EST



# The JERRY DOYLE Show

## Now Over 100 Stations

*"Edgy and to the point. The Jerry Doyle Show is a daily dose of common sense laced with attitude. Jerry has what it takes to be radio's next superstar."*

— Brian Gann,  
Program Director, KFAQ

Special Thanks to:



WEEKDAYS 10pm - 1am EST

TRN Enterprises

www.talkradionetwork.com

888-383-3733

# ON AIR

PEOPLE  
EVENTS  
LETTERS  
NEWS  
PRODUCTS  
& MORE

## FACETIME



**RADIO REALITY-SHOW WINNER**  
Thomas "Tony" Penny of Ellicott City, MD, won 630 WMAL's radio reality show *Who Wants To Be A Talk Show Host*. His first assignment for the Washington, DC News/Talk station is hosting the Sunday noon-1 p.m. slot in September. His other job is manager of intern/client relations for INROADS/Greater Washington Inc., which provides career and academic coaching for minority college students.



### BEER MUST BOOST CREATIVITY!

Listeners of Tampa, Florida's **Outlaw 92.5** (WYUL) decorated 92 barstools in Toby Keith themes, as these three were. The station posted the barstool photos online so web visitors could vote for their favorites. The winners get Toby Keith concert tickets.



### POLITICAL CHEER

The California Broadcasters Association drew a record turnout in Santa Monica for its recent seminars on political advertising and EEO compliance. In the large group of smiles are (l-r) FCC's **Bobby Baker**, Calif. Fair Practices Commission's **C. Scott Tocher**, SCBA's **Mary Beth Garber**, **Gregg Skall** of Womble Carlyle Sandridge & Rice; and CBA's **Joe Berry**. Inset are (l-r) DOS **Jeff Thomas** of KFLAC-XTRA; CBA's **Mark Powers**; and GSM **Michael Masterson** of KNX.

## Coupon Usage Totaled \$3 Billion In 2003

Manufacturers offered more than \$250 billion in coupons last year, which translated to \$3 billion in consumer savings, according to a report released by the **Promotion Marketing Association Coupon Council**. The report also showed that retailers increasingly are turning to coupons to help attract, retain and reward loyal shoppers. Last year, almost half (46 percent) of all retailers reported offering some form of a bonus coupon program.

The average face value of manufacturers' coupons increased 4.9 percent to \$.85 — more than twice the pace of the Consumer Price Index, which climbed only 2.3 percent in 2003. Coupons most often (79 percent) are distributed as free-standing inserts.

Source: *Progressive Grocer*, Sept. 1, 2004

## Tony Snow To Keynote NAB Radio Luncheon

Tony Snow, host of Fox News Radio's *The Tony Snow Show*, will keynote the NAB Radio Show Luncheon on Oct. 8 in San Diego.

Snow will share his story about his current on-air drive for Soldier Ride, an effort to raise money for American soldiers severely injured in the line of duty. The ride will culminate in San Diego in early October. *The Tony Snow Show* helped raise more than \$180,000 for the project, in which Chris Carney, a rugby player and bartender from Long Island, has embarked on a 4,200-mile cross-country bike ride from Montauk, NY to San Diego, CA.

The Friday luncheon, sponsored by ASCAP, will also honor Jefferson-Pilot Communication's President-Radio Division Clarke Brown with the National Radio Award.

## Cable Networks May Peak By 2009

Remember 2009 as the year cable networks stop stealing share from broadcast television. That's the word from Sanford C. Bernstein analyst **Tom Wolzien**, who says that in five years cable networks will attract about 57 percent of primetime viewers, up from 53 percent in 2004 and 43 percent in 2000. But that will be it, he says, unless cable networks choose to cut profit margins by ramping up spending for programming.

Nearly all cable-viewing growth has come from being available in more homes, not more attractive shows, Wolzien reports. In fact, the top 51 cable networks did not gain market share from 2000 to 2004 among cable and satellite subscribers who got them.

Cable channels are cannibalizing each other, Wolzien says: "That's what's bizarre. They aren't cannibalizing the broadcasters. The broadcasters were getting killed because the cable guys were expanding their base." And that "free ride," as he was quoted in *USA Today*, will end when nearly all 9.1 million cable and satellite customers receive all the top channels. When that happens, he concludes, "They will have to get their audiences the old-fashioned way. They have to put better programming on the screen."



VISIONARY  
STRONG  
INNOVATIVE  
DYNAMIC

SESAC's Networking Lounge, The **best seat** in the house.



SESAC is proud to sponsor the NAB Radio Show's Networking Lounge.  
Come visit with SESAC and your peers.



## Natural Disaster: Just Another Way For Radio To Save Money?

We were warned it was coming. Endangered people were repeatedly told to get out of town even before the hurricane headed straight for Southwest Florida. We were told to fill cars with gas, buy batteries and canned food, and fill coolers with ice. Most important, we were to get fresh batteries for our radios. Residents had no idea how bad things would get, although we were certain we'd lose power.

A former 20-year radio guy, I was excited. It would be one of those rare times radio would get an unfair advantage to shine. Real radio people live for a chance to be in the middle of that once-in-a-lifetime news incident. All ears of the community would be on us. They had no choice: Without power, there would be no TV, and we'd scoop the newspaper.

As my family and I waited in our bathtub for Charley's 145-mph winds to arrive, we had our transistor ready. The situation brought back memories of 1993, when Oneonta, NY, was hit with

its biggest snowstorm in years. Our young radio team manned the microphones for days. We believed it was our job to talk to the police, drive around with the D.O.T., interview residents, announce school and business closings, and take listener calls during the storm.

Charlie arrived, and it wasn't long before the power was gone. You could almost hear radios flicking on from Sanibel to Punta Gorda. Here was radio's chance to show that pesky FCC that it truly is here to serve the public. I scanned and scanned and scanned the Radio dial — nothing but disappointment.

There was no man on the street report, no interview with the mayor, no live call-in from the hardest-hit area from the jock-turned-reporter. These fine radio stations — owned by some of the "biggest" and best: Clear Channel, Beasley, Renda and Meridian (Meridian owns two News/Talk stations) — all turned their licenses over to local TV stations. What a bummer. What a blown opportunity.

What a shirking of responsibility! If TV can do it, why can't we? The answer is that we can, and in this case, we should have. At least one of them should have. It was a crying shame, and I cringed when some of the TV types made mistakes with call letters or dial positions.

Though fund-raisers are now being broadcast, and stations are doing a great job helping those in need — after the fact — I'm sad to say that radio ran for its safe room until the eye of the storm passed over our community. Once the winds hit 50 mph, they put the station on autopilot, got in their cars and ran for cover. One only wonders whether the GMs muttered to the DJs: "Don't forget to turn out the lights. At least we can save a buck or two while the storm passes over."

Note to FCC: For how we served the public in 2004, see Public File — at the local TV station. ☒

Ed Ryan, former editor of Radio Ink, can be reached at [edryan@fortmyersfitness.com](mailto:edryan@fortmyersfitness.com).

**We're Proud to Congratulate our SIX Nominees for the 2004 Marconi Awards**

**Legendary Station of the Year**  
KSL-AM, Salt Lake City  
**KSL 1160**

**MARCONI RADIO AWARD**  
FOR EXCELLENCE IN RADIO

**Major Market Station of the Year**  
KOIT-FM, San Francisco  
**96.5 KOIT**  
LIVE HERE LIST HERE

**Classical Station of the Year**  
WGMS-FM, Washington, D.C.  
**435**  
CLASSICAL

**Major Market Personality of the Year**  
WTMX-FM, Chicago  
Eric Ferguson & Kathy Hart  
**101.9 fm**  
THE MIX

**News / Talk / Sports Station of the Year**  
KSL-AM, Salt Lake City  
**KSL 1160**

**WTOP**  
RADIO NETWORK  
www.wtop.com  
WTOP-AM, Washington, D.C.  
Mike Moss & Richard Day

**BONNEVILLE INTERNATIONAL**  
San Francisco  
Washington, D.C.  
St. Louis  
Salt Lake City  
Idaho Falls  
We're Proud to be Bonneville!  
Blackfoot  
Pocatello  
Cedar City

**Continuing a Tradition of Excellence.**

# Powergold<sup>®</sup>

Advanced Music Scheduling Software for Windows

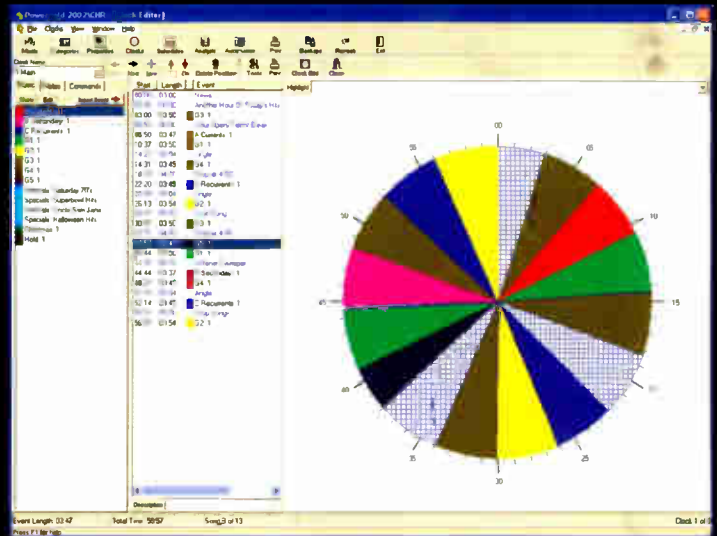
## New Powergold Version 8.0

**BETTER, FASTER, AND EASIER THAN EVER!**

**Experience the POWER!**

Download a **FREE** trial version at [www.powergold.com](http://www.powergold.com)

- Interfaces with virtually all automation systems
- Import traffic logs directly into daily music schedules
- Built-in import wizards effortlessly transfer your existing Selector<sup>®</sup> or MusicMaster<sup>®</sup> data



"Powergold makes managing and scheduling multiple formats easy and we've found it handles very large databases with ease and is quick; even when server-based. We manage up to 10 different formats with over 30,000 songs and even use it to manage and schedule our PSA database. Our military staff is generally very new (one to three years experience), but with the very thorough and understandable help functions coupled with the extremely responsive help staff, they learn Powergold very quickly."

*Cal Miller  
Chief, Operations and Plans Division  
Armed Forces Radio Network  
Freedom Radio – Baghdad, Iraq*

See live demonstrations of Powergold at the NAB in San Diego the evenings of October 6 and 7. You're invited to join us for food and beverage in our hospitality suite #3233 in the beautiful Grand Hyatt Hotel. Pick up a copy of the latest version of Powergold and find out what's new. See you there!

**Sales: 1-800-870-0033 • Support: 501-821-1123**  
[info@powergold.com](mailto:info@powergold.com)

# Congratulations To The 2004 NAB Marconi Radio Award Nominees

All of us at *Radio Ink* congratulate those individuals and radio stations that this year have been nominated to receive the prestigious Marconi Radio Awards. Established in 1989 and named after inventor and Nobel Prize-winner Guglielmo Marconi, the Marconi Radio Awards are given to radio stations and outstanding on-air personalities to recognize excellence in radio. An independent task force selected finalists in 22 categories, and ballots were

sent to members of the NAB Marconi Radio Awards Selection Academy in August for final voting.

Winners in each category will be announced October 7 at the NAB Marconi Radio Awards Dinner and Show at the Manchester Grand Hyatt Hotel in San Diego. The annual dinner and show, radio's premier awards program, will be the highlight of The NAB Radio Show.

## The nominees are:

### Legendary Station of the Year

KFOG-FM San Francisco, CA  
KPRS-FM Kansas City, MO  
KSL-AM Salt Lake City, UT  
KSTP-AM Minneapolis, MN  
WOR-AM New York, NY

### Major-Market Station of the Year

KOIT-FM San Francisco, CA  
KPWR-FM Los Angeles, CA  
WBEB-FM Philadelphia, PA  
WEEL-AM Boston, MA  
WLTW-FM New York, NY

### Large-Market Station of the Year

KIFM-FM San Diego, CA  
KSHE-FM St. Louis, MO  
KSTP-AM Minneapolis, MN  
KSTP-FM Minneapolis, MN  
KYGO-FM Denver, CO

### Medium-Market Station of the Year

WFBQ-FM Indianapolis, IN  
WGY-AM Albany, NY  
WJXA-FM Nashville, TN  
WSNY-FM Columbus, OH  
WTMJ-AM Milwaukee, WI

### Small-Market Station of the Year

KAIR-FM Atchison, KS  
KIHR-AM Hood River, OR  
WFKX-FM Jackson, TN  
WLEN-FM Adrian, MI  
WTUZ-FM Uhrichsville, OH

### Major-Market Personality of the Year

**Big Boy**, KPWR-FM Los Angeles, CA  
**Eric Ferguson & Kathy Hart**,  
WTMX-FM Chicago, IL  
**Drew Lane & Mike Clark**,  
WRIF-FM Detroit, MI  
**Mike Moss and Richard Day**,  
WTOP-AM Washington, DC  
**Jay Severin**, WTKK-FM Boston, MA

### Large-Market Personality of the Year

**Gene & Julie**, WLTN-FM Atlanta, GA  
**Kelly & Jonathan with Mudflap**,  
KYGO-FM Denver, CO  
**Dave Ryan**, KDWB-FM Minneapolis, MN  
**Scott Slade**, WSB-AM Atlanta, GA  
**Joe Souchery**, KSTP-AM Minneapolis, MN

### Network/Syndicated Personality of the Year



Bob & Sheri, Jefferson-Pilot Radio Network



Neal Boortz, Jones Radio Networks



Lex Staley & Terry Jaymes, Cox Radio Syndication



Tom Joyner, Reach Media



Clark Howard, Jones Radio Networks

Guglielmo Marconi  
Would Be Proud



## Congratulations to the Clear Channel Radio NAB Marconi Award Finalists

### Major Market Station of the Year

WLTW-FM, New York, NY

### Large Market Personality of the Year

Gene & Julie, WLTW-FM, Atlanta, GA  
Dave Ryan, KDWB-FM, Minneapolis, MN

### Medium Market Station of the Year

WFBO-FM, Indianapolis, IN  
WGY-AM, Albany, NY

### Medium Market Personality of the Year

Don Weeks, WGY-AM, Albany, NY

### AC Station of the Year

WALK-FM, Long Island, NY  
WLTW-FM, New York, NY

### Adult Standards Station of the Year

KABL-AM, San Francisco, CA  
KLAC-AM, Los Angeles, CA  
KOGA-AM, Ogallala, NE

### Country Station of the Year

KMFX-FM, Rochester, MN

### NAC/Jazz Station of the Year

WNU5-FM, Chicago, IL

### News/Talk/Sports Station of the Year

KOA-AM, Denver, CO

### Oldies Station of the Year

KQQL-FM, Minneapolis, MN  
WMJI-FM, Cleveland, OH

### Religious Station of the Year

WDAS-AM, Philadelphia, PA

### Rock Station of the Year

WEBN-FM, Cincinnati, OH

### Urban Station of the Year

WDAS-FM, Philadelphia, PA

Great Radio Inspires People™

 **CLEARCHANNEL**  
RADIO

[www.clearchannel.com](http://www.clearchannel.com)

World Radio History

# NAB Marconi Radio Award Nominees

## Medium-Market Personality of the Year

**Jonathan Green**, WTMJ-AM Milwaukee, WI  
**Steve O'Brien, Stacy Barton, Jeff Roberts**,  
KMGL-FM Oklahoma City, OK  
**Dino Tripodis & Stacy McKay**,  
WSNY-FM Columbus, OH  
**Jim Turner**, WDBO-AM Orlando, FL  
**Don Weeks**, WGY-AM Albany, NY

## Small-Market Personality of the Year

**Terry Bell**, KKAJ-FM Ardmore, OK  
**Terry Cavanaugh**, WGIL-AM Galesburg, IL  
**Rochelle Mitchell**, KTRR-FM Ft. Collins, CO  
**John Mons**, KDUZ-AM Hutchinson, MN  
**Rick Sinclair**, KKLR-FM Poplar Bluff, MO

## AC Station of the Year

WALK-FM Long Island, NY  
WLEN-FM Adrian, MI  
WLTW-FM New York, NY  
WLYF-FM Miami, FL  
WSNY-FM Columbus, OH

## Adult Standards Station of the Year

KABL-AM San Francisco, CA  
KLAC-AM Los Angeles, CA  
KOGA-AM Ogallala, NE  
KTLO-FM Mountain Home, AR  
WOSN-FM Vero Beach, FL

## CHR Station of the Year

KPWR-FM Los Angeles, CA  
KQKS-FM Denver, CO  
WHHH-FM Indianapolis, IN

WMOM-FM Pentwater, MI  
WSTW-FM Wilmington, DE

## Classical Station of the Year

KFUO-FM St. Louis, MO  
WCPE-FM Wake Forest, NC  
WFMR-FM Milwaukee, WI  
WGMS-FM Washington, DC  
WRR-FM Dallas, TX

## Country Station of the Year

KBMW-AM Wahpeton, ND  
KMFX-FM Rochester, MN  
KMTK-FM Bend, OR  
KYGO-FM Denver, CO  
WFMS-FM Indianapolis, IN

## NAC/Jazz Station of the Year

KIFM-FM San Diego, CA  
KJCD-FM Denver, CO  
KSDS-FM San Diego, CA  
WNUA-FM Chicago, IL  
WNWV-FM Cleveland, OH

## News/Talk/Sports Station of the Year

KOA-AM Denver, CO  
KSL-AM Salt Lake City, UT  
WGN-AM Chicago, IL  
WIBC-AM Indianapolis, IN  
WJBC-AM Bloomington, IL

## Oldies Station of the Year

KQQL-FM Minneapolis, MN  
KVEN-AM Ventura, CA

WCIZ-FM Watertown, NY  
WGLD-FM Indianapolis, IN  
WMJI-FM Cleveland, OH

## Religious Station of the Year

KYLV-FM Oklahoma City, OK  
WDAS-AM Philadelphia, PA  
WEAL-AM Greensboro, NC  
WNNL-FM Raleigh, NC  
WVEL-FM Peoria, IL

## Rock Station of the Year

KBZT-FM San Diego, CA  
KFOG-FM San Francisco, CA  
KOZT-FM Fort Bragg, CA  
WEBN-FM Cincinnati, OH  
WRIF-FM Detroit, MI

## Spanish Station of the Year

KISF-FM Las Vegas, NV  
KLQV-FM San Diego, CA  
KRCD/KRCV Los Angeles, CA  
KSSE-FM Los Angeles, CA  
KZMP-FM Dallas, TX

## Urban Station of the Year

KPRS-FM Kansas City, MO  
WDAS-FM Philadelphia, PA  
WDHT-FM Dayton, OH  
WQMG-FM Greensboro, NC  
WTLC-FM Indianapolis, IN

**Congratulations to the Carter Broadcast Group, Inc. Family!**

# KPRS-FM

2004 Marconi finalist for Urban Station of the Year  
and

Legendary Station of the Year!

**Serving the Community 54 Years Strong and Counting!**

Today's  
**Gospel**  
1590 KPRT

**HOT 103  
JAMZ!**



NOMINATED FOR NETWORK/SYNDICATED PERSONALITY OF THE YEAR



# THE 2004 NAB MARCONI RADIO AWARDS

# LEX & TERRY

•• MORNING RADIO NETWORK ••

WE'RE PROUD TO ANNOUNCE OUR MOST RECENT ADDITIONS TO THE LINEUP:

94.9 ZETA / MIAMI + 102.5 THE BONE / TAMPA

LEX & TERRY CAN BE HEARD EACH WEEKDAY MORNING ON ROCK RADIO STATIONS AROUND THE COUNTRY.

CONTACT PETER WELTON AT 904.245.8500 OR PETER@LEXANDTERRY.COM FOR THE 2004 LEX & TERRY MEDIA KIT AND DEMO CD.

COX  
RADIO  
SYNDICATION



» **QUICKREAD** » Why would you want to reduce your hourly spot count? » Is a format competitor kicking your butt in the ratings because you're running 12 spots an hour vs. their 10 spots an hour? » Rubbish! They're kicking your butt because they're better programmers. Reducing an hourly spot load won't increase AQH, cume and TSL. » If you reduce spot loads and increase rates, how long till the higher rates catch up with the corresponding hourly loss of revenue? » Maybe, reducing your hourly spot load is too big a risk to take. Lesson: Always look both ways before crossing the street.

## Reducing Your Hourly Spot Load? *Not So Fast!*

In case this is news to you, Clear Channel's decision to cut back its hourly spot load was triggered by a Wall Street study based on 35 hours of all-format programming over a two-week period in eight of the top 10 DMAs. In consequence, because of the risk that over-commercialization would impact listenership (undocumented) and reduce radio's ad effectiveness (supposition), and because it was convinced that inventory will not drive radio's top-line growth, financial-services/investment firm JP Morgan announced it was maintaining a cautious long-term view of radio.

Over-commercialization threatens radio's future? Really? Trust me, over-commercialization is not radio's No. 1 problem! Its No. 1 problem is that radio does a lousy job of selling radio — as in selling more advertising to more advertisers at higher rates.

Now, why would you want to reduce your hourly spot count in the first place? Is it because a format competitor is kicking your butt in the ratings simply because you're running 12 spots an hour vs. their 10 spots an hour? Rubbish! They're kicking your butt because they're better programmers than you are, period.

Test time: Ask your programming consultant to give you the phone numbers of all the managers they know whose ratings, over a projectable period of time, went down because they marginally increased their hourly spot count. I have, and I have yet to get anybody's phone number.

If you think reducing your hourly spot load will increase your ratings, think again. Where is the proof? Will your group PD guarantee you an increase in AQH, cume, and TSL if you reduce said hourly spot load? Fat chance!

Show me the evidence! If you accept

predictions without proof, you just suckered yourself into a state of "PD Paranoia." Yes, your ratings will go down if you become too commercial, but what is "too commercial"? Where is that line between "maximum acceptable commercialism" and "unacceptable commercialism"? Have you put a pencil to that dilemma? What if you discover that — despite whatever share points you lose — your net gain in revenue will be worth it if you increase your hourly spot count?

Obviously, if you reduce your hourly spot load, you must calculate precisely how much to increase your rates if only to maintain your current billing levels, right? How long will it take for those new higher rates to catch up with the corresponding hourly loss of revenue (two units hourly x 24 hours x 7 days/week x 52 weeks) as a result?

Ah, but by cutting back your spot count, you're now in a justifiable position to raise your rates, right? I mean, scarcity of any commodity increases its value, and value justifies price. It's the economic law of supply and demand. True, but...



Radio's seemingly sudden act of altruism has not gone unnoticed by the buyers of radio advertising. Earlier today, I called an old friend of mine, a principal in a major media-buying service that I called on for 14 years when I worked the streets of Mad Ave, NYC. His take, paraphrased (anonymously):

"If the reps think radio's cost-per-point is going up just because radio reduces its hourly spot count, they've got another think coming. Reducing hourly spot loads isn't a decision; it's a confession — an admission that radio has been hosing advertisers for years by purposefully over-commercializing. Any rep who comes into this office, claiming his/her time is now worth more, is in for a very big surprise. As far as we're concerned, it's payback time, and we've decided the penalty for over-commercialization in the past is to balance the books in the future, retroactively, with bonus spots."

Additionally, in following Clear Channel's lead (not the most appetizing thought for some of you, I'm sure), what if your company's profits take a beating? After all, if immediately after you reduce your hourly spot count, a dominant ratings competitor decides it can control the market by marginally decreasing its rates — thereby ending up with disproportionately larger cluster buys — where does that leave you?

Maybe, just maybe, reducing your hourly spot load is too big a risk to take.

**Lesson:** Always look both ways before crossing the street. ☑

Dave Gifford is president of Dave Gifford International and founder of The Graduate School For Sales Management. He may be reached at 505-989-7007 or by e-mail at [giff@talkgiff.com](mailto:giff@talkgiff.com).



**LISTEN TO DAVE WEEKDAYS LIVE 2-5PM/ET**

*Now Heard on Over 215 Affiliates and Growing!*

**THE DAVE  
RAMSEY  
SHOW<sup>®</sup>**

*“Where life happens; caller after caller...”*

Experience “The Dave Effect”  
Online @ [www.daveramsey.com](http://www.daveramsey.com)

**“The Dave Effect”**

*Watch the Ratings Spike when Dave Hits the Air...*

<b>AFFILIATES EXPERIENCING DAVE</b>	<b>BEFORE DAVE</b>	<b>DAVE'S HOUR</b>
<b>WYNK</b> BATON ROUGE, LA	<b>0.2</b>	<b>VS 1.1</b>
<b>WFMN</b> JACKSON, MS	<b>3.3</b>	<b>VS 4.2</b>
<b>WSBT</b> SOUTH BEND, IN	<b>7.5</b>	<b>VS 8.7</b>
<b>WWTN</b> NASHVILLE, TN* *	<b>4.7</b>	<b>VS 8.6</b>

\* Arbitron Spring 2004. AQH share increase \*\*ADTS 25-54

**These Affiliates Get It. Why Don't You???**



» **QUICKREAD** » We all knew that Infinity and Arbitron had to kiss and make up, because no other option made sense, but each side had its points. » Without paying Arbitron, Infinity couldn't discuss the size of its audience or calculate Gross Ratings Points, Costs Per Point, or Effective Reach and Frequency. » On Arbitron's side: When a single customer accounts for nearly 10 percent of gross revenues, that customer often begins to think like an employer. » Agencies don't like talking "around the numbers." If media buyers don't want to discuss "mathematical possibilities" with radio reps, then why give them appointments? » If Infinity and Arbitron hadn't reconciled, other stations probably would have followed suit, but agencies then might have switched to another medium for their ads.

## Infinity vs. Arbitron: Been There, Done That

When their lover's quarrel was first announced, we all knew that Infinity and Arbitron had to kiss and make up, because no other option made any sense. A divorce between them would have been a magnificent, absurd train wreck. Strangely, I was on Infinity's side during the debate because they were right. Even more strangely, I was on Arbitron's side because they were right, too.

**On Infinity's side:** Radio stations have always felt like hostages to Arbitron, and rightfully so. Unless you pay The Emperor's Tribute to Arbitron, you can't discuss the size of your audience or calculate Gross Ratings Points, Costs Per Point, or Effective Reach and Frequency. You have to pay the Emperor even when he trashes you in his survey. But no other ratings company has ever gained sufficient credibility to be a serious contender to Arbitron, so the monopoly has continued, and radio continues to chafe under the rule of a tyrant master.

**On Arbitron's side:** When a single customer accounts for nearly 10 percent of your gross revenues, that customer often stops thinking like a customer and begins to think like an employer. Infinity's 185 stations account for about \$25 million of Arbitron's \$275 million in sales. That's \$25 million that Infinity theoretically could have dropped to its bottom line, assuming that no sales were lost due to the fact that its stations could no longer discuss the size of their audiences. However, if the inability to discuss Arbitron numbers cost each of the stations just \$150,000 in lost sales per year, Infinity would have made a bad financial decision (185 stations x \$150,000 = \$27,750,000). And that's before you consider the frustration factor among Infinity sales reps.

Believe me, I know. In the late '70s and early '80s, I was a sales rep, then sales manager, and finally GM of a 100,000-watt FM in Tulsa. We were usually No. 2 or 3, 18-34, but we could never actually say that, because our owner didn't subscribe to Arbitron. So we glibly told agency buyers, "You have the book, just look up our numbers" (*grin, grin, grin*), and we shared perky little success stories and quoted reams of qualitative blah, blah, blah.



**On the agencies' side:** Tulsa's agencies really didn't like being inconvenienced by having to talk "around the numbers," so my staff and I found it harder and harder to get appointments with agency buyers. Think about it. If media buyers didn't want to discuss "mathematical possibilities" with radio reps, then why would they give them appointments in the first place? Unless advertising agencies have changed in the past 20 years, Infinity sales reps would have learned what it felt like to be a minority in the Deep South in 1954. Or maybe not — maybe there's a secret technique I never discovered that makes

agency buyers sympathetic toward station owners who are unwilling to pay for Arbitron numbers.

**On radio's side:** If Infinity spanked Arbitron and they didn't reconcile, other radio groups surely would have followed, and the whole house of cards would have come tumbling down. I can hear it, can't you? A station would have a bad book and say, "Well, I'm not going to pay for a survey that tells the agencies to buy from my competitor. If the agencies want to buy according to almighty god Arbitron, let the agencies pay for it."

Yeah, right. It would never occur to America's advertising agencies that they could just spend their clients' budgets on a different media. They're at radio's mercy, aren't they? Take away radio, and there's no other way for them to reach the public, right? Say 'Hi' to the Tooth Fairy for me, because you're dreaming.

Another old radio myth is that Arbitron rewards its subscribers with better ratings. Consequently, comments were rampant: "Watch Infinity's numbers tumble" and "When you no longer buy the book, questionable — or less than perfectly legible — diary numbers go to those that do buy the book." But I think far more highly of Arbitron than that, and so do most advertising agencies.

If the Arbitron/Infinity lover's quarrel hadn't been quickly resolved, I fear it would have cost both companies and ultimately radio far more than anyone planned. Sometimes the people in charge do exactly the right thing. This was definitely one of those times.

I'll tell you about another of those times in the next issue. ☒

Roy H. Williams is president of Wizard of Ads Inc. and may be reached at Roy@WizardofAds.com.



» **QUICKREAD** » King Midas was thrilled with his ability to turn whatever he touched into gold, until he touched his child, who became a golden statue. » Radio has turned its child into gold. It looks pretty to investors, but it stands lifeless to its listeners. » In its attempt to have mass appeal, radio has become easy to tune out. » Losing radio's power to be local and to tell stories robs the radio child of life. » "Careful that, in casting out your demons, you do not throw out the very best part of yourself." » The industry stands with a unique opportunity — similar to Midas' — to wash its hand in the river of loyal listeners, creating a river that will forever run full of gold.

# Beware The Midas Touch!

We still struggle with issues similar to those that bothered people in ancient times. We have been placed in an eternal drama, that of being alive. I invite you into a tale that has rich lessons within it. One speaks directly to one of radio's problems: sameness.

Today, some radio groups possess the incredible power of the mythical Midas. Anything they touch turns to "gold." If you think about it, that's another way of saying that everything they touch becomes the same. Mergers and acquisitions have created golden statues. However, the myth of King Midas offers caution to those that want everything to be made of the same gold.

Once upon a time in land far away, some farmhands captured a satyr they had caught napping in King Midas' vineyard. This creature — part man, part goat — had been carefully tied to keep him from escaping. Midas immediately recognized the satyr as right hand to the god Dionysus, and ordered him set free.

The satyr, whose name was Silenus, explained that he and his master had just returned from the East, where Dionysus had been engaged in spreading the cultivation of grapes. On his return, Dionysus brought back a tiger, an ever-expanding flock of followers, and one very drunken satyr. Silenus was grateful to King Midas for treating him with dignity, and so was Dionysus. The god was so pleased, in fact, that he offered to grant whatever Midas wanted.

Now, you didn't get to rule a kingdom in those days without an active grasp of what makes for a successful economy. Midas didn't have to think twice. As the

simplest plan for constant replenishment of the royal treasury, he asked that everything he touched be turned to gold. Arching a godly eyebrow, Dionysus asked whether Midas was sure. The king instantly replied, "I'm sure," so Dionysus granted his wish.

Midas rushed home to try it out. Tentatively at first, he laid a trembling fingertip upon a bowl of fruit, then a stool, then a woolly lambkin. Each was transformed into purest gold.

"Just look at this!" he shouted, turning his chariot into a glittering, priceless mass, though it was now worthless as transportation. "Look what Daddy can do!" he cried, taking his young daughter by the hand to lead her into the garden. Encountering unexpected resistance, he

swung about to see why his daughter was being such a slug. His eyes encountered a child-size golden statue. Her soul was no longer there. Her smile and her tender touch were gone.

Suddenly, his golden gift turned to lead. He further realized that he couldn't touch any object without losing its utility, its important features.

Radio has turned its child into gold. It looks pretty to investors, but it stands lifeless to its listeners. In its attempt to have mass appeal, radio has become easy to tune out. By losing radio's power to be local and to tell stories, the radio child (in myth, children always represent the curious, playful part of life) is now a golden statue. This reminds me of the Nietzsche warning: "Be careful that, in casting out your demons, you do not throw out the very best part of yourself."

In short, Midas finally understood why Dionysus seemed doubtful when he was asked to grant the favor. Fortunately, the god was a good sport: He allowed Midas to wash away his magic touch in the river, which ever after enjoyed renown for its shimmering deposits of gold.

It is time for radio to re-connect with its listeners at a local, personal level. The industry stands with a unique opportunity to wash its hand in the river of loyal listeners and create a river that will forever run full of gold. It is time to regain market share. It is time to grow the business. First, we must give our child life. ☒

B.J. Bueno is author of *The Power of Cult Branding*, a book with a revolutionary view that has jolted the marketing world. Reach him at 321-287-4919 or [bjb@cultbranding.com](mailto:bjb@cultbranding.com)



# Susquehanna's David Kennedy: "Radio Is A Business Of Ideas"

*"Radio must be relentlessly relevant — to our listeners' lifestyles and to our advertisers' business plans — if we want to grow as a medium. To do this, as an industry, we must look beyond the short term and make decisions accordingly."*

That's what Susquehanna Radio President/COO David Kennedy told *Radio Ink* back in July when he was profiled as one of the "40 Most Powerful People in Radio." Now, just 10 weeks later, he says he is encouraged that the industry collectively is beginning to look beyond the near term and take charge of its own destiny.

"Over the past several months, we've read and heard about a new sense of industry focus and cooperation at the highest levels," Kennedy says. "This is something that a number of us have been calling for over the past few years. If there has ever been a time for leaders of our industry to lead, it is now. For awhile in our business, leaders weren't leading the way they should have."

Fortunately, Kennedy continues, "We're seeing some of that happening now, and that gives me tremendous optimism for our business. Leaders are rising to the occasion. Such people as Jeff Smulyan, David Field, Joel Hollander, John Hogan, Bruce Reese, Peter Smyth, Mac Tichenor, Lew Dickey and Farid Suleman are recognizing that some things affect all of us and transcend our internecine competition, which we must address."

A 1975 graduate of the University of Toledo, Kennedy earned a master's degree from Bowling Green State University in 1976 and a Ph.D. from Bowling Green in

1981. He began his radio career as a staff announcer at WMHE-Toledo in 1971, and two years later — while still an undergraduate — he joined Susquehanna at WLQR-Toledo and held a variety of on-air, programming, and operations positions. He was promoted to director of program research for the company in 1979 and was named vice president of planning and research in 1983. In August 1989, Kennedy became senior vice president and assumed direct responsibility for WFMS-Indianapolis and WRRM-Cincinnati. Six years later, in January 1995, he was named president and chief operating officer of Susquehanna Radio.

A former board chairman of the National Association of Broadcasters, Kennedy this week is finishing his term as chairman of the Radio Advertising Bureau's board of directors. He is a member of the International Radio & Television Society Foundation, Broadcast Education Association, and American Management Association. In 2000, the Pennsylvania Association of Broadcasters named him Broadcaster of the Year, and this past February, *Radio Ink* presented him with the Radio Wayne Award for Broadcaster of the Year.

As Kennedy prepares to step down from his post as RAB Board chairman, *Radio Ink* took the opportunity to sit down and talk with him about accountability, leadership, lab experiments, and the future of the radio industry.

**National ad dollars in the second and third quarters have been significantly**

**weaker than many analysts expected. Is this a cause for worry or just part of the natural economic cycle for the radio business?**

I'm very reluctant to draw dire long-term conclusions about the short-term revenue trends we see in our business. True, national is down slightly — year-to-date, it's down about two percent through July, and July was a tough month for national advertising. But if you look at the revenue index that the RAB prepares each month, you'll find that local growth and national growth have been nearly identical since 1998, which is the base year for that index. I believe what we're seeing now is exemplary of the cyclical nature of our business, and not indicative of a secular or long-term condition. Radio's challenge is to keep that long-term perspective while addressing the short-term issues as they arise. As long as we focus on serving our customers, we'll do fine.

**You've just finished your term as chairman of the Radio Advertising Bureau's board of directors. During that time, what has the RAB done to strengthen its relationship with the national advertising and agency community?**

The RAB in many ways is the envy of, and a model for, many other advertising-focused media trade associations because of what it does — its innovation — and how effective it can be. It's staffed with some outstanding radio professionals whose mission is to promote the value and effectiveness of radio as the final element of the marketing mix. One thing the



By Reed Bunzel, Editor in Chief  
Cover and interview photos by Jim Hayman, York, PA



INTRODUCING

## JD Balart

### American Radio Journal

JD's new American Radio Journal captivates listeners with penetrating insights, high profile guests and fascinating interviews. Hosted by veteran TV journalist José Diaz-Balart, American Radio Journal breaks through the clutter of traditional news programming on a wide range of topics.

From politics to culture to the economy, from the global war on terrorism to the drug war plaguing America, JD has the reporter's eye for all sides of the story. He brings to his microphone a skillful blend of insight, energy and wit that entertains, informs, and uplifts people everywhere.

A two time Emmy Award winner, JD is well-known as a television journalist for:

- Miami's NBC Affiliate WTVJ
- "Telemundo" network's national programming

*Increase your share of listeners with JD Balart.*

#### JD Balart

Live: Monday-Friday, Noon-2pm ET  
Refeed: Monday-Friday 5pm-7pm ET  
Avals: 10-min. local, 6-min. network  
Delivery: Satellite

#### Contact information:

Bruce Wernick  
(bwernick@libertybroadcasting.com)

Michael Levine  
(mlevine@libertybroadcasting.com)

John Clark  
(jclark@libertybroadcasting.com)

Tel : 888.727.8629 (toll free)

Fax : 973.438.1727

Website: libertybroadcasting.com



RAB does is to look for alternative approaches and different sources of revenue for our industry.

In an effort to further enhance the impact of the RAB, Gary Fries and Mary Bennett have significantly increased the size of the national marketing staff. These six new employees have an exciting task: to get close to, and to serve as radio marketing consultants for, clients and agencies. In an effort to uncover sources of dollars for this industry, their job is to penetrate to the deepest levels possible and demonstrate radio's many successes and capabilities. This, combined with the incredible new research projects under way at the Radio Ad Effectiveness Lab — as well as a concerted, focused industry advertising initiative — will make a powerful statement on behalf of radio to the national marketing arena.

**Has radio dropped the ball in working with advertisers and agencies to ensure that this medium can provide accurate invoicing information, accountability, and a significant return on investment from their ad dollars?**

I don't know that radio in its past has done as good a job as it could have in focusing on accountability and return on investment, but I can tell you that the RAB has long recognized the growing importance of accountability and ROI to our advertisers. To this end, the RAB has informed its members of the need to address these concerns, urging them to develop systems and processes that ensure that they do what they say they will do, and that they document it to the advertiser. Examples of this approach are the industry push toward electronic invoicing — which is well under way at many levels and should become standard for us — as well as the joint RAB-AAAA project on standardization of common radio-industry buying and selling terms. The standardization was designed to foster improved communications and clear expectations at all levels of the transaction process.

**Recently, the Radio Ad Effectiveness Lab released the Wirthlin study. What does**

**this report tell us, and how do we incorporate it into our sales process?**

To me, the Wirthlin study was particularly insightful because it demonstrated clearly that radio listening is a very personal, emotion-driven experience — far more so than television and newspapers. As a result, advertisers can reach customers in an exceptionally powerful way. The connections that an advertiser can make by using radio are deeper and more meaningful than with other media. That's a terrific story to tell, and this research is already being presented to national advertisers by the RAB national marketing force.

**Since the Wirthlin study was commissioned by a subsidiary of a radio trade organization, might some advertisers and agencies view it as presenting biased information?**

I suppose some may be skeptical, but I believe that the information is so powerful and so persuasive that it would convince even the harshest skeptics that there is value in that information. Furthermore, if the New York audience at the launch of the research results was any indicator, those members of the buying community who pay attention to these matters will find this to be valuable information and will also find it actionable as they think through the use of radio in their advertising plans.

**What actionable information in the study can account executives take to their clients and incorporate immediately into their sales presentations?**

There were a couple of interesting points in that study. One of them dealt with the subject of environmental compatibility, which strongly suggests that an advertiser's spot should not clash with the programming or with the listeners' expectations for that radio station. A station can clearly design and execute ads with those factors in mind.

Another issue dealt with the notion of emotional level — how the most effective ads are those that reach people at that personal level. It suggests that broadcasters should ideally create spots that are not designed just for generic or mass audiences

but should recognize the unique nature of their listeners and do the best job of hitting the hot buttons of those listeners. Those ads will be the most effective.

### That's why Paul Harvey has been so effective.

In hindsight, when we see a study like this and look back at what Paul Harvey has done, it explains a lot.

### After eight years of consolidation, has the radio industry taken advantage of the positive aspects of market clustering that were promised — or at least anticipated — when the Telecom Act was passed in 1996?

Despite the consolidation that has taken place, don't forget that radio remains one of the least-consolidated industries of all media. I believe that the overall impact of consolidation has been positive, and I also believe that we're learning each day how we can make it more so. Remember that this kind of fundamental change in the structure of our business presented challenges that none of us had ever faced, such as how to effectively manage clusters of four, six, or eight stations in a market.

There's a learning curve involved, and mistakes have been made along the

way. Fortunately, however, we're able to apply these experiences to improve our operations and to establish sound practices for the future.

### Are some companies still making it up as they go?

In some ways, what happened in our business in the last several years is analogous to a lab experiment, with different companies trying different approaches to address the same issue. Some have been more effective than others, but those that have been most effective have put the needs of the clients first. Those that have done otherwise frankly have fallen short of their promise.

### How should radio salespeople and managers distinguish between selling against radio's real competitors — particularly newspapers and cable — and engaging in intramural competition against other radio stations in the market?

I agree that real competition is, indeed, other media. Because radio is so intensely competitive at the local level, however, there can be this tendency to focus on your radio competitors, losing sight of the real objective, which, again, is to serve the customer. If all you do is focus on other media, meaning television or cable or newspaper,



## Shmuley

*If you're looking for passion, bring on Shmuley.*

With his new program **Passion!**, Rabbi Shmuley Boteach goes after the issues America is most passionate about, raising the volume on politics, family values, race, religion, crime and more. On **Passion!** Shmuley can take on anything with anyone, anytime, anywhere.

- TV and radio guest appearing on programs including *The Today Show*, *Good Morning America*, *Larry King LIVE*, *Scarborough Country* and *O'Reilly Factor*
- Author of 14 best-selling books including *Kosher Sex* and *Why Can't I Fall in Love? A 12-step Program*
- Profiled in *Time Magazine*, *Newsweek*, *The New York Times*, *The London Times*, and *The Washington Post*

*Passion! improves everything including audiences!*

### Passion!

Live: Monday-Friday 2pm-5pm ET  
Avals: 10 minutes local, 6 minutes network

#### Contact information:

Bruce Wernick  
(bwernick@libertybroadcasting.com)  
Michael Levine  
(mlevine@libertybroadcasting.com)  
John Clark  
(jclark@libertybroadcasting.com)

Tel : 888.727.8629 (toll free)  
Fax : 973.438.1727  
Website: libertybroadcasting.com



## Susquehanna Radio's Performance Guarantee For Customers

### Reliability

Your commercials will run as ordered. If we make a mistake and a paid spot does not run correctly, you will receive two-for-one make-goods within your schedule. We will do what we say we will do. If you run a promotion on our station, you will receive a promotional recap within ten business days after the completion of the promotion.

### Responsiveness

We will return your phone call within 24 hours and respond to your requests prior to the due date. We will maintain consistent contact with you through face-to-face meetings, e-mails, station updates, and market news when appropriate. Quarterly meetings will be scheduled to evaluate your needs and objectives.

### Advertising Effectiveness

Because we are committed to getting results for our advertisers, we run low commercial loads compared to our competitors. We believe you will receive a greater degree of effectiveness in an uncluttered on-air environment.

or if, on the other hand, competitors, you will pay greater attention to our business faster and with a foundation than a focus on the account manager. That's what we try to convey to account managers in Susquehanna Field, and that really is the basis for the performance guarantee we launched in all of our markets.

**Much of what's in that guarantee are things that advertisers probably expected all along. How have clients reacted to Susquehanna's setting it in stone?**

The guarantee has been very effective for us, because for some clients, it highlighted what we had been doing all along but in a way that we had never been able to do before. For others, it created a level of expectation, permitting them to focus on our account managers and on the service we provide in a manner that separates us from some of our competitors.

To that extent, we have been very pleased with the results. There were some who said to us, "This is what you should have been doing all along." We replied by saying, "Yes, and we're here to reinforce the fact that we will continue to do that." This is the first phase of the initiative, and we'll be rolling out additional elements in the coming months.

**What do you make of Clear Channel's announcement that it is cutting spot loads while driving up pricing? Is this a realistic goal, or is on-air clutter a more complex issue?**

As a first step, addressing commercial inventory loads and clutter can go a long way toward enhancing the listening experience for our audience, as well as the environment for our advertisers. That clearly is the objective of that initiative. We at Susquehanna join all of those who have commended Clear Channel for its decision.

At the same time, research tells us that other factors are involved and should be examined further — things such as spot length, and spot break length, content and style of the commercials, number of interruptions, and so on. Without question, more work needs to be done, and plans are

being made to investigate these additional issues soon.

**Does Susquehanna have plans to adopt an initiative similar to Clear Channel's?**

We believe that the commercial inventory loads on our stations are appropriate. At the same time, we constantly review those loads in light of what our listeners tell us, and in light of competitive factors. It's an ongoing process for us.

**So far, 2004 has seen more FCC fines for indecency than any other year. What must the radio industry do to make sure it doesn't run afoul of legislative or regulatory policy on indecent broadcasts?**

The NAB has taken a leadership role in this area, starting with its summit last March on responsible programming. That summit was attended by several hundred people who heard from a number of panels of broadcasting friends and foes. From that summit, it became clear that the broadcasting industry itself must address this issue.

[NAB President/CEO] Eddie Fritts asked me and Gary Chapman of LIN Television to chair an industry task force that is charged with the mission of finding common ground among all relevant constituencies to permit us to police our own actions, while at the same time acknowledging and protecting our cherished First Amendment rights and obligations. That's an onerous task, but the work is under way, and the industry leaders who've been involved are highly qualified and very dedicated to finding a solution.

**Several radio groups have a zero-tolerance policy for indecent broadcasting. Has Susquehanna done that?**

Susquehanna has long had a tradition of responsible programming, and it has been passed down over the years. This policy is understood and executed by the programming professionals at our stations.

We did not have to create a policy as a result of the recent investigations and threats of additional regulations and fines, because this programming » 26





# JR Broadcasting,

Janet Roberts, President/CEO

has agreed to acquire

## KSNB-AM Radio, Minneapolis, MN

from

## Infinity Broadcasting, Inc.

Joel Hollander, President/CEO

for

\$3,000,000

Todd W. Fowler of American Media Services-Brokerage acted as exclusive broker in this transaction.

**Developers  
&  
Brokers  
of  
Radio  
Properties**

843-972-2200

[americanmediaservices.com](http://americanmediaservices.com)

Charleston, SC

Chicago, IL

Austin, TX

**E**xpand your market share. Let American Media Services upgrade or move-in one of your stations into a larger market. Inquire about our full service brokerage arm. Your reach and potential can be met with American Media Services. Ask our clients how well we did for them.



**American Media Services, LLC**

philosophy has been in place at our company for years.

**Recently, Wall Street and other sectors of the financial community have dumped on radio and radio stocks. Are analysts unfairly maligning the radio business, or has this been an industry wake-up call?**

It's apparent to many of us who have discussed these recent stories that a lot of that has been baseless or clearly indicative of a lack of understanding of the nature of our business. Radio remains a remarkably effective medium, virtually unmatched for its ability to target and serve local communities and listeners. Are we immune to criticism? No. Despite the erroneous nature of many of these reports, I believe we always should take a cold look at what we're doing in an effort to improve. If we completely dismiss them, we'll miss an opportunity for introspection and perhaps improvement that could be very valuable to us in the long run.

**Given the scrutiny forced on radio by**

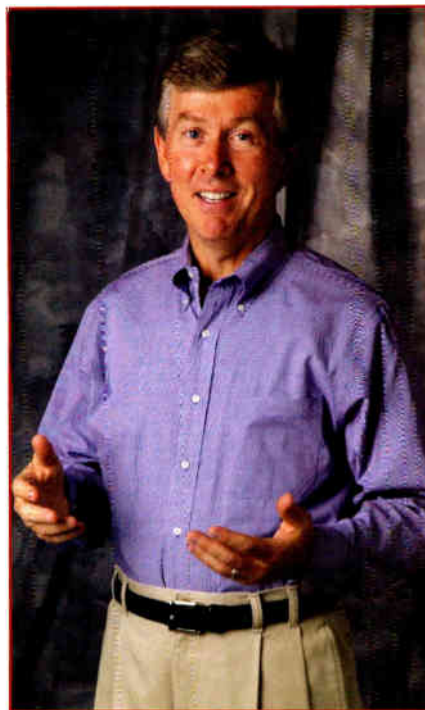
**Wall Street, are you happy that you're running a privately controlled company?**

Yes. In the last several years, I have found myself saying that I'm happy we're private more often than I'm upset that we're not publicly traded. From my perspective, there have been some benefits to the private nature of our company. At the same time, we have not been able to benefit from some opportunities because we did not have the ability to tap into the public markets.

**What can you do at Susquehanna that the heads of larger radio companies can't? What makes your company unique in the industry?**

It's been 31 years since I worked for another company, so that's hard to answer, but I believe that many of our operational practices probably are similar to those of other larger companies.

Because of our size and our history, however, we may have a culture and nimbleness in some areas that are different from those of larger competitors. If we're unique in any way, it's probably because



of the people in our company. I am fortunate to be working with the best in the business every day, and they really define our company.

**Aside from your role at Susquehanna, you have also served as board chairman for the NAB and the RAB. What do you believe is the greatest factor in providing strong business leadership today?**

Service. I'm a strong believer in servant leadership: the concept that those who lead must realize that they must first serve. We try to ensure that all members of our management team view themselves as resources to our employees, with the hope that the resulting work environment is collaborative and progressive. From this kind of workplace, a strong sense of vision and purpose can emerge, and that in turn can serve as an effective rallying point for all our employees. It's the employees — the people who work with us — who are really Susquehanna Radio Corp.

**In a world where globalization is becoming a reality, can radio maintain its commitment to localism?**

To me, localism is our charge, and localism is our future. It is what made us famous, as the saying goes, and we'd best not forget it. Having said that, of course, there is a place

**this ain't your granddaddy's money talk**

Will your listeners survive the "Summer of Misery"?  
**Will You?**

- Record Gas prices,
- Rising Interest rates,
- Food prices exploding
- Travel costs up
- Highest consumer debt ever...
- Record Bankruptcies

**Weeknights 7-10 ET**  
Refeeds available 12-2am ET & Saturdays 1-3pm ET

**MIKE SCHIANO**

**It's About Survival.**

Mike is on in Atlanta, Boston, Washington, Florence, Sarasota, Tampa  
Hear the DEMO at [mikeshow.com](http://mikeshow.com) or call **1-877-812-MIKE**

for strong popular national talent, and there probably always will be. What radio does best, however, is integrate itself into the lifestyle of its listeners, weaving itself into the fabric of their lives — at the local level. No one does that better, and as long as we remember that, the medium will continue to thrive.

**Some critics of consolidation insist that radio has lost its creativity and innovation. Is there any substance to this?**

Pointing to consolidation as the source of evil is one of the easiest and cheapest shots that a critic can take, but it doesn't stop them. The fact is that there are more formats in existence today than before the Telecom Act of 1996. There's more innovation in product design and execution, and creativity is probably in more demand now than ever before.

That's certainly the case in our company, and I know it's true for many others. You should also realize that consolidation has brought changes in execution of station operations, but those operational changes are very different from the charges of stifling innovation and creativity, neither of which I believe has a foundation.

**Is it possible that these critics are trapped in those "loosey-goosey" days of the 1960s and '70s, when FM radio was still experimental?**

Very possible. I was deeply involved with radio back in those loosey-goosey days, and yet when I look at radio today — when I listen to our stations and hear the creativity that exists today vs. that which was in existence back then — I marvel at how it has evolved, how professional it has become and how attuned to the times it has become in its own way — the same way the loosey-goosey approach was appropriate from a creative standpoint back in the '70s.

**With so many entertainment media available today, how can radio attract and maintain a younger audience?**

Radio remains a primary source of new music for young people. Just ask the record companies about the importance of radio today. Nonetheless, this is an issue

that I've experienced in my own family.

It's disturbing, but to me it's not yet close to being fatal. We need to find ways to become more relevant to young people, and that will take research and creativity — two resources that we have brought to bear on other thorny problems. I'm confident that we will be able to execute on this one as well. However, I believe there's a sense of urgency here, and the time to act is now.

**How do you get them back — or convince them to come to radio in the first place?**

By listening to them. We must get inside their heads and learn what it is that they think about radio today, how they feel radio stacks up to the other sources of audio entertainment in their lives, and how it stacks up as a part of their lifestyle. They will guide us. When we learn from them what's important, I believe we have the creativity in our business to design a product and execute it in a way that will bring them to us.

**What is radio's most significant competitive challenge over the next decade?**

While I feel other audio entertainment sources have the potential to erode a little listenership from radio — satellite radio or iPods or wireless broadband — I don't believe that any of them have the ability to supplant that personal, local connection that radio makes with its listeners. Until something like that emerges, radio should be solid — as long as we recognize our role to serve that local need.

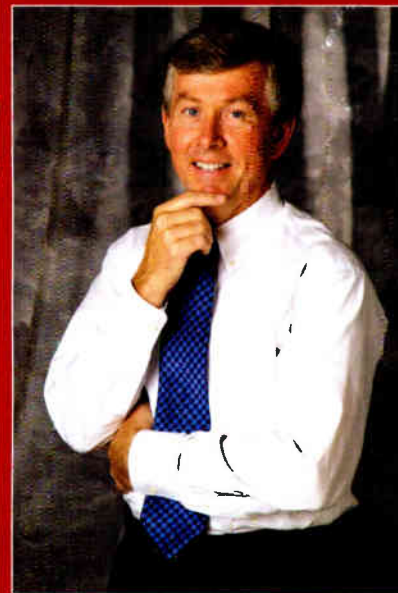
If we can maintain and enhance that bond with our listeners and our communities, I feel that our position as a powerful advertising medium likewise will be ensured.

**What in your estimation is radio's greatest strength?**

Its personal connection with listeners: That fact makes it possible for us to become an important part of their lives. Also, it makes us one of the most effective advertising vehicles in existence.

*“When we learn from [young people] what's important, I believe we have the creativity in our business to design a product and execute it in a way that will bring them to us.”*

**David Kennedy**



**Likewise, what is radio's greatest failing?**

Our greatest problem may be our tendency to forget how strong and effective we can be. In the heat of battle, we can lose sight of those strengths. We have to resist that tendency and focus on service instead.

**Does radio have one particular challenge that stands above all others?**

Our single greatest challenge is to continue to attract and retain the brightest and the best people for our companies. Radio first and foremost is a business of ideas, and we need outstanding people of diverse backgrounds and interests to find a promising future in this business. If we can operate our companies today with an eye on that critical part of our future, then the possibilities for us are endless. ☺

# Introducing NexGen101

Proven Prophet technology now sold bit by bit.  
Run your radio station for \$495! You buy only what you need.  
Add on features as your budget allows.

## Software Packages - Try NexGen101 before you buy!



### NexGen101 Core License \$495 *Buy Now*

Runs a single station in Automated or Live Assist modes. The core license is required on all NexGen101 workstations, and includes the ability to create and execute logs, basic audio element production, day of the week clock templates, and audio backup/load utilities. All other modules can be added to the core license to create multiple workstation configurations.



### Live Control Package \$400 *Buy Now*

Useful for high energy morning shows. Create and play audio elements outside of the log for random access or auto-play, send artist/title information. Includes following modules: Electronic Copy, Cart Deck, Button Bar and RDS Export.



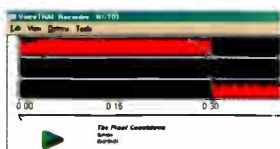
### Single-Source Satellite Package \$400 *Buy Now*

Enables your station to run in satellite mode and automatically record satellite feeds, with local spot insertion and time and temperature announcements. Includes following modules: Single-Source Satellite, Time & Temperature, DRR Automated Capture, and GPI.



### Scheduler Package \$400 *Buy Now*

Schedule your station using either internal or external scheduling systems. Includes following modules: MusicGen101 integrated music scheduler, Traffic and Music Load, Multi-User Access.



### VoiceTRAC Package \$400 *Buy Now*

Record breaks, intros and outros for when you can't be live, but still want to sound like it. Includes following modules: Basic VoiceTRAC, Enhanced Production Interfaces for third-party audio editors, CD Extractor/Audio Format Converter, and the Graphic VoiceTRAC Upgrade.



### Buy Individual NexGen101 Software Modules for \$101 each

- Archive Module *Buy Now*
- Basic VoiceTRAC Module *Buy Now*
- CDX/AFC Module *Buy Now*
- DRR Automated Capture Module *Buy Now*
- Enhanced Production Module *Buy Now*
- GPI Module *Buy Now*
- Graphic VoiceTRAC Upgrade Module *Buy Now*
- MusicGen101 Module *Buy Now*
- One year NexGen101 Software Updates *Buy Now*
- One year NexGen101 Support *Buy Now*
- RDS Export Module *Buy Now*
- Single-Source Satellite Module *Buy Now*
- Time & Temperature Announce Module *Buy Now*
- Traffic and Music Load Module *Buy Now*

*Check our website for a complete list of modules.*

visit us at  
NAB Booth #709

**PSi**  
PROPHET SYSTEMS  
innovations  
1-877-774-1010  
www.nexgen101.com

Proven Prophet Systems technology. Built by Prophet, backed by Prophet, designed for you.

# 2004 NAB Radio Show Products & Services Directory

If you're attending the NAB Radio Show in San Diego, Oct. 6-9, don't miss these select companies that will be showing their wares in the Exhibit Hall. Whether you set up an appointment for a full demo or just stop to chat, please say, "Radio Ink sent me."

## ABC Radio Networks/StationMonitor™ – Booth 1206

StationMonitor, powered by MediaGuide, provides program directors with a web-based solution for monitoring music airplay. It can be easily customized to track specific stations, markets, and formats. SpotMonitor, a feature of StationMonitor, allows sales managers and account executives to track competitors' ads by category, advertiser, product or station.



This is the most technologically advanced and powerful monitoring resource available. StationMonitor is an invaluable tool to analyze what's being played on stations across town or across the country. StationMonitor's proprietary monitoring technology uses a network of computers to electronically "listen" to more than 2,300 radio stations in more than 200 markets, automatically identifying airplay without the use of watermarks, in-station equipment, or content manipulation. The service tracks real-time airplay on more stations in more markets and more formats than any other service — providing the most complete and timely picture of radio programming today. For more information, contact Mike Kropp at ABC Radio Networks, (888) 446-2007.

## Arbitron Inc. – Booth 1102

Arbitron Inc. is the leading provider of information solutions to the radio industry. The company's comprehensive

collection of data services and software tools helps radio stations understand their audiences better, promote more effectively and increase advertising revenue.

Arbitron's local radio information services include the Radio Market Report, MaximiSer® and ArbitrendsSM, which are used by radio stations and advertisers to evaluate station success. Arbitron measures network radio audiences through its two national ratings services, RADAR® and Radio Nationwide.

In addition to its radio ratings, Arbitron offers three qualitative services to describe the demographic, socioeconomic, lifestyle, and purchasing characteristics of consumers in more than 260 markets through its Scarborough service in the top 75 markets, RetailDirect® in the 24 medium-sized markets, and Qualitative Diary Service in the 160+ smaller local markets.

The company's software applications provide customers with tools to more effectively analyze and understand the Arbitron media and consumer information. The software assists in making media buying and selling decisions, as well as in managing station traffic and programming. These applications include PD Advantage®, the Tapscott® QualitapSM, Map-Maker DirectSM, and Mi-

The Portable People™ is a revolutionary audience measurement application developed by Arbitron, and it promises significant opportunities for radio to grow revenue. Arbitron has selected Houston as its second PPM demonstration market to ensure that passive electronic measurement accurately

reflects the listening and viewing choices of a diverse population in a complex media market.

### Army National Guard – Booth 1310

The Army National Guard created the Hometown USA Diversity Career Fair for local broadcast stations to co-sponsor to earn EEO credit. Stations can receive their free step-by-step resource guide from the Army National Guard at the NAB Radio Show, or e-mail [michael.jones@ngb.army.mil](mailto:michael.jones@ngb.army.mil).



### Audemat-Aztec – Booth 1710

For 20 years, Audemat-Aztec has been developing innovative products for AM, FM and TV broadcasters. Audemat-Aztec product range includes: test and monitoring equipment (field strength meters with GPS receivers and modulation monitors built-in), remote facilities management in AM, FM and TV, and world-class RDS and DARC generators. This year at NAB Radio Show Audemat-Aztec introduces:

New mobile test equipment Navigator 007, an affordable FM field strength meter with a built-in modulation, pilot, RBDS monitor. Ideal for contract engineers and stations in small to medium-size markets. Delivered with external GPS receiver for mobile RF survey on single FM station.

New stationary test FM Navigator 1000. Rack-mountable, compact 1U - 19", the Navigator 1000 is the only frequency-agile receiver available on the market to monitor in one unique box: RF/Modulation/Peaks/Pilot/Audio/RDS level, RDS data-audio level. Readings can be displayed on the LED or with the user-friendly FM Explorer software.

FMB80 - RDS New Features available for free, via FTP:

- Song titles and artist information can be automatically wrapped around with text.
- Text can be justified, customized and configured through a new HTML web page.
- An internal scheduler can display messages at user specified times of day.

Contact Sophie Lion Poulain, operations and communication manager, at 305-692-7555.

### Broadcast Electronics – Booth 702

Broadcast Electronics introduces Total Radio™, our solution for comprehensive radio program and data integration. With Total Radio, your analog broadcast, HD Radio™ and Internet streaming requirements are fulfilled with fewer, more powerful operational components. Content and data management is seamless. Total Radio was developed for the realities of radio, including tight budgets.

Additionally:

- For program generation and audio management, the latest version of BE's AudioVAULT® provides individualized user interfaces.
- Radio Data Dimensions (RDDS™) accommodates the disparate requirements of Radio Data Services (RDS) for analog FM, Advanced Application Services (AAS) for HD Radio and Internet streaming.
- Big Pipe™, with its scalable, bi-directional capabilities up to a whopping 45 Mb/s meets the demand for more efficient STL and studio facility interconnect.
- The XPi10 studio HD Radio signal generator addresses the additional demands on your "bit-budget" by generating the more compact HD Radio signal at the studio, rather than at the transmitter.

BE continues to lead the industry in FM and AM transmission technology and will show for the first time its 4MX 50 Ultra-AM Transmitter with a patent-pending modulation scheme that provides 50kW of power in a highly efficient and compact enclosure.

Every transmitter sold by BE is HD Radio-capable, so you can buy confidently, without the risks of rapid obsolescence or unpredictable expenses. Our Total Radio Guarantee puts it in writing: When you buy a BE transmitter, we will provide a firm quotation of your BE HD Radio equipment for up to three years from the date of your purchase.

### ComQuest – Booth 306

ComQuest unveils the all-new Personal Music Test (PMT) at the NAB

Radio Show. The PMT overcomes inherent AMT weaknesses by scheduling respondents to score your song hooks in small groups over a series of several days. The touch-screen computers allow for variable burn and score collection, as well as randomization of hook order.

The new PMT features easy video/audio perceptual question integration, enabling you to test TV commercials, logo, storyboard ideas and morning show bits. The one-on-one nature of the PMT creates the ability to ask custom-designed virtual perceptual questions, based on each participant's scoring of



perceptual questions and song scores already collected.

Be the first person at your company to test-drive the new ComQuest Personal Music Test on the NAB exhibit floor! Plus, see all the new bells and whistles that will be rolled out at the NAB for ComQuest's in-house and out-of-house callout systems, and the NetQuest Internet music & perceptual program.

Stop by and pick up your complimentary ticket to the 1st Annual ComQuest Beach Bash at the NAB, starring *American Idol's* Kimberley Locke! The party is Thursday night after the Marconi Awards show.

ComQuest, celebrating 10 years as the world leader in music testing solutions for radio stations, welcomes you to the NAB and to our home city of San Diego!

# Where Radio's Most Powerful Gather

December 6 & 7, 2004

*Radio's Premiere Forecasting & Financial Event For Radio*



*Radio Ink's* annual Forecast event has become THE place for the industry to come together to predict the coming year. Held during Media Week, when the financial community also gathers, Forecast 2005 promises to be the best tool to indicate radio's direction. It's attended by a "Who's Who" of radio. Please join us at the Harvard Club this December. All registered participants are invited to attend *Radio Ink's* "40 Most Powerful People in Radio" Cocktail Party.

Watch for upcoming announcement of agenda and speakers.

**RADIO INK** Forecast 2005, The Harvard Club, New York, NY  
Dec. 6 & 7, 2004, To register, call: 800-610-5771.

**RADIO INK** *Forecast '05*

**MARK YOUR  
CALENDAR TODAY!**

**DECEMBER 6-7, 2004**

**THE HARVARD CLUB,  
NEW YORK**



## Comrex – Booth 1005

Comrex STAC Studio Telephone Access Center) make its West Coast debut at the NAB Radio Show in San Diego. STAC is a high quality, dual-digital hybrid call-management system that comes in 6-line (STAC6) or 12-line (STAC12) versions. STAC6 can be easily upgraded in the field to a 12-line system.



The STAC Mainframe can be centrally located and shared between two studios. Additionally, the STAC system will accommodate up to four control surfaces, which feature unique Producer and Screener configurations. With its innovative, embedded IP-based control (STAC IP), STAC can be operated from virtually anywhere. STAC's Auto-Attendant feature even provides an "extra pair of hands" for fast-moving talk show environments.

STAC is the newest addition to the Comrex family of broadcast products that includes the DH20, DH22, and DH30 Digital Telephone Hybrids. Convention attendees are invited to visit Comrex for a "hands-on" demonstration.

## Enco Systems – Booth 1112

For the NAB Radio Show 2004, ENCO Systems will concentrate on showing the reliability and ease of use that have made DADpro32 an industry leader in radio automation. From specialized hardware user interface to powerful yet deceptively easy-to-use commands and functions, ENCO will be showing what makes DADpro32 an ideal choice for everything from live-assist to fully automated operations. The robust design of the DADpro32 system means that more events and spots run as scheduled, and fewer make-goods

mean better inventory management for broadcasters.

Also on display will be Guardian, the award-winning automated profanity filter for radio. Combining a delay with a sophisticated real-time speech recognition engine, Guardian automatically eliminates indecent language without user intervention. For more information on ENCO Systems, visit [www.enco.com](http://www.enco.com).

## Electronics Research Inc. – Booth 700

Electronics Research, Inc. is an engineering-oriented company serving the broadcast industry since 1943. From the world's most deployed FM antenna, the RotoTiller®, to our newest model, the DI Series dual input side-mount FM antenna for IBOC operations, ERI has and continues to deliver products of the highest quality and dependability.

ERI now manufactures MACXLine® rigid transmission line with our patented bellows inner conductor. We are also the broadcast industry's source for Andrew air



and form Heliac® coaxial cable and systems accessories.

In addition to RF systems, ERI employs a team of the industry's foremost structural engineers to meet all your broadcast tower needs. These engineers developed

our antenna-optimizing Lambda Mounting System. Our structural experts also collaborated with the National Association of Tower Erectors to develop the latest Gin Pole standards.

With product lines that encompass antennas, towers, RF components, and transmission line systems, Electronics Research, Inc. is truly your single source for broadcast solutions. For information on our RF and structural systems, visit us online at [www.eriinc.com](http://www.eriinc.com) or call 812-925-6000.

## Fox News Radio Network – Manchester Grand Hyatt, Suite 670

Fox News Radio Service provides radio stations with fast-paced hourly one-minute news updates. News updates, anchored by trusted Fox News Channel correspondents, are provided 24 hours/7 days a week. The service also provides radio stations with breaking news coverage of crisis events — national and international — as well as special radio segments and custom two-ways.



*Fox News Live with Alan Colmes* is the nationally syndicated talk radio program hosted by industry veteran and *Hannity and Colmes* co-host, Alan Colmes. The show offers listeners all the resources and power of the Fox News Channel, including exclusive access to international correspondents for up-to-the-minute news as well as A-list guests such as Newt Gingrich and Madeleine Albright. Alan Colmes offers insightful analysis on current issues, incorporating reports from breaking news and live commentary on the latest developments from around the globe. *Fox News Live with Alan Colmes* brings you tomorrow's news tonight! Weeknights, 10 p.m. - 11 p.m.

*The Tony Snow Show* is the new national talk radio show hosted by renowned journalist Tony Snow of the Fox News Channel. Tony engages listeners with thought-provoking opinion and analysis on key issues affecting our lives. The show



features top political guests such as Dick Cheney and Colin Powell, as well as famous personalities from the worlds of news and entertainment. Tony masterfully mixes news, interviews and humor to reveal today's compelling issues. *The Tony Snow Show* is radio at its best: quicker, smarter, funnier and more in touch with today's hottest issues. Weekdays, 9 am-12 pm ET. Contact affiliate sales at 212-301-5439.

### Harris – Booth 902

The NAB Radio Show will mark the launch of Harris' new FlexStar™ platform, the flagship product range within Harris' product portfolio. Making its debut is the HDI-100 importer, which accepts advanced application services such as supplemental audio streams. Also debuting is the HDE-100 exporter, which multiplexes data leaving the importer with a station main program channel and feeds everything as one bandwidth-efficient bit-stream to an HD exciter.

Harris' engineering expertise will also be on display through a split-level

combining demo featuring off-site Harris Z10CD and Z16HDS transmitters operating into a 6dB coupler. Split-level combining promotes overall system efficiency by minimizing the FM and IBOC power loss associated with high-level combining. Harris' eCDI enhanced transmitter network monitoring and control system allows for remote monitoring of the entire system from the booth.

Harris extends its reach into HD Radio transmission with its recently introduced Mini-HD™ Series separate amplification transmitters. The newest addition to its FM HD transmitter family, the Mini-HD is designed for FM radio stations, utilizing space-combining schemes for digital transmission. Available in four models, from 60 watts (M1) through 600 watts (M4), Mini-HD can offer significant savings for high-power FM broadcasters compared to high-level combining methods.

Harris will also display its new RMXdigital™ on-air radio console, a cost-effective board designed for consolidated operations. RMX is a component of Harris'

popular VistaMax™ system, which simplifies network audio management by eliminating or reducing stand-alone routers, distribution systems and long multi-pair bundles, although applicable in major markets the RMXdigital console's smaller footprint puts digital audio networking in the hands of small-to-medium market broadcasters.

### KD Kanopy – Booth 1401

As the Inventor of The Original® pop-up canopy, we provide Radio with top-quality remote booths. Two people can erect our pop-up canopies in just 60 seconds. Now offering custom



table covers, tradeshow signage, and press backdrops, KD Kanopy products reinforce your station's brand identity and attract loyal listeners. KD units are constructed with patented Dynidiom® fittings and high-strength aluminum — lightweight, durable, and rust-free. The KD Majestic

[www.patcomm.com](http://www.patcomm.com)

# PATRICK COMMUNICATIONS

## *NAB Radio Show 2004*

*Visit our suite at the Manchester Grand Hyatt  
Suite #3052, Seaport Tower*

**Larry Patrick**  
*President*

**Susan Patrick**  
*Executive Vice President*

**Greg Guy**  
*Vice President*

*Call Today to Discuss Your Station's Brokerage and Financing Needs*

**(410) 740-0250**

is available in 5'x5', 8'x8', 10'x10', 10'x15', and 10'x20' sizes. Our canopy tops, of 250-denier oxford polyester, are water resistant, fire retardant, and UV protected. Deliver your station's message to listeners with eight bold fabric colors and screen-print graphics. New full-cover digital printing allows you to display digital images, photographs, and oversized logos. NAB Radio Show Special: KD PartyShade 10'x10' pop-up canopy is now \$339. Offer ends 30 days after NAB. Graphics not included. Contact us at 1-800-432-4435 or [www.kdkanopy.com](http://www.kdkanopy.com). Contact Director of Sales Ian McIntosh at 800-432-4435, or e-mail [askme@kdkanopy.com](mailto:askme@kdkanopy.com).

### Logitek – Booth 100

Logitek's Console Router Systems give you a complete audio mixing and routing solution for your facility, whether you operate a single station or multiple stations under the same roof. Our systems start



with the Audio Engine, a versatile, expandable digital audio router. The Audio Engine, which can accept digital and/or analog inputs and outputs, distributes audio throughout your facility and acts as the heart of your Logitek digital consoles. Consoles include the Numix, scalable from 6 to 24 faders; the Remora, an ideal choice for space-cramped facilities; and the vMix, which gives you a console on a PC screen.

New for the NAB Radio Show: guest turrets, including the GST-22 desktop turret and the GST-20 rack-mount version. These turrets provide individual headphone jacks with volume control, ON, OFF, and cough buttons, and a router selector. The GST-23 provides six additional programmable buttons for guest use.

Logitek also will show a sampling of its extensive line of audio level meters. Utilizing the 300 mS VU ballistic standard, Logitek meters range from traditional "needle" style mechanical VU meters to 7.1 surround sound with tri-color LED displays.

### Megatrax Production Music – Booth 1708

With more than 450 of the highest-quality CDs, Megatrax can fill your commercial and image production needs for all formats, including Sports, CHR, News/Talk, Hot AC, Smooth Jazz, Classic Alternative, AAA, Oldies and Active Rock. Offers the Megatrax Music Library, Sen-sacion Latin Library, Amusicom Music Library, Intervox Music Library and Megasonics Image Toolkit. Delivery is available via CD, Hard Drive, DAT and Online.

Megatrax Music is now offering the KNEW San Francisco-KSTE Sacramento News Talk IDs, as well as The Ticket Sports IDs. Format-specific Image Kits are now available for Hot AC, CHR and Country. The collaboration of Premiere Radio Networks and Megatrax launched the new sound of American Top 40 with Ryan Seacrest. Top composers and session musicians, platinum recording engineers and state-of-the-art recording studios gives the Megatrax Radio Division the ability to fill your image production needs for all formats.

For more info on cash, barter and lease options or for a quote on custom jingles and IDs, please contact Debra Grobman or Ileana Landon at 888-MEGA-555 or e-mail them at [broadcast@megatrax.com](mailto:broadcast@megatrax.com).

### Moseley – Booth 1404

If you don't have a Moseley Starlink in your station now, chances are you'll need a new STL to take full advantage of HD



Radio conversion. HD Radio brings new features and revenue opportunities, such as crystal-clear digital air sound, an additional channel to broadcast a second program, and datacasting commercial and non-commercial messaging services.

Making the right choice on an STL system today will ensure that you will be ready for HD Radio deployment and handle the advanced services when they become available. Moseley digital STL systems are ready now and designed to be future-proof. They feature 44.1 kHz digital audio and Ethernet data transport required for HD Radio broadcasts.

For the traditional 950MHz STL band, the Starlink 9003Q is the first to provide an optional Ethernet data channel to carry advanced data services out to the transmitter. Lanlink LAN Extender is a perfect companion to a new or existing 950 MHz STL system creating bi-directional data link over the license-free 900 MHz band.

No line-of-sight path to your transmitter? The Starlink 9003T1 T1 STL/TSL transports bi-directional digital program audio, telephone voice channels, data and control channels over T1/E1 lines, microwave radios or license-free 5.8 GHz links.

See how Moseley digital STLs have you covered for HD Radio conversion now and for the future. Stop and talk with the digital STL experts from Moseley at the NAB Radio Show, or visit the Moseley website at [www.moseley.com](http://www.moseley.com).

### Patrick Communications – Manchester Grand Hyatt, Suite 3052 (Seaport Tower)

Patrick Communications is a leading media brokerage and investment-banking firm based in Ellicott City, Maryland. We are a full-service firm offering station brokerage, investment banking, and appraisals, as well as management and financial consulting services. With extensive media brokerage experience, our principals have negotiated or appraised transactions valued in excess of \$3.0 billion in the past 10 years. Our services include private placement of debt and equity,

fair market value and assets appraisals, tax advantaged transactions, management consulting, and business plan preparation.

The principals of our firm have negotiated both television and radio transactions. This experience, combined with our extensive contacts throughout the industry, allows us to deliver the most qualified buyer for your station at the best price. The principals of our firm also own radio stations and understand the sale process better than most brokers. Let us help you determine the value of your station and help negotiate the best possible price in a confidential sale process.

## Powergold

Powergold is the next generation of Windows music scheduling software for automatic creation of broadcast schedules. It interfaces and reconciles with major automation playback systems. Along with scheduling music, liners, and tempo-matched jingles, Powergold can import commercial schedules from traffic and



billing systems. The result is a complete schedule of all audio events — in one Windows schedule editor.

History Merge is a new feature that allows companies to schedule music logs from one master database and send all or portions of the music logs to other stations. Built-in import wizards quickly import data from your current scheduling system. Powergold music data can be installed on a network and an unlimited number of workstations. Multiple users can access the program at the same time. Each user can create custom screen displays as well.

Clients on the cutting edge of music scheduling with Powergold include XM Satellite Radio, ABC Radio Networks, Capital Radio Group in London, and hundreds of others in more than 50 countries. Download free demo: [www.powergold.com](http://www.powergold.com). Contact Jimmy Edwards, general manager, at 800-870-0033 or 501-821-1123, or e-mail [jedwards@powergold.com](mailto:jedwards@powergold.com).

## Prophet Systems Innovations – Booth 709

Prophet Systems provides everything from corporate digital automation solutions to standalone modules that will work with any automation system.

NexGen101 is a new line of products based on proven Prophet technology. With NexGen101, you get the best of both worlds: software designed specifically to run a single radio station and based on the ultra-reliable NexGen software. You buy only what you need, and add features as your station grows or your budget allows. If logging becomes mandatory, will you be ready?

DigiLogger allows you to retain as much of your station's audio as you need, using compressed (mp3/wma) or non-compressed — your choice.

NewsGen is a comprehensive, standalone newsroom production package, enabling reporters to write newscasts, receive and manipulate wire copy and digitally record, edit and play back audio.

MusicGen is a professional, non-proprietary music-scheduling program with no leasing fees. It is easy to learn, and it can interface to most automation systems. Contact Jackie Lockhart at 877-774-1010, or e-mail [Marketing@prophetsys.com](mailto:Marketing@prophetsys.com).

## SCA Promotions – Booth 401

Radio Promotion Idea Kit: Are you looking for sales and programming promotion ideas? Come by our booth for your copy of SCA's Radio Promotion Idea Kit! With more than \$120,000,000 in prize awards paid to promotion winners, SCA is the world's leader in providing prize coverage for radio promotions designed to help you build ratings and sales.

Radio Remote & Retail Promotions: SCA's proven traffic builders will help increase attendance at remotes, sell bigger schedules, and deliver NTR dollars. Popular promotions include Dice Roll, JackPot™ Machine, Visible Vault™, Sports Promotions, and High Fives Money Bags. Let us customize a promotion specifically for your station and clients!

Listen-and-Win Promotions: SCA's listen-and-win promotions will give you an

exciting on-air contest and your listeners a chance to win big cash rewards.

Some of our most popular listen-and-win promotions include Clock In/Cash Out™, Birthday Bash™, High/Low Game™, Lucky Bucks, Dialing for Dollars, and Second Chance Lotto™. Let us show you how to tie in a sponsor and start making \$\$\$ while you build ratings!

Visit SCA's website at [www.scapromotions.com](http://www.scapromotions.com) or stop by our booth for more information about these promotions and others, including scratch-and-win cards, fishing and outdoor events, and casino promotions. For more information, call 888-860-3700 or e-mail [info@scapromo.com](mailto:info@scapromo.com).

## Scott Studios – Booth 705

Scott Studios will introduce a free Voice Tracker for announcers with home studios. It's Voice Tracker Via Internet, allowing jocks to record air shifts from anywhere with an Internet connection, Windows computer and microphone. When used with Scott's SS32, precise times and current temperatures can air.

Scott's Voice Tracker Via Internet requires a special Internet music server at the station to send compressed song heads and tails (in WMA format) to the announcer's headphones. It automatically runs virus scan and places the recorded voice tracks in the air studio. Stations choose how many songs per hour an announcer is allowed to change for timing, or whether they must follow the log exactly.

Scott's exclusive Voice/Music Synchronizer ensures that when voice tracks include song title-artist info that it plays only in conjunction with the correct song. If any mismatch occurs, a generic voice track is substituted from the same announcer. For more information, call 972-620-2211.





## MAINTAIN YOUR RATE INTEGRITY

By Matt Hackett

The biggest problem with rate integrity is our tendency to look at our rates from an outside perspective: "What are my competitors charging? What will clients in this market pay? What's our cost per point? How much will the agencies spend?"

Holding your integrity demands real honesty. Managing to charge top dollar for one station by heavily discounting another is not maintaining rate integrity. Throwing in "free" spots to close a sale and not dividing them into the total package cost because they had "no value" is not maintaining rate integrity. Producing a printed rate card displaying prices at twice what you actually charge is not maintaining rate integrity. The problem with all these actions is not that you end up failing to maintain a certain rate on a particular channel; it's that the entire link between your rate, your product, your clients' perception of you and the cost of doing business (i.e. your actual value) gets all messed up.

Rates that are too influenced by "outside forces" often present ludicrous results because they can force a kind of slavish following. I can't tell you how many stations boast about their ability to maintain rate integrity, but when questioned, they reveal that they didn't make target. (I've met managers from a few stations whose rate integrity was way off, but who exceeded target by a big percentage. Of course, both these stations need to restructure their rates, but I know which one I'd rather be sales manager of.)

It's hard. We sell an intangible product and this makes us look around desperately for ways to value it. What we need to do is look inward — to our own experience and to our gut feeling. And we need to ask some difficult questions: If your team always wants to give away a station, what's wrong with it — or them? Are we scared of raising rates on stations doing well? If a couple stations in a cluster just don't work, why do we keep them on-air?

Of course, your rate should have a solid relationship to your business plan. (Sounds obvious, doesn't it?) Make sure that your rate is delivering what it needs to in terms of your station's Cost Per Second and your desired profit margin. But once this is done, listen hard to your team and your inner self — you'll soon know how your rate.

Matt Hackett is CEO of radioDCL. He can be reached at 866-723-4680; ©2004, radioDCL.

# Calculating A Client's Listener-To-Prospect Ratio

The following e-mail came a few days ago in reference to a project we designed in Houston at the LPG offices early this summer. It has now been field-tested in three countries, and here is one of the many success stories that are swarming in:

*"I have been working with a large, regional tire dealer for the last year and have had a hard time getting pertinent business information from them to complete an ROI. They recently had their annual media planning meetings. They have bought our FM but not our AM, and our AM just went through a format change that the local manager was excited about. I explained to him that, with just a few facts, I could show him and his buying group (about 10 corporate buyers and area managers) what it would take to get a Return On Investment using the computerized E.F.S./ROI Generator.*

*"We showed them how just one new customer each week, making their average purchase, would give them a good ROI. They were amazed when we factored in the lifetime value of each customer and the value of referrals along with managing their expectations with the Buyers Awareness Cycle. The client agreed to add our AM but only after they could evaluate their return on investment with the E.F.S. Generator."*

— Mark Maier, General Manager-KSRV/Ontario, Oregon

During a conference call about four months ago, a GSM raised the question: "How can we determine listener-to-prospect ratio, and could the current ROI formula be modified to calculate this?" I assigned Paul White, our computer programmer here at LPG, to see if it could be done with accuracy. We went through four versions in four weeks before we felt we had the answer. Then we went to the field to test it over the next three months, using the 200+ sales reps and managers we consult.

Jeanette Radar, our GSM in Atlanta, suggested that we change the name of the ROI to what it really is after using the new computerized version: E.F.S., which stands for "Equation For Success." That name stuck, and you'll find the full, computerized version on our website at [www.luceperformancegroup.com](http://www.luceperformancegroup.com) on the home page.

The expansion of the EFS incorporates the percentage of listeners that a schedule could turn into prospects. Rule of thumb, according to many branding experts — including Scott Davis, who co-authored the book *Building the Brand Driven Business* — concludes that, at any one time, one percent of your total audience or measured target audience might be in the buyer-awareness cycle (BAC) for a particular category of business.

Let's say you are targeting women 35-54 on your Soft Rock station. Your total come for

that target is 30,000. One percent of that would be 300, who might be in the BAC at any one time for a furniture store that you are trying to encourage to advertise. Based on your schedule and prospects, the EFS calculates the percentage of your target audience that must become prospects in order to figure in your closing ratio, which becomes your expectation for total sales needed to be achieved for success.

In the e-mail above, Mark also referred to the "incremental customer value" and "customer lifetime value" (mentioned in my column for *Radio Ink*, April 12, 2004, page 38), both of which were calculated into the equation that resulted in his getting one extra sale to justify his up-sell of the client that is also in the EFS.

The listener-to-prospect ratio should be under 1 percent in order to give you the confidence that you aren't trying to have your schedule or creative perform miracles for the client. In order to be precise, once you get the percentage of the listener-to-prospect ratio, you would have to figure in all clients you have in that category battling for SOV. All definitions are in the "?" box on the EFS. Enjoy! ☺

Sean Luce, head national instructor for the Luce Performance Group, can be reached at 281-496-6340 or by e-mail at [Sean@luceperformancegroup.com](mailto:Sean@luceperformancegroup.com).

# Is your Web presence strategically built?

Does it help you to Increase  
*Ratings and Revenue?*

Almost every station has a presence on the Web today. The question is,

*"Is your website presence an evolving asset... is it profitable?"*

Gone are the days of slapping up a website and hoping to add some value. A successful Web presence has evolved into sound business practices and a solid strategy that *focuses on the experience of the individual listener.*

At First MediaWorks we are continually developing innovations to *improve the way you and your listeners interact.*

Call today **1-877-691-8888**

1060 Calle Cordillera, Suite 101, San Clemente, California 92673  
(949) 369-5900 [www.firstmediaworks.com](http://www.firstmediaworks.com) [info@firstmediaworks.com](mailto:info@firstmediaworks.com)

Come by the **Email Station** at

**THE NAB  
RADIO  
SHOW**

in San Diego,  
October 6th - 8th

**Or call us today** to see our better mousetrap:

- Website Design and Development
- Integrated Content Management
- Campaign Scheduling and Ad Serving
- Integrated Database Management — Online and On-air all in one!
- Easy-to-use Email Campaign Wizard
- Comprehensive Music Testing and Perceptual Surveys
- Interactive Games

**Proven Solutions. Proven Results.**

FIRST  
**MEDIAWORKS**  
A Division of MediaSpan helping your business evolve



## HOW TO AVOID "NEGATIVE SPEAK"

By Sylvia Allen

As salespeople, we have to be our own cheerleaders, but we all know that some days that job can be tough. That's when we easily fall into "negative speak," saying things like "I'm too busy to make cold calls" or "They always say 'no,' so why bother?" or "I don't think they can afford to pay that much" — and I'm sure you can think of more.

Don't do it. Don't fall into that trap. When you feel that old gray mood coming on, try one or more of these following suggestions:

- Start the day with a positive saying: "I'm great; today is a wonderful day" — something that instills a positive mood in you.
- Start the day with a positive telephone call, even if it means calling Mom and having her say, "I think you're great." It gets the day going in the right direction.
- Call a customer with whom you have a great relationship. Again, work on solidifying the positive aspects of the day.
- Take a moment to remember a special, happy time in your life. This, too, will help your mood.

Σ Then — just start! Don't have any preconceived notions of how the day will go other than positively!

With every early success that you give yourself, you pave the way for more successes. Each day will have a negative — just don't think about it, and move on!

*Sylvia Allen is president of Allen Consulting. You can reach her at 732-946-2711.*

## HOW DO YOU DELIVER?

As a salesperson you know that your primary responsibility is to provide a solution to your clients' challenges. But did you know that many people who are not in sales think that the average sales rep is there to sell him or her something he or she doesn't need?

Think for a moment how you deliver your services to your clients. You ask questions. You extend expert opinions. You work hard. You are accessible at all times. You look for creative solutions. You deliver what you say you are going to deliver.

This is precisely what you need to do to become successful in sales. It is not about convincing someone to buy something they do not need. Rather, it is about helping them find solutions to their needs when they realize they don't have the expertise to do it themselves.

*Source: Sales trainer/consultant Mike Schultz, 2004*

# Building A World-Class Sales Newsletter

How is your promised monthly client newsletter coming along? Not done yet? Haven't even started? You're not alone. In a recent SalesImaging.com survey, only 10 percent of radio managers use newsletters to maintain constant contact with clients and prospects. There are, however, substantial image-building and sales benefits to distributing a monthly newsletter to clients and prospects:

**You stay in touch with clients and prospects on a regular basis.** Unless your reps are following up with 100 percent of their clients and prospects, those advertisers will one day forget about you and fall into the arms of another.

**Your sales organization will finally become a consistent advertising resource.** Only with constant contact will you ever become a true advertiser resource. Advertisers will feel that they have a relationship with you and the station because you are always there for them. That monthly newsletter builds a bridge of consistency between your organization and the advertiser, even if you suffer from personnel turnover.

**Your newsletter promotes upcoming sales or promotional opportunities.** There is nothing wrong with sharing upcoming specials in your newsletter, but don't make it the focus. Provide helpful content to your reader; throw in a pitch subtly, as an afterthought. Make them aware, but don't force the issue, or your newsletter will lose credibility, becoming a sales piece, rather than an advertiser resource.

There are many types of newsletters: long-form, short-form, faxed versions, snail-mailed copies — and now, thanks to e-mail, eNewsletters or eZines. Whatever the name and distribution method, the most important element is to get something out there in front of your advertisers.

What about content? Who has the time to create all this stuff? You might, if you follow these steps:

1. Start with facts and articles from business and marketing publications. Just remember to source the magazine, and watch for copyright issues. If you want to use an article, you should request permission.
2. Throw in a paragraph or two about a previous radio success story. You can even feature a happy advertiser in each newsletter.
3. Each month, have an AE write a short item

on how he/she helps other local businesses grow. This will train your reps to continue their marketing education.

4. Mention those upcoming promotional/sales opportunities (subtly, as this newsletter is about them, not us).


You, the boss, should never forget your contact information. Sign the newsletter, adding a couple sentences thanking them for their attention. That personal touch gives them a direct relationship with you. Don't forget some call to action.

Offer something free if a reader contacts you for an appointment: perhaps a "Special Report" on hiring techniques or "10 Ways To Keep Employees Motivated." There are lots of quick resources like these available online.

Compiling a newsletter need not be a major undertaking. Start collecting articles and content you think would interest your clients and prospects, and throw them in a big folder. When the time comes, you'll have enough material to do four or five newsletters at a time. Then, you'll need only to add your upcoming specials information before you send it out.

Don't beat yourself up over a professional design for your newsletter. Keep it simple: one page, with your logo and contact info on top. Then add a few headlines and paragraphs of content, followed by a few upcoming sales opportunities.

It can be that simple. Sure, we want it to look professional, but that can be done well enough through its simplicity. Keep it short, keep it simple, and get it out so your prospects and clients have an opportunity to know you are there for them.

In a sales environment of changing reps and stations, your newsletter can be one consistent piece of the sales puzzle that advertisers will come to know and rely on. When it becomes advertising time for them, who do you think will get the call? Not your competitors. It will be you! 

*Gregg Murray produces online media kits, newsletters, and e-marketing. He can be reached at 304-437-2346 or gmurray@salesimaging.com. To learn more about e-newsletters and to take a sales newsletter survey, visit [www.salesimaging.com/radioink](http://www.salesimaging.com/radioink).*



# When Does TSL Really Happen?

Do you really understand when Time Spent Listening (TSL) really happens? TSL typically is thought to be having someone listening to your station for periods of time and that the listening they do is instantly recorded or documented as it happens. As we all know, this is not true. Sweeping music across the quarter hour and other such games does not lengthen TSL.

The average person listens to radio approximately two hours a day and samples three stations within that day of listening. Therefore, if you divide those 120 minutes by the three stations sampled, you will have someone using radio 45 minutes to one hour a day — not usually consecutive minutes.

In fact, they take “snapshots” of your programming throughout the day — a little bit in morning drive, a bit during the workday, and then some in the afternoon. Looking at your research, you will see that, after 7 p.m., the bell-shaped curve drops significantly with the 25+ demo as they watch television, be with their families, go to the movies and so forth.

Therefore, as long as listeners write their listening patterns in a diary, it all boils down to what benchmarks or “triggers” you have built into your programming — elements that listeners find memorable.

Is your product compelling, fun, interesting? Do your jocks make “appointments” with the listeners to listen at specific times throughout the day for certain/specific events, features, bits etc.? Do you have memorable “benchmarks” that trigger diary recall?

The biggest mistake we make in



radio programming today is over-estimating the “product knowledge” that our listeners have. We tend to assume that they know everything we do on the air, that they know about every promo, that they enter every contest. Of course, this is not even close to reality!

To average listeners, radio is akin to a household appliance, viewed like a toaster or microwave oven. The scary thing is that people can (and some do) live their lives without using radio! Hard to believe, when radio is free — you don't have to pay \$10 for station A and \$20 for station B. Why should they remember what station they listen to?

Music is not a strong enough “benchmark” to make your station Number One. Don't get me wrong — music is an important part of what you

play, but in order to reach the full ratings potential of your radio station, there must be more than just a music image or “18 in a row.”

So, when does TSL really happen? More than 75 percent of people who fill out an Arbitron diary do so between 7 p.m. and 11 p.m. The instant when a person sits down and puts a pen to the diary is when TSL really occurs. Unaided, they are trying to recall what they perceive they listened to over the past 12, 24 or 48 hours. What becomes important, therefore, is what station comes to mind first, and why that specific station commands top-of-mind awareness more than the others they sampled?

What did you have for lunch last Thursday? You probably can't remember because the routine event wasn't very important to you. If you can't remember lunch last Thursday, why should you remember what radio station you listened to in the past 24 to 48 hours?

There is no such thing as “quarter-hour maintenance.” There never has been, and there never will be. That phrase would mean that some diligent listener actually is filling out a diary every 15 minutes all day — and we know that just doesn't happen.

With this in mind, look at your station and your product as a listener would. Don't program your station to impress other radio people — or corporate programmers who some day might hire you. Instead, program your radio station only for the diary-keeper in your market. ☐

Tom Watson is president of ACC Consulting & Marketing International. He can be reached at 561-866-9816

# Best Facilities

## Journal Broadcast: All Digital In Knoxville

In the late '90s, when consolidation was going full-bore and stations were being traded fast and furious, Journal Broadcast Group (JBG) acquired four stations in Knoxville, TN. As often was the case in those go-go days, the company found itself with the task of bringing dispersed properties under one roof. Two stations were downtown, while the other two were in a building on the western edge of town. The challenge: Find a building large enough to provide comfortable working conditions for all four facilities without breaking the bank.

First, JBG shoe-horned all four stations — WWST-FM, WMYU-FM, WKHT-FM, and WQBB-AM — into the location that originally housed two stations. Then the company searched the market for a new building that was cost-effective, centrally located, and offered room for expansion later.

"The location where we had squeezed in all four stations wasn't big enough for us, but we had hoped we might be able to buy the empty property that was next door and renovate it," recalls Chief Engineer **Mark Lucas**. "But it was so bad that it really was junk, so we had to look elsewhere. We priced different buildings and finally came up with a property in an industrial area."

Lucas says the building has two overhead docking-bay doors with a place for semis to back in, very much like a warehouse facility, but with only a 14-foot ceiling. "It was a wide-open space, and there were some old hallways with real cheap woodwork (several businesses had been there in the past)," he says. "We bought the building from the people then in the front of the building and rebuilt a new, big dock space for them in the back. They leased — long-term — the back of the building. We then bulldozed everything that remained of the front interior and came up with 20,000 square feet. We needed about half of that, but this also gave us areas for expansion."

From the start of the project, JBG



employed local design firm **Michael Brady Inc.** to assist with the build-out. "They were integral in making sure that we could make the space work for us, as well as helping us design the backbone to make sure we could get our signals to our transmitter sites without undue costs," Lucas explains. "They had done media projects before, including the studios for HGTV, so they had some background in building facilities needing special power conditioning and special air handling."

Lucas also credits JBG Corporate Chief Engineer **Andy Laird** with playing an integral role in the planning, design, and construction of the new facilities.

The layout of the plant is quite simple. "You enter a reception area in the front of the building, and there's more or less a long hall going back," Lucas describes. "We tried to put people on the outside who need windows, while the people who didn't necessarily need windows were located more to the inside. The traffic people, who are stuck sitting at their desks all day, have the window access, while the salespeople and sales managers, who come and go during the day, use the interior offices."

The three FM stations are aligned along the outside wall, though not exactly side-by-side. "We put in some fairly small windows, high up so that there was limited access for visibility in, but decent access to see the sky outside," Lucas observes. "We tried to make it so the sight-lines didn't allow concerns for people firing bullets in." The AM sits in a fairly similar studio, but on the interior of the facility, since it

largely runs Fox Sports Radio via satellite.

Powering the four stations is the Scott Studio system, which Lucas says allows for a considerable amount of production work outside the studio. "We designed the facility to take advantage of that, and limited our actual costs to building soundproof walls and so forth," he notes. "We have the four on-air stations and two production

studios. The AM — because it's automated — can be used a lot of the time. It's surprising how much the computers and software today allow you to do things not necessarily sitting in a production studio."

The stations' master control is housed in one long room with ten racks in it, with expansive windows along the hall so that visitors can view the equipment. So are the studios. "I put in nice, new units with four-inch spacers that allowed wiring to go in real nice," says Lucas, "and I built the 10 racks with room to expand if I need to add on."

Lucas says that management gave considerable thought to clustering people who need to work together, so most of the programming staff is near sales. "There's a chance for more interaction when they're asking questions about various events to be set up," he explains. "That's a little bit unconventional, but management believed they should work closely and interact with each other."

Budget concerns originally called for the re-use of existing equipment, but when it became clear that wiring the new building might be cost-prohibitive, JBG decided to purchase new equipment.

"We put in a system on the Logitek engines and the cross-connect wiring from Radio Systems, where everything's done in CAT 5," Lucas says. "We put in one large CAT 5 wiring scheme and called it done. The only conventional audio wire we have is from the mike to the processor in the studio, and then from the power amplifier up



to the speakers. Almost everything else is in CAT 5." As a result, the entire facility is digital, except between the microphone and the processor. "Everything else stays digital," Lucas says. "Even when a CD comes in, we rip it not in a production studio, but right into the system. It never converts to analog audio."

While JBG's Knoxville stations haven't converted to HD Radio yet, they can switch with little effort. "We've already put in place the processors and STL links that leave us digital at a 32-kilobit sampling rate, so we won't necessarily have to upgrade those to go digital," Lucas observes. "Still, we would at some point hope to upgrade those to take full capability of the full 20-kHz bandwidth that will be available, but that's not the most immediate

thing. As we don't have all the conversions to analog, we already have a through-put that's very much competitive in sound quality, and so the first thing is to get the signal on the air."

Lucas says that the buildout showed him what new tools are available and how radio needs to take advantage of them.

"These new systems give us a lot more freedom in how we design, because we don't have to deal with the signal-to-noise issues that we had in the past," he says. "Things can stay in a much more linear fashion, with everything being bits, as opposed to analog audio. This allowed me to design very differently. I have minimal equipment in my studios; almost everything stays in the rack room. As a matter of fact, the vast majority

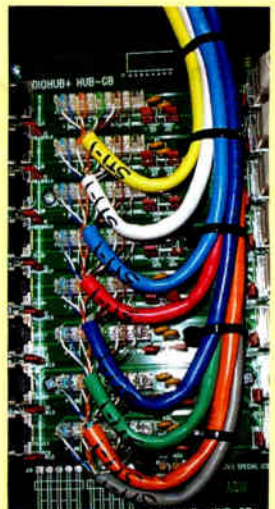
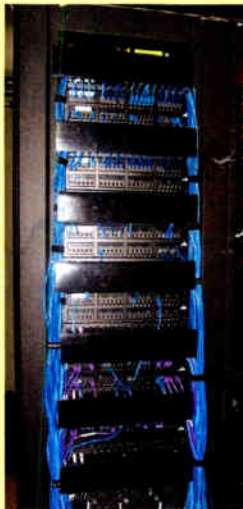
of programming comes from a computer, drops into an engine that's a few rack spaces below it, goes up to the audio processor above it, and then it hits the STL. It never has to leave that rack area."

A word of caution: "If I did this again," says Lucas, "I'd want to have more time to do even more prep work on the design side. Within the company, we're viewing this as an evolving standard. Our other engineers are able to learn from the things I've done, they have seen the things I don't completely like, and can make sure they have more design time." ☐

For additional information, call Mark Lucas at 865-824-1770.

## Journal Broadcast-Knoxville Equipment

- **Boards/consolas:** Logitek Remora & Audio Engines, interconnected with Radio Systems StudioHub system
- **Audio processing equipment:** Orban into Harris CD Link STLs
- **Microphones:** EV RE27 & 20s, Shure SM-7B, Audio-Technica AT4047
- **Transmitter:** Continental 831 with Harris digital exciter
- **Antenna:** ERI
- **Traffic software:** Marketron
- **Music software:** RCS Selector and Linker
- **Remote equipment:** Marti RPU, CCS Prima ISDN, Comrex Hotline
- **Telephone hybrid:** Gentner 612s
- **Speakers:** Event Project Studio 8
- **Cabinetry:** Designed by Mark Lucas; custom-made by Sierra Cabinetry, Kansas City, MO
- **Acoustic materials:** Acoustics First Corp. (anti-nodal rooms designed by Andy Laird)
- **Digital workstations:** Orban Audicy, ProTools
- **Satellite links:** Fox Sports on Starguide 3; Open House Party on Comstream
- **Chief engineer:** Mark Lucas
- **Engineering design consultant:** Andy Laird, VP/radio engineering, Journal Broadcast Group
- **Architect:** Michael Brady Inc., Knoxville



# Charting

Radio's Future

Navigating  
New Waters  
Together

THE NAB  
RADIO  
SHOW

Wednesday / October 6

## Program Executive Super Session

Moderator:



**Erica Farber**  
Radio & Records

Programming Executives:



**John Dickey**  
Cumulus Media



**David Field**  
Entercom  
Communications, Inc.



**David Gleason**  
Univision Radio



**Tom Owens**  
Clear Channel  
Communications



**Pat Paxton**  
Entercom  
Communications



**Mary Catherine Sneed**  
Radio One

Thursday / October 7

## FCC Breakfast

Event sponsored by:



**Jonathan Adelstein**

FCC Commissioner



**Kevin Martin**

FCC Commissioner

Thursday / October 7

## Group Executive Session

Group Executives Include:



**Judy Ellis**  
Citadel  
Communications  
Corporation



**Chesley Madoux-Dorsey**  
Access.1  
Communications



**Mark Mays**  
Clear Channel  
Worldwide



**Peter Smyth**  
Greater Media Inc.



**Jay Mitchell**  
Small Market  
Radio Newsletter



**Tom Taylor**  
Inside Radio

Co-Moderators:

Event sponsored by:



Thursday / October 7

## NAB Marconi Radio Awards Reception, Dinner & Show

Hosted by:



Premiere Radio Networks

Entertainment sponsored by:



Friday / October 8

## Breakfast with Charlie Cook

Practical Analysis

Event sponsored by:



Friday / October 8

## Radio Luncheon

Keynote Luncheon Speaker  
**Tony Snow**

Host of FOX News Radio's "The Tony Snow Show"



NAB National Radio Award Recipient  
**Clarke Brown**  
Jefferson-Pilot Communications



Event sponsored by:



**October 6-8, 2004**  
Manchester Grand Hyatt, San Diego, CA

visit [www.nab.org/conventions/radioshow](http://www.nab.org/conventions/radioshow)

Exhibit Hall  
Opening Reception

Wednesday, October 6 | 5:00-7:00 PM

Billboard **RADIO** MONITOR

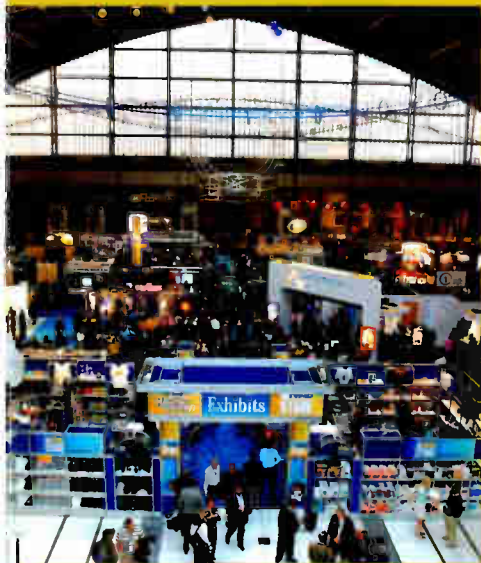
Nielsen  
SoundScan

Nielsen  
Broadcast Data  
Systems

2-for-1 Registration—NAB Members-only!  
**Register Today!**



List of Exhibitors



- |  |   |   |
|--|---|---|
| <p>615 Music Library<br/>Advertising Edge<br/>AEQ<br/>Air Force Recruiting<br/>Arbitron<br/>Armstrong Transmitter<br/>Army National Guard<br/>Audemat-Aztec<br/>Bext Corporation<br/>BIA Financial Network, Inc.<br/>Billboard Radio Monitor<br/>BMI<br/>Brilliant Color Imaging<br/>Broadcast Electronics, Inc.<br/>Broadcasters General Store<br/>Burk Technology<br/>Business TalkRadio<br/>Coaxial Dynamics<br/>Communication Graphics, Inc.<br/>ComQuest Callout<br/>Comrex<br/>D.A.V.I.D. Systems<br/>Dielectric Communications<br/>DRS Broadcast Technology<br/>ENCO Systems, Inc.<br/>Energy-Onix<br/>ERI-Electronics Research<br/>Explosive Promotions &amp; Events, Inc.<br/>FamilyNet</p> | <p>Federal Communications<br/>Commission<br/>FirstCom Music Inc.<br/>Harris Corporation<br/>IBiquity Digital Corporation<br/>Inovonics, Inc.<br/>InterTech Media<br/>Jampro Antennas/RF Systems, Inc.<br/>KD Kanopy, Inc.<br/>Logitek Electronic Systems<br/>LR MoneyMachine<br/>Mackay Communications<br/>Marktron<br/>Mayo Clinic<br/>Media Professional Insurance<br/>MEDIATOUCH<br/>Megatrax<br/>Miller, Kaplan, Arase<br/>Moseley Associates, Inc.<br/>MUSICAM USA<br/>National Media<br/>National Public Radio<br/>Distribution<br/>National Weather Service<br/>Nautel Maine, Inc.<br/>Omnirax<br/>Precision Communications<br/>Prophet Systems Innovations<br/>Radian Communications Services</p> | <p>Radio &amp; Records<br/>Radio Facts<br/>Radio Ink Magazine<br/>Radio magazine<br/>Radio Systems, Inc.<br/>Radio World<br/>RCS<br/>RF Parts<br/>Roll a Sign, Div. of Reef Industries, Inc.<br/>Rules Service Company<br/>S.W.R., Inc.<br/>SCA Promotions<br/>Scott Studios Corp.<br/>Shively Labs<br/>Sierra Automated Systems &amp; Eng. Corp.<br/>Stainless<br/>Superior Electric<br/>The Media Audit<br/>Thermo Bond Buildings<br/>Valcom Limited<br/>Visibility Solutions<br/>V-SOFT Communications<br/>Westar Music<br/>Wheatstone Corporation</p> |
|--|---|---|

List as of 08/18/04

Live Remote  
Broadcast

Dick Robinson's  
AmericanStandards  
by the Sea



Event sponsored by:

Keeping You Connected!

E-MailStations will be onsite and available during show hours  
Courtesy of our sponsor First MediaWorks. You also will be able to  
connect onsite with colleagues and others at the SESAC  
Networking Lounge. Meet up, talk business or just relax before the  
next big

Event sponsored by:



Event sponsored by:



NAB HD Radio™ Certification Workshop

Wednesday, October 6 - Friday, October 8

NAB has coordinated a comprehensive 3-day technical workshop this year designed to familiarize broadcast engineers and managers with iBiquity Digital Corporation's HD Radio digital audio broadcast system for the FM and AM bands. Attendees will receive a certificate of attendance which counts for SBE recertification credits.

\* HD Radio is a trademark of iBiquity Digital Corporation

Broadcast Financing 2004:  
Confronting New Realities

Wednesday, October 6 - Friday, October 8

Dickstein Shapiro Morin & Oshinsky's annual session will focus on how regulatory changes, congressional activity, the changing economy and presidential politics will affect station values and acquisition strategies.



**October 6-8, 2004**  
Manchester Grand Hyatt, San Diego, CA

visit [www.nab.org/conventions/radioshow](http://www.nab.org/conventions/radioshow)

## Antennas


### AM Ground Systems

Reliable, On-Time Installation  
 Ground System Construction  
 Quality Workmanship  
 Evaluation & Repair  
[www.amgroundsystems.com](http://www.amgroundsystems.com)  
 1-877-766-2999

## Consulting

### HAMMETT & EDISON, INC.

CONSULTING ENGINEERS  
 RADIO AND TELEVISION

Serving the broadcast industry since 1952...  
 Box 280068 • San Francisco • 94128  
 707/996-5200  
 202/396-5200  
[www.h-e.com](http://www.h-e.com)

## Regulations

### All-new Broadcast Regulation

Faster, easier access to:  
 • FCC Rules • FCC Decisions  
 • NPRMs & NOIs • Reply Dates  
<http://broadcastregs.pf.com>



## Consulting

Searching for increased ratings with today's Country Radio?

We have the tools you need.

Strategic tools. Tactical tools. We're the country radio consultants that equip stations with tools for winning, consistent ratings. Call us today to find out how we win...and what you've been missing.



Michael O'Malley 888-662-5539  
 Jaye Albright 206-498-6261  
[www.radioconsult.com](http://www.radioconsult.com)



### CONSULTING SUCCESS STORIES IN EVERY SIZE MARKET

Dan Vallie Jim Richards  
 Mike Donovan Harv Blain Jack Taddeo

...America's Premier AC and Top 40 specialists.

Call Dan Vallie at Vallie•Richards Consulting today at 828-262-3919

or send an e-mail to [valliedan@aol.com](mailto:valliedan@aol.com)... and let's form a winning team today.

### VALLIE-RICHARDS CONSULTING, INC.

### Hadden & Assoc.

Radio-TV Acquisitions, Appraisals, Consulting

FLA AM Fulltime.....\$450K  
 Orlando AM (CP).....\$750K  
 Monroe, LA Class A.....\$495K  
 FM C3 Gulf Coast..\$975K  
 FM/AM Group.....\$1.0M  
 Kentucky FM Class A....\$350K  
 407.699.6069 FX: 407.699.1444  
 Email: [Haddenws@aol.com](mailto:Haddenws@aol.com)  
[www.haddenonline.com](http://www.haddenonline.com)

## Media Brokers

### FC&C Force

Communications & Consultants, L.L.C.

A Media Brokerage Firm

John Lauer  
 4611 Wynmeade Park  
 Marietta, Ga. 30067  
 phone 770-565-4465  
 email: [johnlauer@mindspring.com](mailto:johnlauer@mindspring.com)

Hal Gore  
 1000 Olde Doubloon Drive  
 Vero Beach, Fl. 32963  
 phone 772-231-8928  
 email: [verohal@bellsouth.net](mailto:verohal@bellsouth.net)

## Radio Features



WE WILL NOT FORGET.

FREE FEATURES AVAILABLE NOW

[www.gracebroadcast.com](http://www.gracebroadcast.com)

## Speakers

### A BOLD NEW VOICE ON RACE RELATIONS

Carol M. Swain  
 Teacher • Author • Expert  
 Motivational Speaker



With a provocative perspective on:

- Religion
- Reparations
- Black Leadership
- White Nationalism
- Affirmative Action

Carol M. Swain, Professor of Law & Political Science  
 Vanderbilt University  
 615-322-1001 • 615-322-0026  
[carol.swain@law.vanderbilt.edu](mailto:carol.swain@law.vanderbilt.edu)

[www.carolswain.com](http://www.carolswain.com)

An American Success Story

## Structural Analysis

Structural Analysis from



Electronics Research, Inc.  
 7777 Gardner Road  
 Chandler, IN 47610

When it's time to make a decision, the radio industry turns to *Radio Ink* magazine. The SHOWCASE can help — for rates, contact Eric Raskin at 800-610-5771 or via e-mail at [ericraskin@radioink.com](mailto:ericraskin@radioink.com).

Visit [www.radioink.com](http://www.radioink.com)

## Talk Show

**TOM & DEBBY'S HOW-TO FACTS**

Heard on over **100** stations each weekend across America, as well as on Satellite Radio.

*"The Money Pit brings the kind of personality and entertainment audiences crave to the consumer 'how-to' shows."* — Rick Jansen, Program Director, WDEL, Wilmington



Tom Kraeutler  
Host

Debby Robinson  
Co-Host

Affiliate Relations, Skip Jockel: 888-263-1050  
www.888MONEYPIT.com/backdoor

**THE MONEY PIT**  
HOME IMPROVEMENT RADIO SHOW  
LISTEN LIVE SATURDAYS • REFEEDS AVAILABLE

## Voice Imaging

**Do You Really Want The Lowest Priced VO Talent to Voice Your Multi-Million Dollar Radio Station?**

No, But You Don't Want To Be Taken To The Cleaners Either... Call Us For Free Quotes On Affordable Voiceovers.

**LANCE DEBOCK**

VOICE IMAGING

732-736-6722

www.lancedebock.com

Radio Ink announces that radio stations can now post their job openings electronically online! Just go to [www.radioink.com](http://www.radioink.com) and click the jobs tab. The rate to post an ad is \$99 for one month or \$55 for two weeks.

Radio Ink attracts over 25,000 unique visitors to its web-site and over 1,000 unique visitors to its job site. BONUS: Your ad will post within ONE HOUR from your submission. Either go to [www.radioink.com](http://www.radioink.com) or contact Eric Raskin: 800-610-5771; [Ericraskin@radioink.com](mailto:Ericraskin@radioink.com)

So now everyone can electronically tap into Radio Ink's credibility and get their employment ads to the right target audience of radio & broadcast people.

## GM/GSM FOR MISSOURI SUPERCLUSTER

KTTR-A/F, KZNN, KDAA, KXMO, KMOZ, Rolla and Mid-Missouri's top-billing, top-rated six-station cluster, seeks a GM/GSM to lead our excellent staff already in place. If you have proven sales management and training experience, and you love small-market radio, reply in confidence to [rbmahaffey@sbcglobal.net](mailto:rbmahaffey@sbcglobal.net) or contact Robert B. Mahaffey @ 800-725-9180.

Longevity and employer integrity are job features that our general managers experience. Results Radio is an Equal Opportunity Employer.

## LOCAL SALES MANAGER

Kool 96.7 / 95.9 The Fox - CT

Coach. Negotiator. Teacher. Marketer. Recruiter. Leader. Streetfighter. If these are words that people would use to describe you, let's talk! Cox Radio Connecticut is seeking an LSM for Suburban New York's Kool/Fox Combo, WKHL/WEFX. Our selling is done face to face on the street, and our LSM leads the charge. For consideration, e-mail your résumé to:

[jim.stagnitti@cox.com](mailto:jim.stagnitti@cox.com)

**Jim Stagnitti**  
General Sales Manager  
Kool/Fox Combo

## GENERAL SALES MANAGER

Jackson, MI

Sales Manager: WKHM/WIBM, Jackson, MI, is looking for a innovative Sales Manager to lead our sales team. If you are a strong, organized leader with great ideas, we want to hear from you. 3+ years' media sales experience required and 1+ year's management exp. required. Please send résumé/salary requirements to:

**Sue Goldsen, WKHM**  
1700 Glenshire Drive • Jackson, MI 49201  
or e-mail to [sgoldsen@k1053.com](mailto:sgoldsen@k1053.com).  
E.O.E.

## FOR SALE:

ERI FMH-10AC 10-bay roto-tiller on 104.9 MHz with face mounts for 36-inch tower, or can be switcher pole mount. Removed for upgrade. A \$50,000 antenna for \$7,500 OBO.

Contact: Bruce Campbell, Dove Media, L.L.C., (325) 677-3900 (office)  
(325) 370-8722 (cell)

## GENERAL SALES MANAGER - Midwest Market

We are looking for a general sales manager to lead, recruit, sell, and take charge of an underperforming sales staff at a multi-station radio cluster in a rated midwestern market. You will receive an excellent compensation package and earn stock ownership in our privately held, locally owned company. A candidate with successful sales management experience in a cluster situation is preferred.

**Please e-mail all correspondence to:**  
[radio50000watts@yahoo.com](mailto:radio50000watts@yahoo.com). EEO/DF



**HISTORY IN THE MAKING:** New York mayor Fiorello LaGuardia broadcasts from WNYC in this 1940s photo. New York Public Radio is marking its 80th year of providing news, music and Big Apple life on its airwaves. Originally run as part of the city's Department of Plant and Structures, a city charter revision made WNYC the key component of the newly created Municipal Broadcasting System, which operated under direct mayoral control for the next 60 years. When Mayor Rudolph Giuliani in 1995 wanted to take the city out of the broadcasting business, the WNYC board raised funds to buy the license. WNYC has become the leading public radio station in the country. For more information, visit [www.wnyc.org](http://www.wnyc.org). Photo courtesy of WNYC.

SEARCH YOUR ARCHIVES. Pull the boxes from your storage bin. Radio Ink magazine is searching for old (or should we say antique?) photographs of people, places or promotions to use on our Blast page. If you'd like to be sure to LABEL them with identifying captions, including a return address and contact info. Mail to: Mary Crowley, Asst. Editor, Radio Ink, 224 Datura St., Suite 1015, West Palm Beach, FL 33401.



## Radio Industry Business Intelligence at Your Fingertips

### Two Profitable Reasons to Stop By Booth 1405

BIA Financial Network enhances your ability to expand, compete, advise, or invest in the media industry with in-depth market, owner and station information, analysis, valuation services and other investment resources.



**MEDIA Access Pro™**—Containing comprehensive and accurate radio station data, this powerful analytical software provides instant access to revenues, ratings, multi-level contact information, ownership, transactions, demographics, technical stats, and more. Updated daily, MEDIA Access Pro is the **ONLY** integrated media business application providing a cross-media view between the radio, television and newspaper industries.



**Investing In® Radio Market Report**—An in-depth quarterly investment guide providing historical and projected financial data and statistics for each Arbitron-rated market. Each edition includes estimated advertising revenues, 12+ total day Arbitron ratings for the past 8 periods, station competitive and performance information, technical data, and ownership details.

#### Stop by Booth 1405 at The NAB Radio Show

See a live demonstration of **MEDIA Access Pro™** and enter to win a free one-year subscription

Visit [www.bia.com](http://www.bia.com) or Call 800-331-5086 for information on BIAfn's full portfolio of services.



Media Intelligence and Investment Resources

# Why Aren't You Sending Invoices Electronically?

With a Wicks Broadcast Solutions traffic system, it's easy. Just add **Invoice Express** and you're ready to go.

- Over 500 national ad agencies are already on board
- Sign up process is a simple, one page questionnaire and you can sign up ANY local, regional or national agency that wants to receive invoices electronically
- No additional cost to your clients, agencies or reps
- Saves time and money
- Compatible with the AAAA standards for the exchange of transactional data between ad agencies and radio stations
- **Invoice Express** allows your station to send invoices electronically or by traditional hard copy
- Easy to install, easy to train
- IT'S CHEAP!

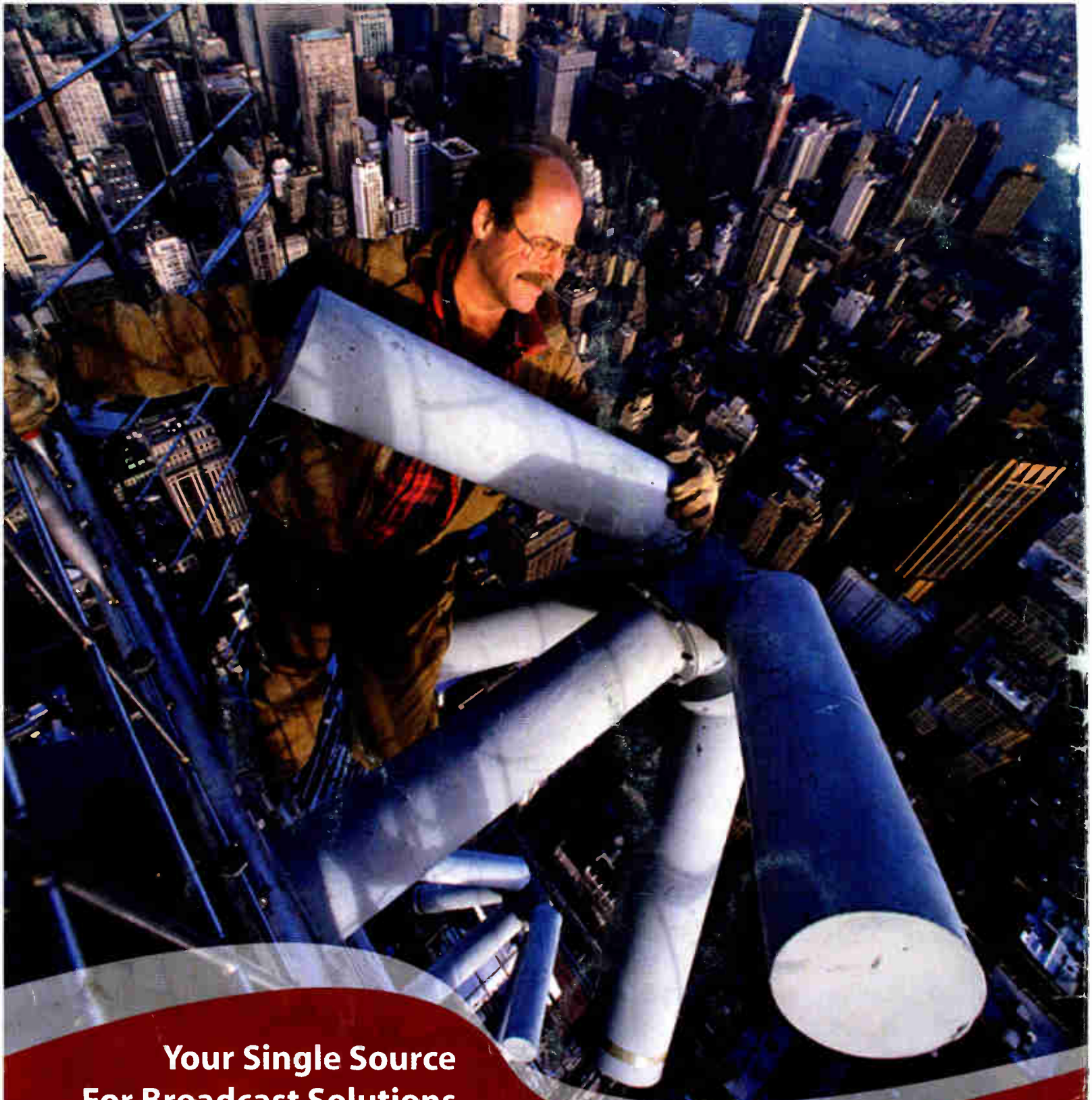
Today is a GREAT time to add **Invoice Express**! Our special fall pricing ends October 31st.

**WICKS**  
BROADCAST SOLUTIONS

For more information or a demo, call 1-800-932-1533  
or visit [www.wicksbroadcastsolutions.com](http://www.wicksbroadcastsolutions.com)

World Radio History

**INVOICE EXPRESS™**



## Your Single Source For Broadcast Solutions

Enjoy the confidence that comes from knowing your project is in the hands of the broadcast industry's foremost experts in RF and structural systems.

Visit us at  
**The NAB Radio Show** in  
Booth 700

**ERI**®

**ELECTRONICS RESEARCH, INC.**

[www.eriinc.com](http://www.eriinc.com) | (812) 925-6000

World Radio History