

Radio Only®

THE MONTHLY MANAGEMENT TOOL

RATING THE NEW DIARY

Ten top industry executives tell it straight up – do they like it or hate it?

PAGE 19



Noble's Feuer



Shamrock's Clark



Emmis' Cummings



Heritage's Fiddick
World Radio History



Legacy's Hirsch

INTRODUCING INTEREP'S RADIO STORE EXECUTIVES

The Radio StoreSM

INTEREP's Radio Store is one stop shopping for radio buying opportunities. The Radio Store is uniquely positioned to respond to expanding the role radio has in the advertising mix.

The Radio Store not only addresses new business dollars, but also extends to agencies and clients additional vehicles to support their campaign.

We believe that through The Radio Store we serve our client's best interest by doing what's best for the advertisers.

We are proud to introduce to you our Regional Executives who will be coordinating all Radio Store efforts.



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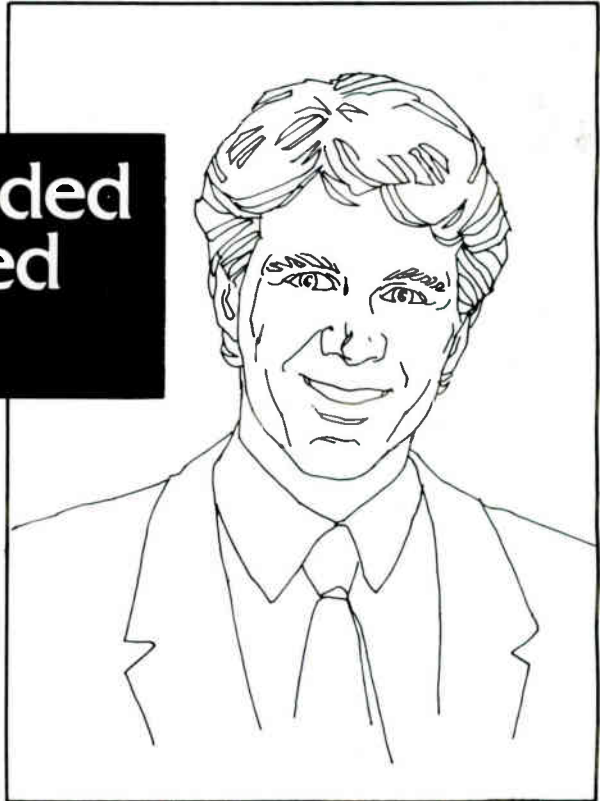
JEFF DASHEV
Los Angeles

"We came to The Research Group because we wanted to develop our radio properties to their fullest potential as quickly and as profitably as possible. The Research Group has a proven track record of success with many of the broadcasters I know and that's what we wanted for our stations.

The Research Group worked with us to make their services affordable and to do the job *right*. We might be able to find someone who would charge less for mere data collection, but the value of what we receive from The Research Group goes way beyond the research. The superior service and working relationship we have with the people at The Research Group makes all the difference and they bring a discipline and cold objectivity to the table that is invaluable.

The Research Group works in partnership with us, our consultants, and our management teams and they are a major contributor to this corporation's success."

"We needed improved ratings."



David Gingold
President
Barnstable Broadcasting, Inc.

The Research Group develops the *right* information, then uses a special system of strategic planning to help you *win*—and stay strong—in tough, competitive environments. Some managers have the perception that using the *best* is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

For more information, call Larry B. Campbell, President (206) 624-3888.

In almost every field, there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888

Why **One-Man Shops** don't know all the qualified buyers:



One-Man Shops do not have the time or resources to analyze, package and professionally market your stations. One-Man Shops must often resort to high exposure publicity to produce prospective buyers. In the end, one or two top buyers may not have been personally called, increasing the chances that you will leave money on the table.

Now there is a way to know you are selling your station to a qualified buyer. **AMERICOM'S** professionals are specialized by market segment and have the capability to pool their best buyers to assure no qualified buyer is excluded from the opportunity to purchase your stations. **AMERICOM** represents radio's new breed of brokerage and financing specialists.

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Radio Only



36 Retail Display Advertising
A new display system that stations can help their clients plug into.



19 Rating Arbitron's New Diary
Top radio executives voice their reaction to the new diary.



29 Has New Age Come of Age?
A format with barely a share in the market last year moves upward.

16 Interview
Hints on Hiring, Firing and Managing

Gary Edens reveals tips that helped make Edens Broadcasting the fourth most admired group.

19 Cover Story
Rating Arbitron's New Diary

Ten top executives turn the tables and rate Arbitron's new diary.

26
How Ad Agencies Rate The New Diary

Inside Madison Avenue's reaction: They like what they see but they want to see more.

29 Programming
Has New Age Come of Age?

Programming and promotional strategies that are leading the format to new successes.

30
More Call Letter Mentions

The new diary catapults stations toward mentioning call letters more often.

32 PD Sharing

Have Gary Edens and Norm Pattiz started something? Can sharing a PD save a valuable programmer or help steal one away?

35 Sales
How To Get In On The Subcarrier Leasing Boom

Make extra money by leasing out your FM subcarrier with a new receptor system.

36
How to Help Retailers Sell Better in the Store

A retail display system that stations can help their clients plug into for the cost of a schedule.

38
Now Via Satellite Radio Sales Seminars

Video sales seminars brought to you in the comfort of your own office.

40
How Interactive Phones Will Revolutionize Your Station

Interactive telephones create exciting new relationships between stations, listeners and advertisers.

Departments

6 Letters

11 Power Sales Lists
Third Quarter Saleable Holidays

13
Rate and Inventory Maximizers

Thought Starters

14
How to Combat Competitor Attacks

42 Radio Across the USA
52 Reader Service Program
52 Future Trends

COPYRIGHT © 1989 BY INSIDE RADIO, INC., All rights reserved. RADIO ONLY is published monthly by INSIDE RADIO INCORPORATED. ISSN: 0731-8294. Editorial and executive offices at Executive Mews, 1930 East Marlton Pike, Suite S-93, Cherry Hill, NJ 08003-4210, (609) 424-6800. Jerry Del Colliano, Editor and Publisher. Application to mail at second-class postage is at Cherry Hill, NJ and additional post offices. POSTMASTER: Send address changes to RADIO ONLY, 1930 East Marlton Pike, Suite S-93, Cherry Hill NJ 08003-4210. SUBSCRIPTION RATE: One-year subscription rate for U.S. and possessions, \$60.00, Cash orders only, payable in U.S. currency. All subscription correspondence should be addressed to RADIO ONLY, Executive Mews, 1930 East Marlton Pike, Suite S-93, Cherry Hill, NJ 08003-4210. Please allow at least six weeks for change of address. Include your old address as well as new. Material in this publication may not be stored or reproduced in any form without permission. Requests for permission should be directed to Jerry Del Colliano, Editor and Publisher, RADIO ONLY, Executive Mews, 1930 East Marlton Pike, Suite S-93, Cherry Hill, NJ 08003-4210.

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**And, number one in paid
circulation.**

**Source: The Research Group Managers Study*



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If you want to learn more about radio's best advertising tool, call Jerry Del Colliano at (609) 424-6800.

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Minneapolis
(St. Paul/Richfield)

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Station Identification

I enjoy your publications, including your article in the March issue on new programming strategies. Unfortunately, according to the information I have, it is still simply illegal to fail to identify your radio station at the top of the hour. The germane rule is FCC 72.1201: "a)When regularly required, broadcast station identification announcements shall be made: 1)at the beginning and ending of each time of operation, and 2)hourly, as close to the hour as feasible, at a natural break in program offerings."

Many stations are failing to identify themselves with call letters and licensed location at the top of the hour, and run the risk of being fined by the FCC, though the commission seems to be very lax about locating violaters.

Stacy Richardson
Staff Announcer
KQMJ-FM (Magic 99)
Tulsa, OK

One More Share Point

The goal of every radio station is to sit atop the others in any market. In highly competitive areas, that difference could very well be that "One Share Point Higher" that adorned the cover of your March issue. Loading stop sets, reducing inventory, tightening jocks and music rotation are certainly steps in the right direction. But I must take issue with moving an entire spot load to the fourth quarter hour.

Commercial free "music sweeps" are proven quarter hour builders, make no mistake. But there is a likely victim in this success: the advertisers. No one group is more important than the station's advertisers. They pay the bills, the payroll and our operating expenses.

While it may be true that many businesses feel they are getting a better value by buying a station with higher ratings, they are in fact being done a disservice when told that listeners will not only sit through, but retain, a minimum of eight minutes of commercials.

They are more likely to come out of this marathon stop set believing that "Ed's Auto Mall has lettuce two for a buck sizes small to extra large in a variety of colors ..."

An advertiser's message and a listener's understanding of the message must be in sync. An effective campaign insures continuing relations with a client. To suggest that listeners will wait through an ad cluster, with so many alternatives just a knob away, is unrealistic.

Consultants who sell a station on this idea will receive laurels from programming and a hit man from sales. I urge stations to seriously reconsider this method of increasing your share in the market. You have other effective tools within your existing structure.

J. Mark Wehner
Assistant General Manager
WCHE-AM
West Chester, PA

Spark the Troops

In writing to let other broadcasters know about a speaker I found, David J. Rogers. I think any group owner or seminar coordinator is always looking for someone special to "spark the troops" at their seminars or business meetings. I have found this person and he is affordable and "tuned-in" to radio. David spoke to all my sales and management people for over two hours and it seemed like ten minutes. His speaking manner makes people sit up and listen and his speech demands action out of people. I have no financial or other interest in David J. Rogers other than wanting to let other broadcasters in on a great speaker.

Mitchell Scott
Great Scott Broadcasting
Pottstown, PA

The RADIO ONLY editorial staff invites any letters, comments, suggestions and criticisms our readers have regarding the magazine. Please forward your remarks to RADIO ONLY, 1930 Marlton Pike, Suite S-93, Cherry Hill, NJ 08003-4210.

Charter Clients

These radio executives decided to give their salespeople the benefit of monthly or every other month in-station sales training:

- Marshall Bandy, President, WSGC-FM, Chattanooga, TN
- Steve Berger, Local Sales Manager, WODS-FM, Boston, MA
- Bruce Bjorkman, General Sales Manager, WMMZ-FM, Gainesville/Ocala, FL
- Dick Booth, President, KMJX-FM, Little Rock, AR
- Kim Colebrook, President, WADC-AM/WMGP-FM, Parkersburg, WV
- WLEC-AM/WCPZ-FM, Sandusky, OH
- Holly Cope, Sales Manager, WERE-AM, Cleveland, OH
- Trevor Gowdy, Vice President/Sales, Curt Gowdy Broadcasting, (Boston)
- Reynold Hawk, General Manager, WMMZ-FM, Gainesville/Ocala, FL
- Cheryl Healey, General Sales Manager, WCGY-FM/WCCM-AM, Boston, MA
- Mason Ingalls, Sales Manager, WNCX-FM, Cleveland, OH
- Andrew F. Mars, Director of Sales, WODS-FM, Boston, MA
- Karen Quinn, General Sales Manager, WVVE-FM, New London, CT
- Joe Rook, General Sales Manager, KMJX-FM, Little Rock, AR
- Dave Urbach, General Manager, WERE/WNCX-FM, Cleveland, OH

Irwin Pollack's

IN-STATION SALES TRAINING™

The training you'd give, if you had the time to do it yourself.

Add Five Well-Trained Salespeople...

That's what 20 select radio stations will be able to do - 14 have already committed to America's first and finest approach to increasing billing.

It's Irwin Pollack's In-Station Sales Training. A regular, on-site action program which puts the hottest sales trainer in your station on a regular basis. And it's just for you. Competitors aren't invited. This is not a seminar. It's the help your salespeople need so you can ask more of them. Serious, on-going training.

Here's how it works. All it takes is two days a month or two days every other month. Your choice. You decide who attends. Irwin Pollack works along with the achievers and underachievers. They may be old pros looking for motivation or young hopefuls looking for direction.

In-Station Sales Training will never have more than 20 client stations. It's being limited because stations are coming to realize that even the best sales trainer can't be at his best for everyone who wants it.

And you'll get the kind of sales training

you'd do, if you had the time. Not theory. Not generalities. No slick talk. But proven bottom line results-oriented help.

Without Hiring Anyone.

And, In-Station Sales Training comes with this unconditional guarantee. If you don't get many times more than your original investment any-time within the first six months, simply cancel and pay for the training that was conducted. Now isn't that fair enough? A real no risk guarantee. You must profit from **you** staff's on-going training or you're not obligated for one second more.

Act now and choose your dates. There are only 6 openings left. See why the best way to add five new well-trained salespeople without hiring is to invest in the ones you already employ.

Now you can give your sales team the affordable, on-going training they need to improve their billing.

Here's how to learn more: Call Irwin Pollack one-on-one at 1-800-872-7355 or check off In-Station Sales Training on the reader service card in the back of Radio Only.

Irwin Pollack's

IN-STATION SALES TRAINING™

The training you'd give, if you had the time to do it yourself.

New from Birch/Scarborough Research

The most important sales tool in 20 years.

The Multi-Media Consumer Profile will change forever the way you market locally. Here's how it can give your station The Winning Edge.

A quiet revolution began in 1975, the year Scarborough Research introduced a bold new concept in media research:

- Measure all local media usage – reading, listening, viewing – of each survey participant so that true cross-media comparisons could be made
- Obtain extended individual and household demographics from these same people to further sharpen targeting accuracy
- Capture a detailed record of product purchase and retail shopping activity from each respondent – *specific to the brand and store level*
- Provide instant access to the respondent-level data, allowing users to retrieve exactly the reports they need, when they need them

The first Scarborough Multi-Media Reports raised eyebrows in the Top 10 markets.

Then they began opening eyes – and doors.

Retailers began asking about the demographic and geographic profiles of their shoppers, and their competitor's shoppers.

Newspapers began equipping their sales teams with average issue and cume readership information on the 400+ audience segments provided by Scarborough.

Radio and TV stations began using Scarborough Multi-Media data to help clients and prospects discover the demographics and lifestyles of their customers and their competitors's customers.

And everyone began marketing more smartly. For the first time, advertisers were able to determine which media, media mix and specific media vehicles would best reach their specific targets: Not just "Women 25-54"...but "Women 25-54 with Household Incomes over \$50,000 who've recently shopped Neiman-Marcus."

Local media sellers made out well, too. The Scarborough

Reports quickly became the only media research report used universally by all local media – radio, TV and newspaper.

Beginning Fall '88: Expansion to markets 11+

Now, the marriage of Birch and Scarborough makes possible the expansion of Multi-Media research to more markets and more users than ever before.

The new Multi-Media Consumer Profiles are similar to the top 10 Scarborough Reports, but are specifically designed for media sellers in markets 11+. The new Profiles database will be loaded with marketing data on more than 400+ localized retail shopping, product and service usage categories.

Comprehensive Scarborough Reports are available now in all Top 10 markets and Miami/Ft. Lauderdale. The Multi-Media Consumer Profiles start in markets 11-30 this Fall, and we'll be surveying continuously through May 1989. Our first Profile Reports will release in Summer 1989, with annual reports thereafter.

A Strategic marketing tool that gives you The Winning Edge

Gaining The Winning Edge means adding more value to each sale than your competitors.

The Multi-Media Consumer Profile arms your sales force with vital information your clients want to see, opening doors for appointments with top-level decision-makers:

1. For the first time, you'll be able to consult your clients on where to find audience targets with the biggest and fastest payoffs.

2. You'll know where your client's competition is most vulnerable. The demographics of prospective customers within

The Major-Market Success of Scarborough Multi-Media Research

Since 1975, Scarborough Research has sustained a renewal rate of over 90% with America's best-run and biggest-billing media sellers.

The Boston Globe
Los Angeles Times
Chicago Tribune
The New York Times
The Washington Post

WINS
WGN
KABC

The marriage of Birch and Scarborough brings this same research quality and integrity to markets 11+.

the trading radius of each store location. How target audiences are shared across media and individual media vehicles.

3. The Multi-Media Consumer Profile helps you help your clients spend their media dollars wisely. And their appreciation will be reflected in your share of their media budgets.

How to find out more

There's not enough room here to get into the hundreds of possible sales applications, or to describe the enormous power of the Birch/Scarborough Direct Access Research Targeting System that lets you create customized analyses and presentations on your micro-computer.

We'd also like to tell you about the Charter Subscriber discount and how you can save *even more* by adding the Multi-Media Consumer Profile to your existing Birch Radio ratings subscription.

So clip and return the coupon, or call us at 1-800-62-BIRCH to be the first to secure The Winning Edge for your station.

Clip and mail today!

Birch/Scarborough Research
12350 N.W. 39 Street
Coral Springs, Florida 33065

Please send:

- () More information on the Multi-Media Consumer Profile
- () Information on the Top 10 Market Scarborough Reports
- () Information on Birch Radio Monthly, Quarterly and Qualitative Radio reports

Name _____

Title _____

Company _____

Address _____

City _____

State/Zip _____

Phone _____

Birch Scarborough

Radio • Newspaper • Multi-Media Audience Measurement

¡BIENVENIDOS AL GRUPO GANADOR!

(Welcome To The WINNER'S CIRCLE!)

FIDELITY 95½
WFID-FM
(Light Rock)

NOTI
UNO **WUNO-AM**
(News/Talk)

Beautiful
S Music
ervice (Background Music Channels)

SAN JUAN, PUERTO RICO

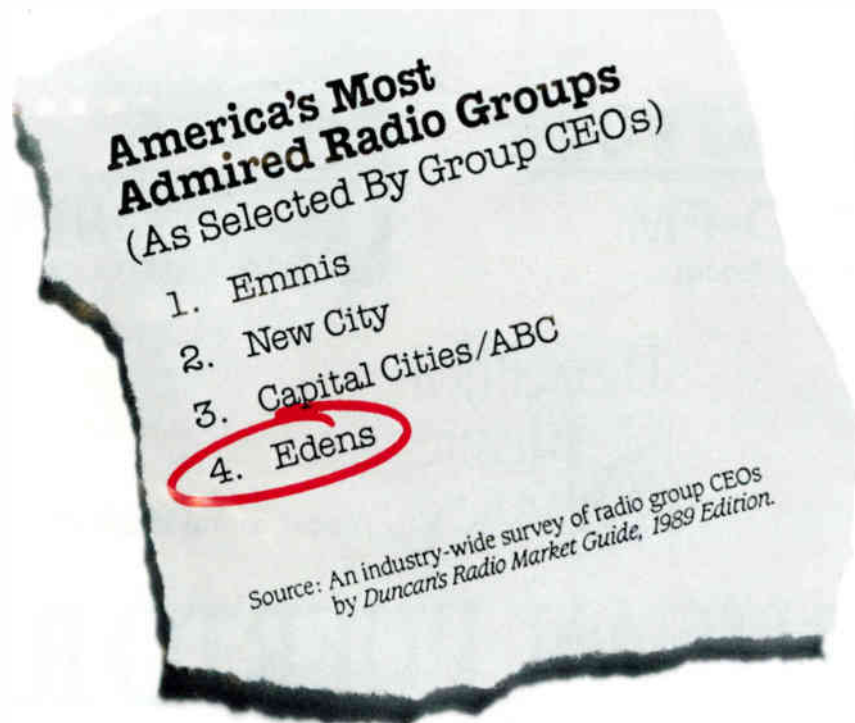
WIN Communications warmly welcomes Vice President and General Manager Reinaldo Royo and his excellent staff at Fidelity 95½, Noti Uno and Beautiful Music Services of San Juan, Puerto Rico. We are proud that you have joined our company!

WIN COMMUNICATIONS INC.
WHERE THE WINNERS ARE.

WFID-FM/WUNO-AM/NOTI UNO, San Juan, Puerto Rico • BEAUTIFUL MUSIC SERVICES, San Juan, Puerto Rico • WQAL-FM, Cleveland • WXTZ-FM/WIRE-AM, Indianapolis • KBEZ-FM, Tulsa • WEBE-FM, Westport, Conn. • WEJZ-FM, Jacksonville • INDIANA UNIVERSITY SPORTS RADIO NETWORK

WIN Communications, Inc., Walt A. Tiburski, President, Anthony S. Ocepek, Executive Vice President
1621 Euclid Avenue • Cleveland, Ohio 44115 • (216) 566-9466

Introducing The Four Tops.



At Edens Broadcasting, we've had our share of hits over the years. And now that we're one of the four top radio groups in America, we've really made a name for ourselves.

But the truth is, we didn't get here alone. Our peers are the ones who voted for us as one of the "Most Admired Radio Groups." And our employees have worked very hard since last year—to move

us up from number six to number four.

Our thanks to all of you. Without you, we couldn't have become one of the country's most popular groups.



Edens Broadcasting

WRBQ AM WRBQ FM WRVA AM WRVQ FM WWDE FM KOY AM KOY FM KKLQ AM KKLQ FM
St. Petersburg Tampa Richmond Richmond Norfolk Phoenix Phoenix San Diego San Diego

Third Quarter Saleable Holidays

New selling opportunities for July, August, and September from Chase's Annual Events.

JULY

■ **National Hot Dog Month:** To inform the public of new ways to prepare hot dogs. Emphasizes nutritious content. Tie-in with food vendors. More info from National Hot Dog and Sausage Council, 1211 W. 22nd St., Oak Brook, IL 60521.

■ **Be Nice to New Jersey Week (July 10-16):** A time to recognize the assets of the state most maligned by comedians.

AUGUST

■ **Beauty Queen Week (August 1-6):** Calls national attention to beauty queens and their value to the economy. Get local modeling agencies involved. Sponsor fashion shows. Tie-in shopping centers. More info — Richard Falk Assoc., 147 W. 42nd St., New York, NY 10036.

■ **National Smile Week (August 1-7):** Pushing happiness. Go for breaking a world record for continuous smiling. Ideal for night clubs. Contact Guinness Book of World Records (212) 532-7160.

■ **National Video Game Week (August 6-12):** Recognizes the popularity of video games as entertainment vehicles. First year. Annually, the first full week in August. More info from Peter Piper Pizza, 4401 N. Mesa, Ste. 100, El Paso, TX 79902.

■ **Elvis International Tribute Week (August 13-19):** To remember, honor and celebrate the life and career of Elvis. Contact Graceland, Div. of Elvis Presley, Box 16508, Memphis, TN 38186.

■ **National Sports Junkie Week (August 20-26):** Honoring sports-crazed individuals. Tie-in with sporting goods stores. Sponsor: Foot Locker, Dawn Dankner-Rosen, 235 Broadway, 4th Floor, New York, NY 10279.

SEPTEMBER

■ **Cable TV Month:** To celebrate the many cable TV artists and sta-

tions. Try tying in with cable stations; push membership on-air. Contact Richard Falk, 147 W. 42nd St., New York, NY 10036.

■ **National Honey Month:** Honoring the United States' 211,600 beekeepers, 3.2 million beehives, and 192.3 million honey bees which produce over 227 million pounds of honey each year. Excellent promotional tie-in. Night clubs and/or restaurants. Some stations ask listeners to bathe in honey. Roll in mounds of money. They keep whatever sticks. More info from National Honey Board, Mary Humann, 9595 Nelson Rd., Box C, Longmont, CO 80501.

■ **National Clock Month:** To promote the importance of increased use of clocks to the US consumers. Ideal reason to get jewelers on the air (to promote clocks and watches) or clock stores. This is their once a year event. Contact Clock Mfrs. and Marketing Assoc., 710 E. Ogden Ave., Ste. 113, Naperville, IL 60540.

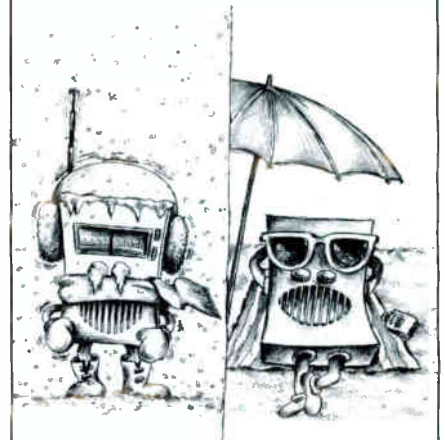
■ **National Financial Services Week (September 3-9):** To pat those employees on the back that keep our businesses financially healthy. Contact banks, loan centers, and Savings and Loans. Sponsor: Tuality Community Hospital, Joyce Curran, Personnel Mgr., Box 309, Hillsboro, OR 97123.

■ **Cookie Week (September 10-16):** Ideal for cookie retailers in the mall or shopping centers. Have bake-off. Info from Liberty Publishing Co., 440 S. Federal Hwy., Deerfield, FL 33441.

■ **National Singles Week:** To promote a positive image of being single, to recognize that all people were created to be single, and to help singles organizations publicize their events and recruit members. Sponsor Buckeye Singles Council, Jeanne Marlowe, Box 30856, Gahanna, OH 43230.

—By Irwin Pollack

Next Month: Car Dealer Closes.



ADAPTABILITY

How fast can your rep react to your needs? At HNWH, each Regional Manager is the specialist for his or her territory's stations —and has the authority to make crucial decisions. This decentralized style of management, one that enables us to adapt immediately to changing environments, is essential in today's highly competitive marketplace.

Adaptability—another aspect of the unbeatable combination that gives our clients a winning bottom line.

HNWH

THE FACTS SPEAK FOR THEMSELVES

HILLIER, NEWMARK, WECHSLER & HOWARD
AN INTEREP COMPANY

New York, Atlanta, Boston, Chicago, Dallas,
Detroit, Los Angeles, Minneapolis,
Philadelphia, St. Louis, San Francisco.

On Commitment...

"Personal Commitment to a job or a company is hard to find today.

At Durpetti & Associates our clients get the kind of commitment that comes from within. It means long hours and personal sacrifice at times, but that's what a commitment to excellence is all about.

Our stations expect it, they deserve it, and we deliver it."

*Cheryle Hangartner
Regional Manager
San Francisco Office*



DURPETTI & ASSOCIATES

A Commitment To Excellence

△ AN INTEREP COMPANY
World Radio History

Rate and Inventory Maximizers

Five new ideas to boost rates, inventory and time that doesn't sell.

1. Employ the "buy now, save later" argument, reminding the prospects that rates are always rising. Salespeople may see the value in not presenting a rate card, thus painting the picture of constant fluctuation in demand. You may show them a specific example of how much rates can rise within a relatively short period of time.

2. Offer a more effective rate structure for advertisers willing to air commercials on a five or seven day rotation. This keeps end of the week and specific days open for those advertisers willing to pay a premium.

3. Offer an "Early Week In-Store Traffic Enhancer Program." Ideal for stations that experience heavy Thursday/Friday/Saturday inventory, but lighter on Sunday/Monday/Tuesday. Package what traditionally doesn't move early week. And, instead of calling it a "fire sale" or an "early week package," refer to it as an "Early Week In-Store Traffic Enhancer Program." Helps them with more foot-traffic early week inventory. This one's win, win all the way.

4. Utilize your unsold inventory by tactfully soliciting businesses for advertising. Here's a sample script from a commercial airing on WMMZ-FM, Ocala/Gainesville, FL:

"Hi, this is Pat Johnson. If you are an owner or manager of a retail business in the Northern Florida area, don't start your second quarter without us. Advertising on 'Laser Hot' Z-93 is an ideal way to increase your store traffic, move more product, and increase bottom-line profit. And — for the cost of a page in the newspaper for one day — we'll give you two weeks of advertising. Call me right now; I'm waiting for your call at (904) 622-5600. We're WMMZ, the radio station getting you results with adults."

A few tips on making this work:

■ Only air commercial time that's unused inventory.

■ Air announcements from 8 a.m. to 5:30 p.m. when somebody's at the station to receive the calls.

■ Track response. Once you notice less than ten leads a week, change the copy.

■ Unisex names (i.e. Pat, Lee, Sandy, or Chris) work best. That way, once the calls are assigned to salespeople, it won't seem as odd when the name is different.

■ Air more commercials over fewer days. At least five should air per day, or the response won't be as great.

5. Announce sales recruitment opportunities within your station. Great success has been reported from WVVE-FM, New London, CT. The station aired a written script that consisted of the following:

"If you are a salesperson driven by success, 'The Wave' wants you. We're looking for self-motivated self-starters who are interested in a sales career. We've got endless opportunities just waiting for you. Give us a call."

Have the sales manager's voice on the last 10 seconds. WVVE-FM's ended with,

"Hi, I'm The Wave's General Manager Karen Quinn. I'm waiting to talk to you right now at 599-2214. WVVE is an equal opportunity employer."

Tips on making recruitment spots more effective:

■ Inform your present sales staff. Before the commercials air, let them know all about your station's constant effort to recruit top-billers and that no employee's job is in jeopardy.

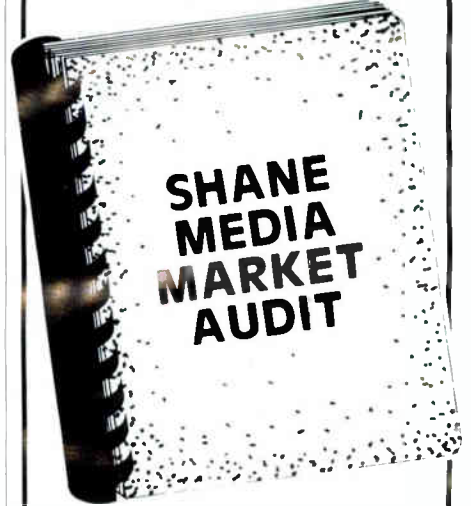
■ Post a "Position Available" notice in a common area of your station. This is a way of letting your other employees know of your station's desire to hire from within whenever possible.

■ State in the commercial that, "all inquiries will be held strictly confidential."

—By Irwin Pollack

Next Month: Radio Software.

The Book.



The way to find the niche

- Expert programming analysis plus listener feedback
- Intense focus on your station, your competition
- Custom-written reference manual
- No-nonsense Action Plan



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The Programming
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THE PRICE OF GETTING PERSONAL JUST WENT DOWN.

When it's time to choose a computer system that streamlines your station's operation, price and user friendliness are two prime factors.

Automated Business Concepts announces a substantial price reduction of the popular MAPS software, which now runs on your IBM-AT or AT Compatibles. This system provides complete integration of *all* your station's departments, without taking an entire department to house the hardware. Since the powerful MAPS software system didn't need to be rewritten to operate on your IBM-AT or AT Compatibles, you enjoy the same MAPS flexibility and efficiency that has been available to radio stations for over one decade. Management, Accounting, Programming & Sales- MAPS. A whole new direction for your IBM-AT or AT Compatibles, and a better course for your station. Check off the reader service card in the back of this issue and we'll send you a free Systems Survey Checklist. For immediate action, call Susan McKellips for more details and personal consultation, at (619) 566-8920 -Collect. Because the price of getting personal is often free.

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NUMBER ONE IN TIME SPENT READING*



The one publication radio executives *really* read.

*1988 Managers Study conducted by The Research Group. For a copy call Jerry Del Colliano at (609) 424-6800.

THOUGHT STARTERS

How to Combat Competitor Attacks

■ A new Top-40 radio station attacks your already successful CHR. Steal their slogans first. Rip off their contest ideas the minute they air them. The station with the large cume gets credit from the audience. The new station is viewed as "me-too," a big negative among easily-influenced youth audience.

■ Take advantage of the competitor when they fire a high-profile personality. Hire that individual on a short-term basis for your morning program as a guest disc jockey. The publicity alone is worth the money paid to the temporary air talent.

■ Give away a large cash prize. Make available money look bigger by giving it away as a bond. The giving away of million dollar lottery tickets can also enhance the image of the station. State "with 100 shots at a million bucks."

■ Present a Free Music Weekend on a once-a-month basis. Drop all the commercials out all day on Saturday and Sunday. Present it as "continuous music... with the stops pulled out so you can hear how good the music really is." Bump all the commercials out on an overnight basis everyday. You can tout, "and later on tonight, 107 songs in-a-row."

■ Oldies-based Adult Contemporaries can block an All-Oldies attack by emphasizing their Gold position. Play two 60s in a row on a twice-an-hour basis. This gives you a better 60s/70s/80s balance versus playing four 60s spread out with one in each quarter hour.

■ Usage liners. Actually go on the air and say how to use your product: "We're great to listen to at the office because we have music that everyone can agree on" or "We'll get you up and going in the morning and make you feel good all day" can lead individuals to use your station on more occasions.

-By Mike McVay

Do the megareps really know where the world is going?

**REP HEAD PREDICTS:
UNWIRED NETWORKS
TO BECOME 40%
OF NATIONAL BIZ.**

You saw a lot of stories like this a few years back.

Only problem was, those predictions were self-serving. And they were dead wrong.

Today the megareps are yakking about "new business development" as the key to our collective future. Or something called the "radio store" which sells everything from bartered syndication to wired networks.

Do they really know where the world is going? What do you think?

At Eastman, we don't make false assumptions.

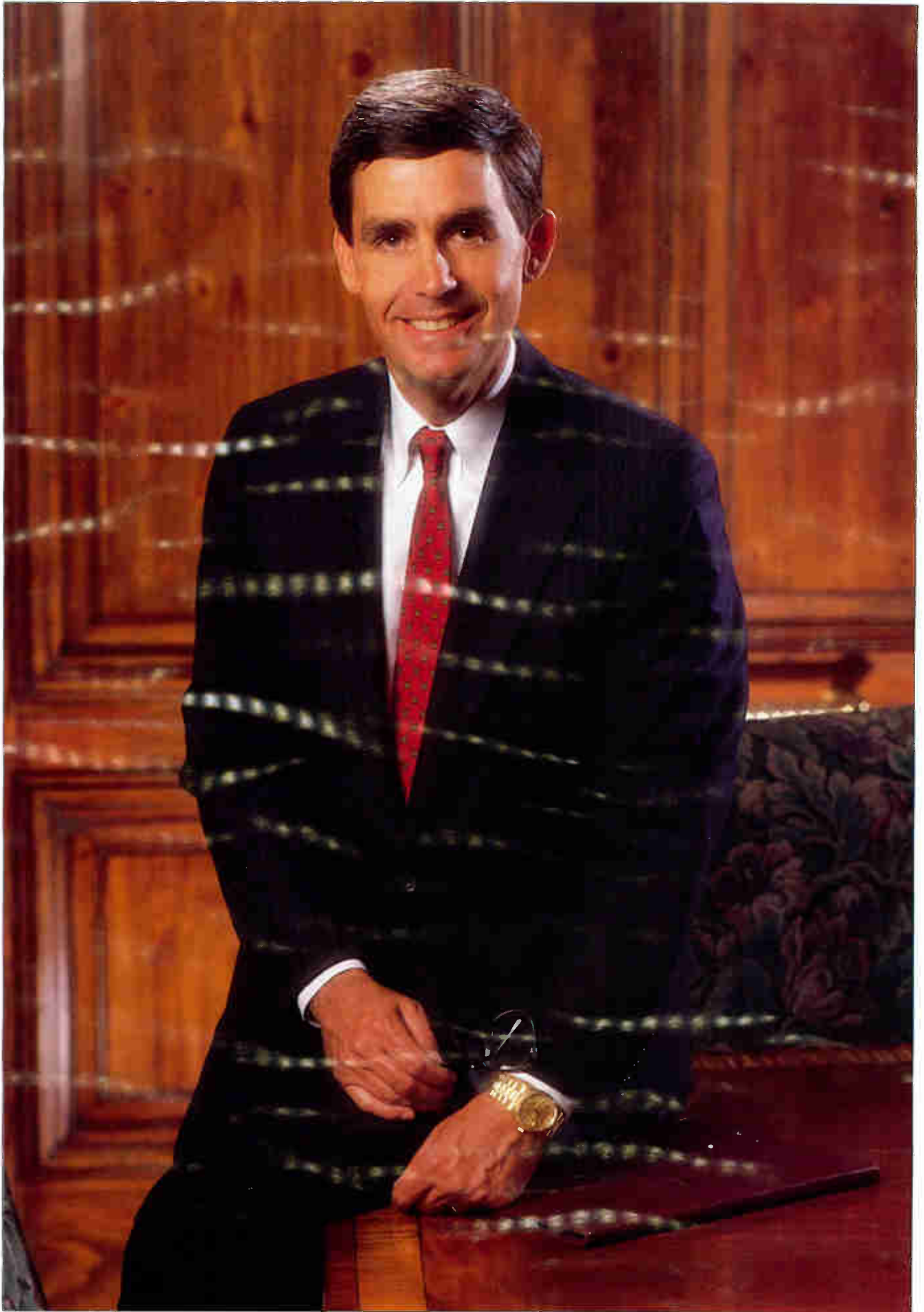
Four years ago, we pointed out to our clients that 90% of all buys were four markets or less. If that were the case, how could unwired become 40% of our business? (It didn't, of course.)

We don't spend our time trying to predict the future. We spend our time servicing our client stations in the here and now.

Eastman sells stations independently, not meat market style like the megareps. Eastman trains its people to sell station value, not just numbers.

If you want predictions, call an astrologer. But if you want hard work and results, call Eastman at (212) 581-0800.

EASTMAN RADIO
The alternative to the megarep.



Hints on Hiring, Firing and Managing

Gary Edens reveals tips that helped make Edens Broadcasting the fourth most admired group.

Edens Broadcasting is an entrepreneurial group built around 60 percent number one stations in both Arbitron and Birch.

In 1946, Southern Broadcasting was started as a private company. Harte-Hanks Communications bought it in 1978 and turned it into a publicly-held company.

Gary Edens joined Southern as a salesman at WKIX-AM/FM, Raleigh in 1968. In 1970, Edens took over the position of GM at KOY-AM in Phoenix. And, in 1984 when Harte-Hanks sold the radio division, Gary Edens was head of the group interested in doing a management buyout. As a result, Gary Edens became the president of Edens Broadcasting.

Today Gary Edens is the chairman and CEO who runs a group of nine radio stations that has jumped from sixth to fourth in Duncan's most-admired radio groups.

RO: Radio has a reputation for high turnover, how are you able to keep employees?

EDENS: Edens has a policy of anti-nepotism. When I was hired, the one thing I was told that made me want the job is that I could make it to the top. As could any other company employee. I started out as a salesperson. And Michael Osterhout, who was named president in 1987, also started out in an entry-level position.

RO: What specifically does your company do when someone is in jeopardy of losing their job?

EDENS: If the person is a general manager then Michael Osterhout and I would visit him or her to discuss the problem. An attitude check is done where the employee's behavior is reviewed. A list is made consisting of effective behavior and maladaptive behavior the individual may be exhibiting. The GM is given some key objectives to accomplish. Behavior is monitored

until the GM is back on track. Using this procedure we have never had to fire a GM.

If an employee below the management level is not living up to our standards this same procedure is used by the employee's superior.

RO: You said that hiring is key. What does your company do to take more care that you are adding people with the right stuff?

EDENS: The hiring process is very selective. The best way to avoid hiring problem employees is to screen them out from the start.

A job candidate goes through several long interviews. During the interview we ask hypothetical questions like "What would you do if a competitor decided to come right at us with a promotion budget twice as big?" By asking different questions a person's beliefs and ethics are revealed. It is important that they closely match those of the company. If they do, that particular individual probably would carry out the company's goals.

When checking references we don't just check the previous employers but also what the competitors thought about the candidate's performance.

We make sure we hire people who are on the way up, not ones whose greatest glories are behind them. For example our PD Garry Wall in San Diego. The process to hire him took a full year. He was working at WTIC-FM, Hartford and had turned the station around. When we bought the combo in San Diego we offered him the job as PD. Now he is well-known in the business and we probably would not be able to hire him away today.

RO: What are some keys of your own personal management style?

EDENS: One important thing is to return telephone calls promptly. I myself take every phone call. Rarely are my calls screened. I get

many calls from people trying to sell me things but it is worth the impression that is given to industry people who call.

Whenever information needs to be passed on to my staff, I always do it verbally. People in radio are talkers not readers. Written memos can be misinterpreted, cold, crass and directional. Written memos are only used to congratulate or clarify something that was said during a meeting.

RO: What type of contact do you have with the station management?

EDENS: We have the usual semi-annual retreats held for sharing ideas and making decisions. There are also separate meetings for PDs, promotion and sales managers.

Each month I make a conference call to all the station GMs. Each GM gives a five minute update of their market and a budget report. The call creates a positive form of peer pressure. It gives them a chance to brag to an audience. Each call lasts an hour and costs about \$500. The call is taped and a written copy of the meeting is typed up and sent to each GM.

I also visit the stations whenever possible. Getting to know people in person is very effective.

RO: What keeps people motivated at Edens?

EDENS: There is an employee stock option plan that benefits a wide variety of employees including management.

Recognition is also a way to keep people motivated. One incentive program we run is the President's Club. This is for salespeople who make their quotas. They are flown along with a guest for a long weekend with the Edens president to a warm resort area during the first week in February. Some trips in the past have been to Key West, Jamaica and Nassau.

A new program we are starting is Edens Pride. This involves employees voting for the person who exhibits the best exemplary customer service. The award is quarterly and involves receiving a sum of money and a plaque. The annual winner receives a trip possibly with the President's Club.

-By Linda Egerter

Easy Does It... Again!

The latest ratings are out, and once again Bonneville Broadcasting System's Easy Listening format is *the* format that's in!

Audiences have realized that this is not yesterday's beautiful music. Adults 25-54 are responding to our bright, contemporary format—a format that's thoroughly researched and tested for maximum listening appeal.

Easy Listening continues to rack up big audience* and revenue numbers among adults 25-54. All over America, stations are receiving good news like this:

KSFI/Salt Lake City

Up from a 5.6 share in the Summer book to a 9.1 share in the Fall book. That's a **63%** increase. #2 in market.

KOJY/Fresno

Best adult shares ever! Up from a 5.7 share in the Summer book to a 7.7 share in the Fall book. That's a **35%** increase. #2 in market.

WXEZ/Chicago

Up from a 3.5 share in the Summer book to a 4.8 share in the Fall book. That's a **37%** increase. #5 in market.

KODA/Houston

Best adult shares in the last eight books! Up from a 4.5 share in the Summer book to a 6.6 share in the Fall book. That's a **47%** increase. #3 in market.

KEZK/St. Louis

Best Fall book since 1983! Up from a 6.6 share in the Summer book to a 7.7 share in the Fall book. That's a **17%** increase. #4 in market.

KBEE/Modesto

Up from an 8.9 share in their last book to a 10.5 share in the Fall book. That's an **18%** increase. #2 in market.

...and the good news continues in three dozen additional markets!

Any way you look at it, the Bonneville Easy Listening format is a proven money-maker. Low overhead. High profits. The combination of company stability, extensive national music research, and response to the changing marketplace has given Bonneville Broadcasting System a track record that turns our competition green with envy.

Get the latest fact-pack on ratings, profits, the long-term Easy Listening outlook, as well as our demo tape. **Call 1-800-631-1600.** It will be delivered overnight at absolutely no charge—and absolutely no obligation. Find out why, year after year, Bonneville's Easy Listening format has done it again and again, and again...



4080 Commercial Avenue,
Northbrook, IL 60062 (800-631-1600)

Rating Arbitron's New Diary

Ten top group executives turn the tables and rate the new diary. They love it. They hate it. They're not sure. Here's what they are worried about.

By Linda Egerter

Last September 22, 1988 (for the fall ratings sweep), 135 markets received a controversial, redesigned Arbitron diary. The COLRAM committee which helped design it predicted eventual results and radio stations, anticipating the substantive changes, adapted some of their programming strategies.

It was the first major change in the Arbitron diary since the summer of 1986 when the daypart diary was introduced.

This new so-called "soft-format" diary has no printed lines dividing dayparts. It is printed on a heavier paperstock using brighter colors like red, blue and purple. And the reading level has been reduced from the eighth grade to the sixth grade level.

One of the significant changes that spurred programmers into strategical changes in time for last fall's sweep was the addition of "at work" to the columns listing the "place" of listening. Formerly, the diary cited only "at home," "in a car" and "other place."

The soft-format diary was tested in the spring of 1987 with responses from 13,000 people in 20 geographically dispersed areas. The response rate was greater than the old diary by 2.2 percentage points. Average Quarter Hour (AQH), Cume and Time Spent Listening levels were higher with the test diary. Of all demos, men 18-24 showed the greatest increase. Those gains were almost exclusively from 9 a.m. to 4 p.m. and away from home/other place or work. The comparisons were made with responses from the old diary which was also sent out.

"At work" entries outnumbered "other place" by a three-to-one margin in the test diary.

AQH ratings for home and car

listening remained unchanged from today's diary to the new soft-format diary.

But the "at work" and "other place" category went from a 4.1 rating to a 5.0 rating with the new diary. This was considered a statistically-significant increase.

Arbitron also changed a crucial box in the diary. It used to say, "If you did not listen to radio today please check here." Now "listen" has been changed to "hear a radio."

So that's the theory. The first rating periods are in, the question is were the changes an improvement?

Arbitron felt that the test results were consistent with actual results. Overall, few executives Radio Only questioned for this report were happy with the results.

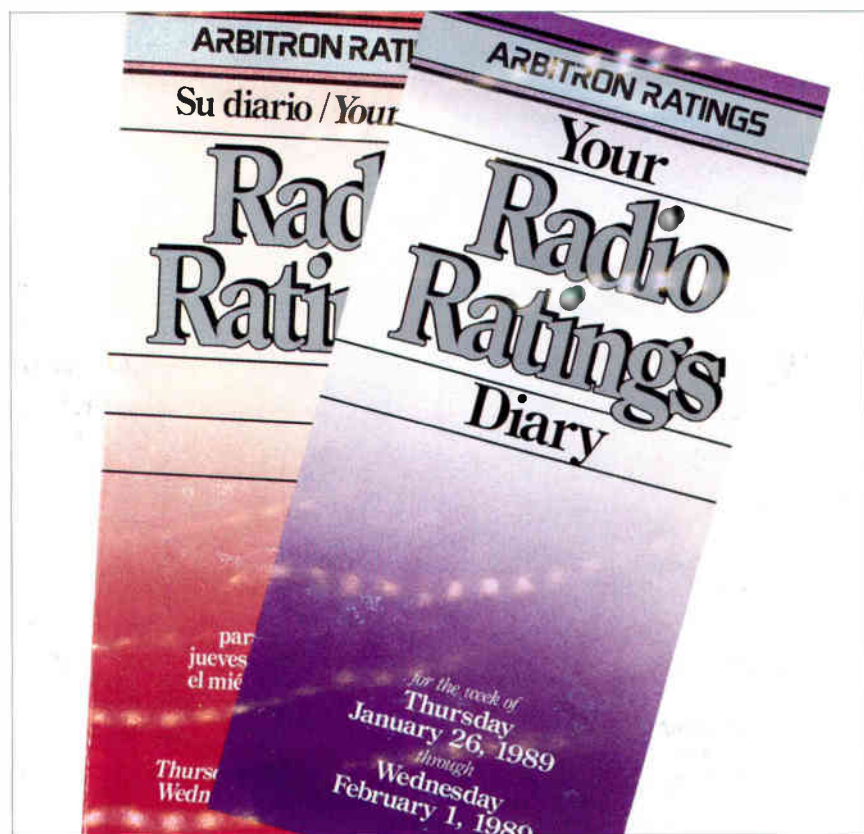
Some were not sure — too early to tell. Others definitely don't like it.

More important is why. What follows is a straight-forward rating of the new diary by the major rep firms which do extensive research using the Arbitron numbers and influential group executives who pay large sums of money to buy Arbitron ratings and rely on them as an important sales tool in many markets. In addition, we've got the polarized position of Arbitron and its chief competitor, Birch Radio.

ARBITRON'S OWN RATING

■ **Persons Using Radio (PUR) levels increased in fall 1988.** Both overall and in a number of dayparts.

Overall Monday to Sunday, 6 a.m. to midnight average quarter hour PUR levels increased 0.2



The new "soft-format" diary is produced on a heavier, more expensive bond paper using brighter colors (red, blue, green) in hopes of attracting more responses.

points or 1.1 percent. Monday to Friday midday (10 a.m. to 3 p.m. average quarter hour PUR levels showed the strongest increase (1.1 points or 5 percent).

Cume PUR levels increased in midday by 2.5 points or 4 percent compared with the fall 1987 survey. And, increased 1.0 points (1.3 percent) in the Monday to Friday 3 p.m. to 7 p.m. period.

■ **More "away from home" listening.** Consistent with the test diary, there was a rise in "at work" and "other place" or "away from home" listening.

Arbitron found that comparing Monday to Sunday 6 a.m. to midnight data from the 14 markets it continually tracks, a 0.5 point or 13 percent increase in the "other place" category occurred. The 14 markets that Arbitron tracks after each survey are Boston, Chicago, Cleveland, Dallas, Detroit, Houston, Los Angeles, New York, Philadelphia, St. Louis, San Diego, San Francisco, Seattle and Washington D.C.

■ **A rise in response rate.** Overall the response rates are up an average of 0.3 points across 135 metros, from 45.0 in fall 1987 to what

Arbitron calls a new record of 45.3 in fall 1988.

Arbitron also found that the fall sample distribution more closely represents the population with increased responses from both young men and hispanics.

BIRCH RADIO'S RATING

■ **The new diary is being used to camouflage the effects of the original daypart diary.** Arbitron has made several changes in the past three years alone. In 1986 it introduced the daypart diary along with several editing changes during this time. Now the new diary is being used to camouflage the effects of the daypart diary.

The new diary does not teach people to read and write (with reduced reading levels), it doesn't reduce the inconsistencies of collusion in households or post- and pre-filling out.

■ **The new diary did not get Arbitron what it expected.** It claimed the response rate would increase — it didn't. Album rock and CHR dropped — preliminary research suggested it would go up.

The diary has outlived its effectiveness. Arbitron switched to

people meters for its television surveys, why not do the same for radio?

KATZ'S RATING

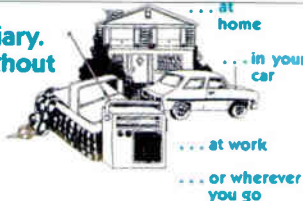
Many of the Time Spent Listening and Persons Using Radio changes visible in fall 1988 represent a return to stronger levels which existed before the daypart diary was introduced. For this reason comparisons were done using data from the fall 1985 survey.

■ **Time Spent Listening for men 18-24 dropped.** This contradicts the findings of Arbitron's test diary. Supposedly this was the demo to experience the greatest increase. Overall for 12+ TSL is up. The largest gains were in men 25-44 and women 25-34.

■ **AQHs are up.** All cells gain cume (listening to radio). The main reason for the increased average quarter hour shares are the changes in Time Spent Listening (TSL).

■ **Persons Using Radio actually dropped after 6 p.m.** For Persons Using Radio a significant jump occurred from 12 noon to 6 p.m. Nowhere else. This shows the effect of two things: 1) The old daypart diary artificially influenced

This is your Arbitron Ratings diary. Please fill it in yourself. Throughout the seven days of the survey, beginning on Thursday, please keep this diary with you . . .



Each time you listen to radio (whether you yourself turn it on or not), please fill in the following information:

1 Time

Fill in starting and ending times in the time period. If listening continues into another period, draw a line from the start to the stop time.

2 Call Letters

Fill in the "call letters" of the station you are listening to. If you don't know the call letters, fill in the name of the program — or the dial setting. Start a new line each time you change stations.

TIME	STATION	PLACE
5:45-7:15 Early Morning (5AM to 10AM)	WWTM WJL MORNING SHOW	At Home
7:15-7:40 Midday (10AM to 3PM)	WJL MORNING SHOW	In a Car
7:30-9:00 Late Afternoon (3PM to 7PM)	WJL MORNING SHOW	At Home
11:30-12:15 Night (7PM to 5AM)	ON THE CALL	At Home

3 AM or FM

Check whether AM dial or FM dial.

4 Place

Check "At Home," "In a Car," or "Some Other Place."

5 No Listening All Day?

Any day you do not listen to radio, check the box at the bottom of the page.

Important: Many stations broadcast on both AM and FM. For this Arbitron Ratings survey, it is important to correctly identify whether you are listening on AM or FM (even though the station may use the same call letters and broadcast the same thing on the air).

To keep your Arbitron Ratings diary from getting mixed up with others in your household — please fill in your initials (or first name) here . . .

Please start recording your listening on the date shown on the front cover.

THURSDAY			
TIME	STATION		PLACE
	From	To	Check One (✓)
Early Morning (5AM to 10AM)			At Home In a Car Some Other Place
Midday (10AM to 3PM)			At Home In a Car Some Other Place
Late Afternoon (3PM to 7PM)			At Home In a Car Some Other Place
Night (7PM to 5AM)			At Home In a Car Some Other Place

IF YOU DID NOT LISTEN TO RADIO TODAY PLEASE CHECK HERE

Each time you listen to the radio, please be sure to use a new line, and write in the station "call letters."

Arbitron introduced this daypart diary in the summer of 1986. It was felt that the thick lines between dayparts prohibited keepers from recording all of their listening.

NAB CONVENTION NOTICE

Everybody knows
SCAs* have been profitable
in Markets 1-50

SCAs are **NOW** profitable
in Markets **51-150**

AT&E

*is now establishing a wireless,
global, personal communications network.
If you have a Class C or Class B FM station in
one of these markets and otherwise qualify;
and if you are willing to lease your 67 Khz SCA
long term,*

**COME AND SEE US IN
SUITE 5-103 NO. TOWER
LAS VEGAS HILTON**

*(We just might pick up the tab** for your trip to the NAB)*

Phone (415) 951-1554
for more information

*Subsidiary Communications Authorization
**Coach Fare and Standard Room

(This offer expires at the close of the NAB Convention, May 2, 1989)

listening patterns; 2) The addition of the "at work" column and use of the word "hear" helped cause the daytime increases.

■ **Album rock and easy listening formats suffered from the new diary.** Again Arbitron test results showed these two formats to have significant increases with the soft-format diary. Factors other than the new diary, including the aging of the population and the increase in format fractionalization, also play a major role.

■ **AC and classic hits formats experienced the most increases.** This is thought to be due to the increase in reported at-work listening.

INTEREP'S RATING

Interrep's comparisons were done using numbers from fall 1987. Many of the findings closely resemble Katz's. Here are some additional findings.

■ **Response rates did not go up.** The rates were almost the same as a year ago and did not go up. There is no way, however, to tell what the response rates may have been if the old diary were used during this time frame.

■ **"Other" listening is up almost 10 percent from fall 1987.** From 4.1 to 4.5. It is assumed that the addition of the "at work" column is a factor.

■ **Almost all demos increased in AQH ratings.** Contrary to Katz, Interep found the largest gains in women 35-44, not 25-34, and men 45-54, not 25-44. This could be due to the comparison to a different ratings period. Consistent with Katz, listening among men 18-24 was down (by 4 percent).

■ **Easy listening shows losses compared to a year ago.** But only when all markets are combined. Many individual easy listening stations did well, but overall they experienced a 6 percent drop in audience over the entire week.

■ **Urban contemporary and black stations off the most by seven percent.** AC and oldies gained the most from fall 1987.

EASTMAN'S RATING

Eastman claims its test results are significantly different from Arbitron's previous test results.

■ **PURs increased less than 2 percent for the top 25 markets.** The test markets experienced increases

over the previous year in the 3.5 percent to 6.7 percent range.

■ **Younger demos had drastic decreases in listening levels.** The soft diary was supposed to do the opposite. Instead teen listening fell 6.36 percent from the fall of 1987. And men 18-24 dropped by 3.2 percent. Consistent with Interep, the greatest increases were seen by men 45-54 and women 35-44, each with over a 9 percent jump.

■ **20 out of 78 continually surveyed markets saw a decline in 12+ PURs.** Oklahoma City had the greatest drop of 8 percent. Nine markets had double-digit increases in listening. Raleigh came in first with an increase of 18 percent.

Here's what top group executives think about the new diary:

■ **Shamrock Broadcasting — too early to tell.** Shamrock President Bill Clark feels that one ratings period is not enough to make a judgement. Clark notes there was a significant drop in album rock shares. This isn't thought to be unusual since album rock experiences drops from time to time. As for the other format differences, formats have been known to move

You count in the radio ratings!

No matter how much or how little you listen, you're important!
You're one of the few people picked in your area to have the chance to tell radio stations what you listen to.
This is your ratings diary. Please make sure you fill it out yourself.

Here's what we mean by "listening":
"Listening" is any time you can hear a radio — whether you choose the station or not.
When you hear a radio between Thursday, May 28, and Wednesday, June 3, write it down — whether you're at home, in a car, at work or someplace else.

When you hear a radio, write down:

TIME
Write the time you start listening and the time you stop. If you start at one time of day and stop in another, draw a line from the time you start to the time you stop.

STATION
Write the call letters or station name. If you don't know either, write down the program name or dial setting. Check AM or FM. AM and FM stations can have the same call letters. Make sure you check the right box.

THURSDAY			
Time	Station	Place	
Early Morning (from 5 AM)	5:45-7:15 WHTM	AM	FM
	7:15-7:40 <i>Fill on the Road</i>	AM	FM
	7:40-9:30 WFL	AM	FM
Midday			
	3:00		
Late Afternoon	4:20-4:25 <i>Pierce Show</i>	AM	FM
Night (to 5 AM Friday)	11:50-12:15 KADV	AM	FM

If you didn't hear a radio today, please check here.

PLACE
Check where you listen:
 at home
 in a car
 at work
 other place
 Write down all the radio you hear. Carry your diary with you starting Thursday, May 28.

No listening?
If you haven't heard a radio all day, check the box at the bottom of the page.

Questions? Call us toll-free at 1-800-638-7091. In Alaska, Hawaii and Maryland, call collect 301-982-5100.

THURSDAY							
Time	Station	Check (✓) one		Check (✓) one			
		AM	FM	At Home	In a Car	At Work	Other Place
1 Early Morning (from 5 AM)	Call letters or station name <i>Don't know? Use program name or dial setting.</i>						
2 Midday							
3 Late Afternoon							
4 Night (to 5 AM Friday)							

If you didn't hear a radio today, please check here.

The redesigned soft-formatted Arbitron diary features an added "at work" category, clearer instructions along with no daypart dividers and the word "listen" has been changed to "hear."

DESIGNED TO WIN!

THE "MUSIC OF YOUR LIFE" TM

When you combine celebrity guest hosts, live personalities, researched and tested programming, and strong promotional features you've got much more than a format that saves money. "MUSIC OF YOUR LIFE" on satellite is **DESIGNED TO WIN** in your market.

- ★ A national "MOYL" credit card available to listeners and good around the world! A percentage of all purchases going to local affiliates! Our program is already under way in key U.S. markets.
- ★ National cruise promotions – Stations benefit from two "MOYL" cruises per year with royalty fees payable to local affiliates!
- ★ National travel discounts exclusively for "MOYL" listeners, with membership fees payable to local affiliates!
- ★ "MOYL" Albums, Tapes, & CD's – Series 1 through 18 available to "MOYL" listeners with royalty fees payable to local affiliates!
- ★ Local direct mail campaigns encouraging listener involvement and participation. We draw from our national budget for prizes and cash.

For further information concerning the new "MOYL" promotions, contact Reg Johns at the Fairwest office in San Diego, California, **(619) 552-0777**.

FAIRWEST SATELLITE PROGRAMMING, INC.
6020 Cornerstone Court West, Suite 100 • San Diego, California 92121

Now on SATELLITE

during any given rating period.

■ **Emmis Broadcasting** — **definitely dissatisfied.** Executive VP of Programming Rick Cummings feels the new diary is a big problem for CHR stations. CHR has always struggled and now it's been hit again with another problem.

The new diary promised a higher response rate. Response rates have dropped as much as 30 percent.

It does not include specific times. A listener can just draw a line through a daypart causing inaccuracies. In one market with over one million people, one demo received less than 50 usable diaries.

If Arbitron continues to use the new diary Emmis vows to reassess what it's now doing at its stations and will have to "learn how to play the game better."

■ **Noble Broadcasting** — **feels the diary has achieved its objectives.** But more surveys are needed before any conclusions are made.

COO Norm Feuer claims that even though album rock and easy listening shares dropped, it is too early to say it was due to the diary. Other factors in the fall could affect the results, such as population estimates being changed and less diaries being sent out.

■ **Heritage Media** — **really no new listeners, just more listeners being recorded.** President Paul Fiddick is skeptical about the new diary. It affects different formats in each market differently.

The new diary has enfranchised New Age. New Age has no more listeners now than it did in the summer. But the new diary reports the listeners better. Fiddick says, "It really makes you wonder how many problems there really are with the diary. This new one doesn't change the facts, it just reports them differently."

■ **Legacy** — **definitely a step backwards.** President Carl Hirsch is very disappointed that Arbitron has taken an intransigent position. Radio across the board has been hurt by the new diary. "Are we supposed to believe that people have decided to stop listening to rock and country? The research that companies pay for shows the shifts in audience that Arbitron indicates

are just not accurate."

■ **Stoner** — **the new diary has created a new culture.** VP of Programming Smokey Rivers feels the new diary has found a way to capture passive 9 to 5 listening which inflates the numbers for AC and country stations. Stations will be forced to develop counter strategies against these box car numbers. We will have to learn about this new culture of 9 to 5 listeners to keep our stations not in other formats successful.

■ **Beasley** — **it's necessary to see a few more books.** WXTU-FM, Philadelphia Program Director Bob Young doesn't think the new diary has caused any problems. Young's country station went down. But, unlike other country stations, he blames the football season. Young, "I went down to Laurel to look at the diaries and didn't see any problems. I feel it got results."

■ **Greater Media** — **it's a much better collection tool.** VP Radio Programming Julian Breen looks at the new diary as a great advancement over the daypart diary it replaced. There is much less confusion in the reporting, no convolutions. Respondents won't get better at taking down data. But Arbitron will get better at getting and computing data. The first thing Arbitron must do is work out a few editing anomalies.

■ **Sconnix** — **we must wait awhile to form an opinion.** Sconnix President Randy Odeneal, "Some formats complained it's unfair to them. It could be the format, not the diary." The test results showed the new diary would benefit album rock stations. It didn't happen. But, there was no control this time to see how the format would have done using the daypart diary.

COLRAM thought it was best to remove the lines. All it did was cause diarykeepers to draw longer lines. You can't really tell whether the new diary is more accurate.

■ **Edens Broadcasting** — **it didn't hurt our stations.** But President Michael Osterhout is concerned about the competitors that didn't get numbers in the past and now take great jumps.

It basically is too early to say how valuable the new diary is. In a year we can really see if it is.

It seems that comes are up everywhere and more people are using radio. I am concerned about having the dayparts run together and the longer listening to AC stations.

Other industry voices concerning the new diary:

■ **Jhan Hiber.** After reviewing 20,000 diaries, he reaches the same conclusions as the research companies regarding response rates, PURs and how formats are affected.

Responses were clearer than in the past. Diarykeepers followed directions better, making reading and scoring them more accurate.

Hiber found that Arbitron did a good job editing the diaries. He found no sloppiness and thought everything to be accurate.

■ **COLRAM Diary Design Chairman David Kennedy.** The new diary was tested by both Arbitron and the NAB's Committee on Local Radio Audience Measurement (COLRAM). COLRAM supported the use of the soft-formatted diary to replace the old diary.

Overall, the diary achieved its objectives. We have a diary now that is a higher quality and is getting better, cleaner responses. There was also a significant growth in the "other" column.

As for the response rates remaining the same, it is too early to make conclusions. One explanation could be that response rates dropped across the board. Responses for Nielsen and other TV ratings were down. At least the new diary was able to increase slightly.

As for the complaints about album rock, CHR and easy listening dropping, the diary is only one factor. People should look for changes in the marketplace, both in programming and the demos. Also look at what the station is doing to promote itself. It's too easy to blame the diary when other factors are involved.

No changes are planned for the diary. When subsequent books are released and analyzed, new evidence will either support or refute these early findings. ■■■

To Many Brokers The Most Familiar Part Of A Radio Station Is Its Lobby.

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How Ad Agencies Rate the New Diary

They like what they see, but they want to see more of it.

In theory, Madison Avenue likes Arbitron's efforts to revamp its weekly radio diaries. But in practice, ad agency media buyers say they'll wait a year or more before changing spot buying habits based on changes in the Arbitron results.

Skeptical media buyers at major New York agencies say they want to hear from their research departments who make a living combing the fine print in rating books before embracing Arbitron's claims that new radio diaries are more accurate than the diaries they replace.

Madison Avenue wants to evaluate the diary changes much as they did the electronic "people meters" which A.C. Nielsen introduced two years ago to measure network television audiences.

D'Arcy Masius Benton Bowles Senior Vice President and Media Research Director Bruce Goerlich is warning media buyers to be cautious about acting on ratings fluctuations that may accompany the new Arbitron diaries.

Goerlich believes radio media buyers might have been quicker to act on diary changes if Arbitron consulted with them on the redesign. Goerlich, also head of the Radio Research Council of the American Association of Advertising Agencies, said Arbitron side-stepped the chance to include advertisers in the process.

Some of the early conclusions ad agencies have drawn:

■ **There's hope for the diary method.** Ad agencies say they are impressed with Arbitron's claims of higher rates of compliance by diary keepers, particularly among the most careless and reluctant members of sample families — adult males. Over time, that may play to the advantage of radio stations that consistently do better with Arbitron than with Birch.

But changing the minds of ad agency buyers who were turned off

by past Arbitron performance may be tough. Ogilvy & Mather, one of the nation's ten largest agencies, is among many that rely solely on the results of Birch's telephone surveys to make spot buying decisions.

John Hunt, Ogilvy & Mather vice president and associate director of research, said he'd have to be convinced the bigger radio audiences claimed by Arbitron really are the result of improved compliance by statistical sleight-of-hand.

■ **Increased in-office listening may not mean more ad business.** But it could point the way to a strategy that will. The "check off" box that Arbitron includes in the new diaries to record the number of people who listen to radio while at work may present an opportunity for programmers to tailor daytime formats to a working audience.

Creating a radio environment that's attractive to working listeners has a good shot at attracting more advertising dollars to off-hours between morning and evening drive time. But media buyers probably won't be hooked by a pitch, based on the new diaries, that simply shows a healthy percentage of workers just happen to be tuning in. Unless the station has a story to back up the statistics, the numbers alone won't sell.

■ **Diary or not — radio's ad share won't grow.** No matter what Madison Avenue researchers and buyers ultimately conclude about the value of the new Arbitron diaries, it is not likely that ad agencies allocate dollars between radio, television and print. Spot buys and national campaigns coordinated by New York agencies are based on marketing strategies that have more to do with target demographics than gross audience measures.

Keeping that fact in mind, ad agencies advise stations to be on the lookout for more discrete trends

to spring from the new Arbitron diaries.

Does a particular format seem to gain or lose with the Arbitron changes?

Are there shifts in demographics that make a station look better for an advertiser peddling athletic shoes, office supplies or laxatives?

D'Arcy radio media buyer Janey Malone thinks that if a favorable trend holds up over a few books, media buyers will listen. She's already hearing from stations with tales to tell about the new Arbitron diaries. Not surprisingly, stations that sagged hate the changes and stations that bounced up loved them.

■ **Build presentations that educate advertisers about the diary changes.** One Madison Avenue axiom is that the more an advertiser spends, the more he worries. The corollary to that rule is that most advertisers know they're wasting half their money. Trouble is, they don't know which half.

In real life, those observations mean big-spending advertisers expect some kinds of follow-up surveys to know which advertising vehicles paid off. That's one reason advertisers are reluctant to blithely accept Arbitron changes without close scrutiny — and perhaps the blessing of the client who pays the bills.

Dennis McGuire, radio buying supervisor at N.W. Ayers is wary of taking Arbitron changes as gospel unless his clients are converted, too. He says the magic word in advertising is "accountability."

■ **Fresh pitch for local advertising.** National ad agencies routinely book only with the first- or second-ranked stations in a market or format, but local ad agencies could be swayed by one quirk in the Arbitron diaries. They are picking up more call letters from sample listeners. If that trend continues, lower-ranked stations could have something to talk about with local media buyers. Transient gains selected dayparts could add up to permanent improvements in ad revenues for stations with a sharp eye for drifting audiences.

—By Mike Meyers

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Late Afternoon Format

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Our test marketing confirms that managers want shorter seminars. *FAST TRACK*'s new, late-afternoon format means less time off the street. A faster return on investment. This seminar is a must. Create new, big-dollar budgets. Stop fighting other stations.

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- TAKE-HOME BONUS: Five-minute, quick-fix anti-newspaper, anti-TV, anti-Yellow Pages presentations
- *Tape* these QUICK COMEBACKS: Exactly what to say, *word for word*, when a prospect says:
 - "I want to think it over."
 - "I want to test your station."
 - "TV costs less than radio."
 - "We rely on word-of-mouth."
 - "Another salesperson (your competitor) is handling our advertising."
- The best ways to win back clients who've had "bad experiences" with radio
- One-sentence answer for the secretary who says, "May I tell him what this is in reference to?"
- *Demonstrate* that your rates are *not* too high
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- NEW LIST: The ten *most important* selling concepts *ever*.
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Wed., Apr. 26
Cincinnati

Thurs., Apr. 27
Milwaukee

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Little Rock

Tues., May 2
Kansas City MO

Wed., May 3
Omaha NE

Thurs., May 4
Davenport IA

Tues., May 9
Buffalo NY

Wed., May 10
Boston MA

Tues., May 16
Sacramento CA

Wed., May 17
San Diego CA

Thurs., May 18
Phoenix AZ

Wed., May 31
Austin TX

Thurs., June 1
Oklahoma City

Mon., June 5
Jackson MS

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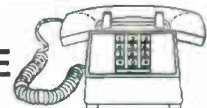
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Mark the Reader Service card in this issue of Radio Only to receive
a free sample of the Friday Morning Quarterback!!!

Has New Age Come of Age?

A format that barely had a share of the market's audience just a year ago is now making a move upward.

Programmers have been dabbling with mixes of New Age and jazz music for the past few years, but without much ratings success.

Finally, in the fall Arbitrons, some impressive ratings began to show up. Take KQPT-FM, Sacramento. One year into the format and starting with a 2.4 12+ share, their ratings improved gradually. In the summer of 1988 it went to a 4.3 and this past fall placed fourth in the market with a 7.0.

New Age stations in other markets did not make such a sizeable jump, but still had their first really significant increases.

WNUA-FM, Chicago went from a 2.1 in the summer 1988 to 2.5 fall 1988 12+. KKSF-FM, San Francisco 2.2 to 2.7. In Dallas, KOAI-FM from 2.3 to 2.6. KTWV-FM, Los Angeles 3.0 to 3.3.

Some programmers think the new diary caused the surge in New Age shares claiming that there aren't any more listeners than before, they're just being captured with the new diary. But among programming changes on some stations were live announcers, a morning show, special promotions, new playlists, and TV campaigns.

Here are some of the changes that have led to the recent increases:

■ **New TV spots appealing to Yuppies.** KQPT-FM credits its TV campaign during October and November of 1988 for its ratings success. The spot featured spokesperson Timothy Busfield from "Thirtysomething."

KQPT-FM was positioning itself using the phrase "making life in Sacramento better." Busfield equalled this quality of life that the station wanted to portray.

KQPT-FM PD Tom Esbaugh wrote the copy for the commercial even before approaching Busfield. Busfield is involved with Sacramento's Children's Fantasy Theater for which he received an honorary award. This makes him a good spokesperson because he has a link with the community.

The spot is 30 seconds long. The first 22 seconds shows Busfield at several different Sacramento "landmarks." Busfield explains that he's been listening to the new station and that previously he couldn't get this type of music except on cassettes. Busfield concludes with "Get the Point" (KQPT-FM's positioner). The spot closes with an

animated logo for eight seconds.

■ **Fine-tuning.** KKSF-FM, San Francisco did not promote the station until its fifth book. The reason: It wanted to make sure the product was perfected so new listeners would keep listening.

KKSF-FM PD Steve Feinstein claims it was not one thing but several elements that contributed to the successful book. A serious marketing campaign for the first time, constantly cleaning up the playlist and the fact that people are finally realizing there is a New Age station.

Feinstein does an overhaul on the playlist every few months. Every song is evaluated to see if it still fits the format. And new releases are continually added. Feinstein feels that each New Age station has a different sound according to the market. KKSF-FM does best playing an equal amount of jazz, New Age and vocals.

■ **Changing the ratio of vocals to instrumentals.** WNUA-FM, Chicago has increased the amount of vocals played an hour from three to four to seven to eight. Now it has up to five instrumentals an hour.

WNUA-FM PD Bob O'Connor found the station had a great cume but needed to get listeners to listen longer. The vocals added were smooth rock. Because Chicago has a high black population the station also plays some urban music.

■ **More promotion.** WNUA-FM originally didn't do promotions because the audience was thought to be one that didn't like to be bribed to listen. The station tried offering a trip to Australia to see Sting in concert. It received 18,000 postcards in seven days.

WNUA-FM tries to do promotions with unusual prizes aimed at upscale audiences that New Age music attracts.

Cody/Leach Broadcast Partner Owen Leach explains that the format has experienced growth in both cume and time spent listening (TSL) across all markets. According to Duncan, New Adult Contemporary (Leach's referral to New Age) stations on air increased by 36 percent from summer 1988 to fall 1988. —By Linda Egerter



KQPT-FM used a TV campaign with spokesperson Timothy Busfield to target the yuppie demo.

More Call Letter Mentions

The new diary has catapulted stations toward mentioning their call letters more. How far is it likely to go?

Programmers will soon be taking a lot of heat from their general managers if they want to present music sweeps minus call letter mentions.

It's not that music doesn't sound good when it is segued back to back without interruption.

It's just not going to help get diary mentions.

In the past, jingles were used to heavy up on call letter mentions. They may be in the future, as well.

But there will be other ways.

Here are some tactics you're likely to hear:

■ **Call letters into every song.** It won't be long before stations will be dropping the two or three record sets that are devoid of call letter mentions.

Call letters will be used going into every song. Some stations have switched to this approach already. Others are gradually easing in that direction.

Among the ways of accomplishing this added identification:

Having DJs say the call letters.

Using jingles every set or every other set with the DJ dropping call letters in the rest of the time.

■ **Call letters going into commercial sets.** Mike Joseph did this for years and a lot of PDs stuck their nose up at this tactic. But because of the pressures surrounding the new diary and the increased awareness that stations want to boost in-office listening, even the commercial sets will be preceded by call letters.

Either jingles or by DJs. Probably using the DJ makes more sense.

■ **Call letters between commercials.** Some stations are already doing this. If four units are scheduled, the DJs are directed to run prerecorded, fast call letter carts or quick positioners between the spots.

Quick is the key word.

Stations don't want to make their sets longer. They just want to get the call letters in more fre-

quently. Done like this the commercial sets really move.

■ **Legal IDs in the set prior to the top of the hour.** In the last commercial set scheduled before the hour, some stations are running a quick legal ID — call letters and city of license — no positioners or slogans.

This serves as the legal station break and throws another mention of call letters in. And it also allows stations to sweep across the top of the hour with prerecorded positioners.

Positioners have taken on more importance to stations than just about any other element in their formats including the station break. That's why you're likely to see this tactic almost everywhere sooner or later.

■ **Positioners-recorded.** Oneliners or positioners have been around for almost fifteen years. They have traditionally been delivered by on-air DJs on a live basis.

Now you can expect to hear DJs using modernistic production facilities to produce these positioners so they are absolutely perfect. They are becoming so important that nothing else will do.

All formats will be using them. The louder, more contemporary ones will use more computerized voice and sound effect production. But all formats will be able to utilize this new technology.

Positioners will be well-thought out and recorded in high fidelity.

The recorded positioners will be used as long as a jingle might have been used in the past.

The use of recorded positioners will also eliminate one of the biggest frustrations of PDs — that the jocks soon grow weary of selling the positioners with the same intensity and conviction that the PD intended them.

Recorded positioners will solve that problem.

■ **Reduced DJ presence.** You may recall the debate several years

ago as to whether the jockless station would be a thing of the future.

It appears it will not. But it also appears that a reduced presence is likely. That is, a new schedule for talking and relating — one that should meet with favorable reactions from listeners.

■ **The new rule of thumb: recorded positioners vs DJ patter.** In short, a recorded positioner will be scheduled every other song. The DJ would then be "live" alternately.

This does not mean that the DJ could make up for the lack of talking and talk more.

In present situations where this approach is being used the DJ sometimes simply sells the call letters or slogan live and says nothing else.

Obviously these rules bend with the morning show, but are strictly adhered to from middays on.

■ **A positioner library larger than a supply of jingles.** This new approach requires a lot of different production and positioner pieces that rotate basically evenly.

Just as with jingles, it's not beneficial to play the same recorded positioner all hour long. So stations will be keeping a stash of recorded positioners, playing them in order and keeping them fresh.

The most effective ones will remain while the less effective ones will be targeted for replacement.

WIOQ-FM, Philadelphia PD Mark Driscoll uses extensive recorded positioners.

His most popular is one his jocks use every time a commercial set ends and music begins.

It features Driscoll saying, "What the hell, here's another hit."

Stations and their programmers have tried to stop saying call letters between songs let alone between commercials, but in a competitive battle — hit record for hit record — there is a new breed of PD betting it will blow stations that refuse to adapt right off the dial.

Not to mention what it'll do to their ratings.

The stakes are high and many group executives think that if an error is going to be made, it will be on the side of more call letter identification. —By Jerry Del Colliano

SMN's Believe It It's Hot!



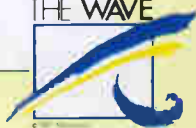
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PD Sharing

Have Gary Edens and Norm Pattiz started something by agreeing to share a PD? Can it help your station save a valuable programmer or help you steal one away?

It's certainly unique.
Maybe unprecedented.

When Scott Shannon decided to bolt Malrite's WHTZ-FM, New York to help Westwood One put newly-acquired KIQQ-FM, Los Angeles on the map, his \$15 million multi-year compensation package wasn't the only shocker.

In need of a top-notch programmer, Westwood One's Norm Pattiz talked one of the top CHR PDs into leaving his number one rated station, but not really.

Pattiz and Edens Broadcasting President Gary Edens worked out a deal that will allow Pattiz to get WRBQ-FM, Tampa PD Randy Kabrich, and allow Edens to keep him at the same time.

Pattiz moves in bold strokes. Taking on the CHR market in the second largest American city. Opening the checkbook until it says "ah" to attract Shannon. And, finding a way to get a PD who can help Shannon pull it off.

Kabrich wasn't anxious to leave Edens where he has enjoyed success, ratings in the double digits and a corporate culture that makes it easy for PDs to work there. Yet the Pattiz offer was LA. It was a lot of money. It's the kind of challenge PDs find hard to turn down.

Kabrich thinks of himself as a person who starts up radio stations, and those stations that he has turned around include WAVA-FM, Washington, DC from AOR to Top 40; WDCG-FM, Durham, NC to the number one station in its market; and WROQ-FM, Charlotte, NC from AOR to top 40 and the number one station in its market.

Here's the deal:

■ **Kabrich remains "long distance" PD for Edens.** He'll move to Los Angeles to supervise the startup of KIQQ-FM (now called KQLZ-FM). His deal is to monitor WRBQ-FM when he is in Los Angeles and when he is in Tampa, he will be able to hear what's going on at

KIQQ-FM in the same way. Technology is helping to make this space age deal possible. There are also fax, phone, and Federal Express. He'll commute between the two cities a couple of times each month to satisfy both sides. Edens has the highly qualified Mason Dixon in place in Tampa. Without Dixon, perhaps this arrangement could not have had a chance.

■ **Kabrich handles operations at KIQQ.** Scott Shannon says that Kabrich is the perfect person for operations manager because "he knows what a Scott Shannon station should sound like." Shannon wanted Kabrich for operations manager more for Kabrich's knowledge of music research (he calls Kabrich one of the foremost figures in that category) than what Edens calls Kabrich's "intuition about picking the hits." Kabrich will oversee all research, help in programming decisions and work on KIQQ-FM's image by possibly setting up events like the concert he arranged for WRBQ-FM's anniversary. Kabrich had contacted George Michael and had him play — WRBQ-FM was the only radio station in the United States, claims Kabrich, that George Michael worked with while on tour. Kabrich will also have a say in decisions about KIQQ-FM's new free-form rock hits format.

■ **Both companies pay Kabrich's salary.** Kabrich, Edens and Edens President Mike Osterhout signed a one-page letter of agreement for which there is an out for Kabrich if he becomes unhappy with the job. The sides believe this arrangement will be less expensive than spending money on a program director for each station. Edens, however, will not receive compensation for sharing him. No "draft pick" or future considerations.

This may not be an arrangement that will work for everyone, but GMs will be watching it closely. It's possible that in the future, when a smaller market loses a talented PD to a larger market, this type of deal might be something to smooth a talented PD's eventual departure for the station that gave him or her the chance. ■■■



Programmer Randy Kabrich (at Los Angeles' Skybird Aviation) intends to fly between KIQQ-FM in Los Angeles and WRBQ-FM in Tampa several times a month.

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MUSIC OF YOUR LIFE has begun "live distribution via satellite." This latest milestone combined with exciting format improvements makes MUSIC OF YOUR LIFE one of the most talked about formats in America!

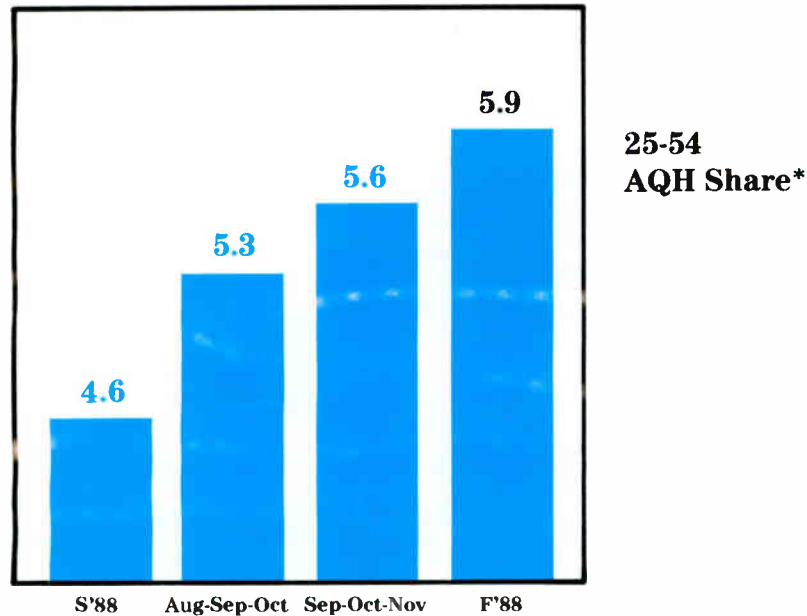
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Philadelphia Arbitron, Summer '88 and Fall '88; Arbitrends for Aug-Sep-Oct and Sep-Oct-Nov '88. Adults 25-54, Mon-Sun 6A-Mid, Metro AQH share. Copyrighted by Arbitron.

How to Get In On the Latest Subcarrier Leasing Boom

A new company is offering stations a chance to make easy money with no investment or costs — a wristwatch pager activated by your subcarrier is the reason.

Earning extra revenue by leasing subcarriers has long been exclusive to larger markets.

That is in the process of changing now as a company called AT&E will be targetting markets 51-131.

AT&E will be offering a Dick Tracy-type wristwatch to make the subcarrier usage even more attractive. It's a Receptor System wristwatch to be tested and marketed later this year.

AT&E has developed a service that is in the process of leasing FM subcarriers from stations in the top 50 markets, with 64 affiliate stations from broadcast groups like Gannett, Pyramid, Sconnix and Noble already signed on. Here's a look at this futuristic device and the earning potential it will be bringing to new stations:

■ **The watch is "rung" by the subcarrier.** A caller can transmit messages using the telephone. The message is sent through telephone lines to a computerized AT&E clearinghouse, and then sent on to an FM station for broadcast over a subcarrier. The message then appears on the subscriber's Receptor wristwatch.

For example, your son is at a baseball game and you are running late to pick him up. There is no phone available. You dial the Receptor Clearinghouse and punch your message into the phone: "Dad will be late 15 minutes." Your son will get the message over his Receptor wristwatch and know not to leave without you.

The device works like a doctor's pager, but it is not as bulky or annoying. The wearer of the watch can press a button to be alerted to messages by a single beep, or he or she can rely on the screen of the watch for messages. The watch numbers each message, so they can be retrieved from storage.

If the wearer feels that he or she

has missed a message by shutting the watch off they can call the clearinghouse to receive it.

■ **No perceivable effect on FM stations' broadcasts.** According to Joe Meier, director of network operations at AT&E, the FCC has said that the Receptor System has no perceivable effect on the FM stereo. AT&E says that the most that can be lost from the FM station when the Receptor System is in use is a half db of power which is inaudible to the listener.

Gannett's Director of Engineering Paul Donahue says that currently the system is in use at KNUA-FM, Seattle, and there have been no problems. He says, however, that Gannett is reviewing the system in four of their other markets, and it is too soon to tell it will be perfect in every market.

■ **Zero cost to stations.** About all a station may lose is the half db of power that the station gives up for the subcarrier broadcast. Stations receive payments from AT&E in return for long term leasing of the station subcarrier. They have



This watch to be manufactured by Seiko is the reason AT&E is aggressively looking to lease subcarriers in the top 131 markets. Messages are broadcast over the subcarrier from one Receptor watch to another.

been paying stations during the testing period.

■ **Seiko will produce the watches.** AT&E Network Director for Broadcast Services Don Bybee says that the company wants the Receptor System to someday be as common as the telephone. The wristwatch will appeal to everyone and make consumer contact more accessible. AT&E has signed a 15 year contract with Seiko to produce the watches.

Leasing of subcarriers has nothing to do with whether a station has top ratings. For AT&E it's the signal that counts.

Station executives can expect two to three FM stations per market to enter deals with AT&E and as many as six in larger markets.

Each station can carry 500,000 subscribers of the system. For more information, call Joe Meier at (415) 951-1575. —By Cheryl Pientka



How to Help Retailers Sell Better in the Store

A new display system that stations can help their clients plug into for the cost of a schedule promises to add appeal to local clients.

Of all housewares purchased, 80 percent are based on an in-store decision while 65 percent are based on impulse according to Adweek's Marketing Week. Retailers are aware of this. Stations are becoming increasingly aware. And, they're beginning to do something more competitive.

In the past stations have offered shelf talkers to attract shoppers to different products. Now, a company is mass-producing displays making them available to stations.

What they hope to do is approach different businesses and manufacturers to buy an ad schedule which includes point of purchase displays. The Retail Display System is being offered by Chris Beck Communications (818) 594-0851.

Here's what the retail display system is all about:

- **Floor and counter displays and shelf talkers.** Each package deal comes with all three. The pieces are colored in a standard royal blue. A station receives customized headers to place on the displays.

The size of the free-standing floor display is approximately four feet high and one and a half feet square. Counter display: ten inches square and 16 inches high. And shelf talkers are four and a half by six inches. Counter and floor displays have inserts for product logos.

- **Either a "Starter System" or "The Major Market System."** The Starter System includes 100 customized headers and free-standing floor displays, 100 customized headers and counter displays and 200 shelf talkers. This package costs \$2,977.

The Major Market System has double the amount of displays than the Starter. Cost: \$4,677.

The package can cost up to \$600 more if a station wants special colored headers other than the standard royal blue and white.

- **System Selling Guide and**

Point of Purchase Calculator included. The Selling Guide provides salespeople with different techniques to use for selling the display campaigns. Techniques like suggested themes and events, how to reduce retail cancellations, and suggested pricing per store.

The POP impact calculator can be used to get accurate estimates of how many people a campaign will affect. The calculator looks like a slide rule. By plugging in the number of displays and duration of the campaign, a figure for "exposures per day" can be arrived at.

- **13 week in-store display "lifetime."** After a campaign the displays can be reused. Stations who have used the system most times don't reuse them since they've been in the stores for at least four weeks and most times up to 12 weeks.

- **Market-exclusive.** Stations are protected for six months following the date of shipment — since most campaigns do not last longer. Participating stations have first refusal rights.

- **Delivery time: Two to four weeks.** Displays are mass produced and usually always in stock. This enables most stations to receive their orders in only two weeks. Within the first seven days after an order is placed 50 percent of the payment is due. Final payment is due upon ap-

proval of the artwork.

The Retail Display System has already been sold in nine markets: Chicago, Denver, Detroit, Miami, Milwaukee, Portland, Salt Lake City, Seattle and Tampa.

KRXY-FM, Denver has been using the system for a few weeks. It has put together a campaign with area 7-Eleven stores using the floor displays. KRXY-FM GSM Mark Thomas has just put in a request to order another Starter package. The station is now pursuing manufacturers and plans on putting all the displays to use.

WMIL-FM, Milwaukee just received its shipment of displays. The station wanted to design headers that include the station's logo along with the client's. WMIL-FM GSM Chris Staunich explains that Chris Beck Communications doesn't offer this type of service. The packages offered are based on mass production. It would not be cost efficient for Beck to provide this service. So what Staunich did was have the headers printed up locally by trading out airtime.

By Linda Egerter



The Retail Display System offers stations packages of floor, counter and shelf displays that attract attention to clients' products.

Remember those 1/3 page strip ads we ran just a few months ago? Well, in case you're wondering why we had to go to a full page...

WSUN/WYNF Tampa • WRXL/WRNL Richmond • KZLA/KLAC Los Angeles • WKCI/WAVZ New Haven • KXKL Denver • KFOG San Francisco • WRDU Raleigh • WHO/KLYF Des Moines • WBAL/WIYY Baltimore • WHDH/WBOS Boston • KIRO Seattle • KONO/KITY San Antonio • WSRS/WTAG Worcester • KZZP Phoenix • WRBQ Tampa • KXXR Kansas City • WLAC Nashville • WHYT Detroit • WQHK/WMEF Ft. Wayne • WHCN Hartford • WPEN/WMGK Philadelphia • KXXY Oklahoma City • KQOL Minneapolis • WRVA Richmond • WNDR Syracuse • KXTZ Las Vegas • WAKR Akron • KKOBU Albuquerque • WAPW Atlanta • KZFX Houston • WFYR Chicago • KFDI Wichita • WBLI Long Island • WEAT W. Palm Beach • WEZF Burlington • KMGC Dallas • WMAZ Macon • WSNX Muskegon • KRBE Houston • WHTQ Orlando • WNCI Columbus • WHEN/WRHP Syracuse • WYEZ South Bend • WICC Bridgeport • WKKN/WKMQ Rockford • KCFX Kansas City • WCHV/WWVW Charlottesville • WLWI Montgomery • K101 San Francisco • WRMX Nashville • KSAL/KYEZ Salina • WCKZ Charlotte • KHYL/KAHI Sacramento • WXTU Philadelphia • WIL St. Louis • WWVA Wheeling • KSSN Little Rock • KDAY Los Angeles • KING Seattle • WWLI Providence • CKLC Kingston, Ontario • KXLK Wichita • KLTR Houston • WNAW/WMNB No. Adams • WALK Long Island • WUSY Chattanooga • WMXJ Ft. Lauderdale • WGH Norfolk • KLUC/KRSR Las Vegas • WNBC/WHWK Binghamton • KOEL Oelwein • WNBC NYC • KLUV Dallas • KXTP/WAKX Duluth • WNIC Detroit • KRPM Seattle • WSJS/WTQR Winston-Salem • WOGL Philadelphia • WZEZ Nashville • KHAT Lincoln • WSNE Providence • KLEO/KZSN Wichita • WOFX Cincinnati • WRXK Ft. Myers • WWMG Charlotte • WSBA/WARM York • WCUZ Grand Rapids • KCIX Boise • WGY Albany • WYAV Myrtle Beach • WQBA Miami • KWSS San Jose • WYRK Buffalo • KFKF Kansas City • KMJI/KRZN Denver • KHLA/KLCL Lake Charles • WGSN Long Island • WHEB Portsmouth • WEOK/WPDH Poughkeepsie • WMXP Pittsburgh • WHBY/WAPL Appleton • WMAY/WNNS Springfield • RADIO 702 Johannesburg, SA • WGEE/WIXX Green Bay • WCKY/WWEZ Cincinnati • KELO Sioux Falls • WCVU Ft. Myers • WGIR Manchester • WCRJ Jacksonville • KNST/KRQQ Tucson • KSO/KGGO Des Moines • WSHE/WSRF Miami • KISW Seattle • WOWW Pensacola • WZZU Raleigh • WMFX Columbia • KQKS Denver • WKML Fayetteville • WRRM Cincinnati • WYSY Aurora • KSKS/KVLT Tulsa • WSVB/WQPO Harrisonburg • WMAG High Point • WTNT Tallahassee • WFTC/WRNS Kinston • WBBG Youngstown • KZVE San Antonio • WARM/WMGs Scranton • WTSO Madison • WFON/KFIZ Fond Du Lac • WSAR Fall River • WTRC Elkhart • WZFX Fayetteville • WWKX Tupelo • WPTF/WQDR Raleigh • WKZL Winston-Salem •

Finally, a video sales development program designed for everyone on your staff with so much flexibility that you can use it the way you want to use it, when you want to use it.

If you have heard or worked with Norm Goldsmith, you'll expect the best. If you haven't, the best is yet to come.

It's proven. It's producing. It's profitable.

We'd like to give you more information or a demo tape and put you in touch with broadcasters who are using the program today... let's talk!



**NORM GOLDSMITH'S
SALES DEVELOPMENT PROGRAM**

Radio Marketing Concepts, Inc.
P.O. Box 800497
Dallas, Texas 75380-0497
214/490-3311

Now Via Satellite, Radio Sales Seminars

Starting soon you'll be courted to become a network affiliate — not for radio, but for a new every other week TV training session for your sales staff.

If TM Communications gets its way, salespeople will soon have the opportunity to attend a series of radio sales conferences — without leaving their station.

Sales Link/Encyclopedia of Radio Sales will ultimately involve top sales consultants, trainers and motivators. These experts are now being recruited for the 26 one-hour video seminars which will be broadcast by satellite to your station.

Sales Link is still in the developmental stages, but here's an eleventh hour look at what you may soon be offered:

■ **One hour TV sessions via satellite.** Each one-hour program can be divided into two half-hour parts. The format of each program will most likely be in three parts:

Approximately one half hour will feature a prominent sales consultant or expert giving a topical sales lesson of his or her choice.

In the second section, a representative of the retail world will talk about what retailers need and want from radio advertising.

The third section will present a

prominent spokesperson with reports on up-to-the-minute ideas, hot trends, new technologies, goings-on at the RAB and NAB, conventions and seminars.

Among the topics to be covered: promotions, attitudinal exercises, marketplaces, combining direct mail and telemarketing, copywriting, developing presentations, co-op and vendor fund development, time management, spec spot development, vertical market processes, and more.

■ **How the trainers will be hired.** Nationally-known speakers are being sought as recruiting proceeds. One thing is for sure, the speakers will not be doing it for the money. There is none. Only expenses and maybe some research reimbursement. A commitment of two days is being requested in Dallas for production. TM thinks it will gather a number of major attractions because of the exposure. So far, it hasn't revealed a list of the speakers, but a few major names have decided to turn down the request to work for free. Neverthe-

less, it is banking on publicity-conscious experts to make this venture work.

Despite the opportunity for a consultant speaker to interest client stations or a retailer to attract customers, TM insists that these sales lessons will not become commercials. The main priority is to provide an informational, motivational service for radio salespeople.

■ **How to hook up with satellite sales.** The programs will be broadcast from a television facility in Dallas directly to subscriber stations with a television satellite dish.

The program will be broadcast one day during the week at a routine time. Salespeople can watch the program together and hold a discussion afterwards. The program can be taped for those unable to attend or to build a video sales library for future reference.

Stations with only a standard radio satellite dish can buy a converter device that allows reception of the television satellite signal at a given time. The device costs around \$200, and this investment is the station's.

Stations without the necessary equipment can receive the seminar on videotape two days after the satellite broadcast. Salespeople can watch the tapes at their convenience, together or separately. No extra cost is charged for this videotape option.

■ **What the series will cost.** The tentative yearly cost for the 26 programs is between \$3,600 for the largest-market stations to \$1,990 for smaller markets. Monthly payment plans can be worked out with a ten percent downpayment. Various discount plans such as a charter membership discount for the first 150 stations to subscribe will be available.

■ **When it will be available.** The program will be officially introduced at the April NAB Convention so presumably the start date will be in May if 100 subscribing satellite sales stations are aboard.

Sales Link seminars will not be market-exclusive.

—By Bridget McQuate



TM Communications' Marketing Director Bob May, VP Dave Tyler and President Don Turner with a satellite dish that will soon receive their Sales Link video seminars.

	McVAY	OTHERS		McVAY	OTHERS
1. Weekly Management Calls	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8. Management Reference Manual	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Weekly Music Calls	<input checked="" type="checkbox"/>	<input type="checkbox"/>	9. Yearly Programmers Seminar	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Bi-weekly Air Checks (first 6 mos.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10. Full-time Troubleshooter	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Monthly Air Checks (after 6 mos.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	11. Sunday Night Open Phone Line	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Monthly Conference Calls	<input checked="" type="checkbox"/>	<input type="checkbox"/>	12. "How To" Programming Tape Library	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Full-time Promotion & Contest Director	<input checked="" type="checkbox"/>	<input type="checkbox"/>	13. 24-Hour Availability	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7. Monthly Management Newsletter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	14. Quarterly Market Visits	<input checked="" type="checkbox"/>	<input type="checkbox"/>

A CHECKLIST YOU CAN USE TO HIRE YOUR NEXT CONSULTANT OR, FIRE YOUR PRESENT ONE.

Consultants come and go.

And what happens between the time your consultant leaves and comes back again can be the real measure of success. Or, of rapidly lost ground.

You already know how fast the competition can throw a block at your latest programming strategy. And how quickly market conditions can change affecting everything from your lobby to the newsroom.

That's why when we leave you with a game plan, we know it must be constantly monitored and fine-tuned. How else can you stay current? How else are you going to set trends?



MIKE

Mike McVay has been paying attention to the business of consulting long enough to have one of radio's most impressive ratings track records.



CHARLIE

Charlie Cook, part of the McVay team, has his own list of specialties like Adult Contemporary, Country, Contemporary Hit Radio and Nostalgia.

We also believe attention to the problems as well as the details pays off.

The list above shows just how much attention we think is necessary for your station to continually improve and prosper.

As you might expect, stations we already work with are very familiar with these procedures.

They're also familiar with the benefits that come from taking the time to follow them.

If someone is not spending enough time making your station a success, show him this list. Or, take the next step... then think about calling us.

McVAY MEDIA

The Time And Experience To Build Your Winning Team

Executive Office: 24650 Center Ridge Road, Suite 148, Cleveland, OH 44145 (216) 892-1910 Nashville Office: Contact Charlie Cook, 1425 Robert E. Lee Lane, Brentwood, TN 37027 (615) 373-2518

How Interactive Telephones Will Revolutionize Your Station

Marketing, programming tie-ins, sales, couponing will soon impact on stations. Here's what you need to know.

Limits of communication between radio programs and listeners are being stretched by a partnership between Westwood One radio programmers and 900 Services interactive telephone systems.

Audiotex, the new division, provides further evidence that interactive telephone communication is arriving. The agreement specifies that Westwood One provide the informational programming, and 900 Services — a division of West Telemarketing — provide the necessary hardware, software, telephonic interconnections and staff of 525 operators to service the calls. Westwood One is betting that this partnership means unlimited new options to get listeners involved. And that means more advertising.

Audiotex is under development, but here's a first look.

■ **Informational services tie-in with programming.** The audience will be able to get information on demand. Listeners can call from any tone dial phone and listen to traffic information, weather reports, event schedules as well as recorded messages from entertainment personalities. Thousands of people will be able to call Westwood One programming's Casey Kasem's entertainment reports — simultaneously, meaning you catch it at the beginning every time.

All these services will be advertised on Westwood One's national programs, carried on 5,000 stations across the country. The information services will be tied-in to programs or to a sales strategy.

A service for a radio program might be a news hotline sponsored by a news show. Listeners could call an 800 or 900 number for local news in any city in the country. After dialing the number announced on the program, a recorded voice will ask them to punch in the area code for the location they seek. A selection of topics will be offered

for which they punch another button. For example, "press 1 for local traffic, 2 for weather, 3 for news." This type of service can be sponsored by an advertiser but is really a function of programming.

■ **Customized sponsored telephone campaigns.** Other information services can be designed specifically for an advertiser. A computer company, working with Audiotex, could design a program to help callers decide which computer to buy. An advertisement for the company and the 800 or 900 number will be played on the air. Callers will press buttons to narrow down which computer system, offered by this particular company, is best for them. Further incentives to come into the company's store can be made by offering coupons to callers.

■ **Electronic coupons.** At the end of a sponsor's phone service, callers will be asked to leave their name if they want a discount coupon sent to them. They can either state their name at the beep, or be connected with an operator who keypunches the information.

Meanwhile, more information is being gathered about exactly who and how many people are calling.

■ **Contests and promotions that involve listeners.** With 800, 900 numbers, listeners can interact with contests, promotions or polls, giving opinions on music or issues, or participating in a contest. In turn, the station gathers information about listeners. And not just address and age, but the music or products they like, where they stand politically, what their dream prize is, where they eat and shop.

Every button a caller presses is recorded by computers and delivered to each station on which Westwood One programs are aired — even while the program is airing. Interest level curves can be made by asking listeners to rate a product or program from 1 to 5.

The costs for 800 numbers are paid by Westwood One. The 900 numbers are paid by the caller, costing about 50 cents to \$1.50 per minute plus a service charge. Each telephone program will have an individual Audiotex project manager who will hire writers, voices, etc.

Audiotex Director Stu Goldberg predicts a re-shaping of the relationships between radio programs and advertisers into closer, more mutually beneficial partnerships.

Interactive phone systems are not all utopia. Just loaded with promise. —By Bridget McQuate



A staff of 500 operators stands by to handle thousands of calls that will come in as radio stations gear up for interactive telephone communication.

SUPERGRID. QUICK RELIEF FOR THOSE REACH AND FREQUENCY HEADACHES.



You're deep into creating a fairly complicated schedule, and short on time. The situation could be much worse. At least you have the template from a schedule you built months ago for a similar client. Now you only need to plug in a few details. Pop up your research window. Check out a ranker, a CPP table. OK. Back to the schedule grid with one keystroke. Pop up the campaign overview window. Looks good. How about a graph or two? Three keystrokes and the graphs are printing. Done!

Many of SuperGrid's features are exclusive to

TAPSCAN's leading-edge ratings research and analysis system. And as always, TAPSCAN is first with a scheduling system of this caliber.

To find out more about SuperGrid and the many other exciting new programs TAPSCAN has to offer, just give us a call.

SuperGrid has what it takes to make your reach and frequency scheduling an easy pill to swallow.

***TAPSCAN. The Science
of Broadcast Sales.***



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Radio Across-The-USA™

Akron



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WUAK-FM R	30.0	11.2	10.4
WUAK-FM B	5.3	7.9	5.3
WUAK-FM A	8.0	8.5	5.3
WUAK-FM AC	4.2	4.5	3.4
WUAK-FM R	10.4	8.1	5.9
WUAK-FM T	6.0	3.9	5.2
WUAK-FM R	4.0	3.4	4.9
WUAK-FM AD	5.7	4.9	4.2
WUAK-FM C	1.0	3.0	4.0
WUAK-FM AC	1.5	2.7	3.2

Albany



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WPYX-FM A	11.9	13.8	14.5
WFLY-FM R	10.4	10.8	10.8
WGY-AM AC	8.8	8.6	8.9
WGNA-FM C	5.9	8.0	8.1
WGY-FM R	5.6	4.9	6.9
WKLI-FM AC	5.5	6.3	6.5
WROW-FM EZ	6.4	5.4	5.0
WOBK-AM N/T	3.9	3.3	3.8
WTRY-AM O	8.5	7.2	3.6
WVKZ-FM R	2.7	3.2	3.2

Albuquerque



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KKOB-FM AC	13.0	12.5	12.9
KRST-FM C	10.2	12.2	12.0
KKSS-FM R	10.0	10.6	9.6
KKOB-AM AC	10.3	10.5	8.6
VFA-FM A	8.8	7.5	6.7
KZRR-FM A	9.2	9.6	6.7
KKJY-FM EZ	2.7	3.3	6.4
KIVA-FM AC	5.9	4.9	5.1
KNMQ-FM R	2.6	2.5	5.0
KHFM-FM CL	2.7	2.8	3.1

Allentown



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WAEB-FM R	13.0	14.3	15.5
WZ20-FM A	15.0	14.7	13.8
WFVZ-FM E7	7.9	8.5	10.7
WLTV-FM AC	10.1	9.2	8.1
WQQQ-FM R	6.7	6.1	7.2
WEST-AM AC	2.0	2.7	4.9
WAEB-AM AC	4.6	4.5	4.1
WKAP-AM BB	4.8	4.1	3.7
WYSP-FM A	2.5	2.4	3.0
WABC-AM T	1.3	1.5	2.3

Atlanta



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WALS-FM A	10.8	11.8	12.1
WYZZ-FM B	11.6	12.3	11.6
WPCW-FM EZ	4.8	6.6	8.8
WYZZ-FM C	6.3	7.4	8.4
WYZZ-FM H	6.3	7.4	8.0
WYZZ-FM S	7.0	8.4	8.7
WYZZ-FM A	5.1	6.7	7.2
WYZZ-FM AC	4.5	4.7	5.0
WYZZ-FM AC	4.2	4.2	3.9
WYZZ-FM C	6.5	4.6	4.2

Augusta



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WBBO-FM R	23.7	24.3	23.8
WFXA-FM B	16.7	16.6	16.3
WRXR-FM A	8.4	10.0	10.4
WZNY-FM AC	13.9	12.1	9.9
WKXC-FM C	6.0	7.1	7.9
WRDW-FM B	4.9	5.2	5.2
WGUS-FM C	5.4	4.9	4.6
WLPE-FM REL	1.9	1.2	1.9
WCNA-FM EZ	1.7	1.8	1.8
WKZK-AM REL	1.4	1.7	1.5

Austin



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KASE-FM C	15.2	14.0	15.2
KLBJ-FM A	13.3	14.6	12.0
KBTS-FM R	10.8	10.7	11.9
KKMJ-FM AC	7.7	10.3	8.4
KHFI-FM R	6.5	7.5	7.0
KEYI-FM AC	6.1	6.4	5.9
KUT-FM P	4.4	5.1	5.3
KLBJ-AM N/T	4.1	4.4	4.9
KPEZ-FM A	4.5	3.7	4.8
KQFX-FM C	3.9	3.9	3.8

Baltimore



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WXYY-FM B	10.5	9.8	10.2
WBSB-FM R	7.0	8.4	7.6
WLIF-FM EZ	5.0	6.6	7.2
WIYY-FM A	6.5	6.7	6.2
WBAL-AM N/T	6.7	6.7	5.9
WMMX-FM AC	7.9	6.9	5.7
WPOC-FM C	5.8	5.2	5.3
WCBM-AM AC	1.4	2.0	3.6
WQSR-FM O	3.1	2.8	3.1
WWDC-FM A	2.0	2.7	2.9

Baton Rouge



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KQXI-FM B	14.4	15.5	16.5
WFMF-FM R	10.6	11.2	12.1
WUWK-FM C	13.2	11.0	10.3
WGGZ-FM R	12.2	10.3	9.7
WXOK-AM B	6.3	6.8	9.7
WKJN-FM C	6.7	8.4	8.0
WTGE-FM AC	3.5	4.4	5.6
WCKW-FM A	6.7	5.5	4.4
WRKF-FM P	3.7	3.6	3.9
KDEA-FM EZ	1.0	1.6	2.1

Beaumont



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KHYS-FM B	18.9	16.8	17.3
KZ2B-FM R	13.5	10.7	11.5
KAYD-FM C	9.0	8.9	10.5
KWIC-FM A	7.6	7.8	8.7
KIOC-FM R	7.2	7.3	8.1
KYKR-FM C	7.8	9.1	7.2
KQXY-FM EZ	3.6	7.3	6.3
KLVI-AM C	4.6	3.4	4.3
KKMY-FM AC	7.3	5.4	4.2
KTRH-AM N	4.0	3.9	3.1

Radio Across-The-USA™

Birmingham



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WZZK-FM C	13.7	14.3	15.2
WKXX-FM R	13.2	13.8	14.9
WENN-FM B	12.8	12.7	12.3
WAPI-FM R	13.2	13.5	11.7
WZRR-FM A	3.5	3.6	8.2
WMJJ-FM AC	11.0	10.4	7.8
WERC-AM N/T	3.6	3.9	4.4
WATV-AM B	2.7	3.3	3.7
WAPI-AM BB	2.2	3.0	3.2
WBHM-FM P	1.4	2.0	2.7

Boston



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WKOZ-FM R	5.4	8.5	9.1
WZLJ-FM B	5.8	8.2	7.5
WRJ-AM AC	5.7	6.6	6.6
WRN-FM A	7.5	8.7	8.2
WDOZ-FM O	4.8	5.7	5.5
WRD-AM N/T	5.1	6.3	5.5
WHDH-AM T	4.7	4.8	5.3
WEEI-AM N	3.3	4.1	4.1
WZLH-FM AC	3.8	4.1	3.8

Buffalo



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WKSE-FM	12.9	15.1	16.9
WGR-AM A	10.9	11.2	12.6
WJYE-FM EZ	5.1	6.0	8.1
WBUF-FM AC	9.2	8.7	7.7
WBEN-AM AC	7.1	6.0	7.6
WHTT-FM O	6.2	7.8	6.1
WBLK-FM B	10.7	7.5	5.7
WYRK-FM C	7.2	5.6	5.1
WPHD-FM A	3.9	4.4	4.6
WMJQ-FM R	3.9	4.0	3.9

Charleston



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WCSB-FM R	11.5	10.5	12.1
WVOC-FM T	10.0	11.0	11.9
WEEB-FM C	8.8	9.4	8.2
WATL-FM A	10.1	9.8	10.8
WQWZ-FM EZ	3.3	4.3	4.2
WSSX-FM O	7.3	8.1	10.2
WATC-FM AC	6.7	6.9	5.5
WVBC-FM B	6.8	5.5	4.1
WXY-FM O	4.1	4.6	4.4
WVA-AM B	5.8	6.0	3.8

Charlotte, NC



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WSOC-FM C	11.1	13.7	15.2
WCKZ-FM B	12.6	13.5	14.6
WPEG-FM B	9.4	10.9	11.6
WRFX-FM A	8.5	8.7	9.5
WROQ-FM R	7.0	6.6	6.3
WLVK-FM C	9.4	7.0	5.7
WEZC-FM AC	3.6	5.0	4.9
WBCY-FM R	4.7	5.0	4.3
WBT-AM AC	6.4	3.7	4.2
WRLX-FM EZ	1.1	2.4	3.5

Chattanooga



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WSKZ-FM A	22.8	25.7	27.7
WJTT-FM B	11.0	11.4	12.8
WDOD-FM C	8.9	9.2	10.2
WUSY-FM C	10.1	9.9	10.2
WDEF-FM EZ	8.2	8.8	9.2
WLMX-FM AC	12.9	10.3	7.4
WVTV-AM P	4.2	4.6	3.5
WNOO-AM B	1.6	2.0	3.4
WDEF-AM AC	3.8	2.9	2.6
WDOD-AM C	1.2	2.1	2.0

Chicago



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WGCI-FM B	11.0	11.1	11.5
WGN-AM N/T	8.7	8.0	7.6
WVAZ-FM AC	5.6	6.6	6.5
WYZ-FM R	4.1	4.7	5.5
WLUP-FM A	4.9	5.0	5.1
WCKG-FM A	5.8	5.9	4.7
WBBM-AM N	4.9	4.4	4.4
WBBM-FM R	5.2	4.9	4.4
WUSN-FM C	2.8	3.5	4.4
WKQX-FM R	2.5	3.3	3.7

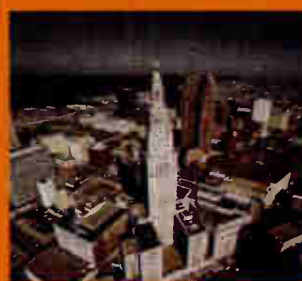
Cincinnati



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WTRN-FM A	10.3	12.2	14.9
WKRO-FM R	10.7	9.9	5.0
WWEZ-FM EZ	7.1	9.1	8.5
WLW-AM AC	6.4	8.7	8.1
WBZL-FM B	6.8	6.5	7.3
WOPX-FM A	6.3	6.5	5.8
WKRC-AM AC	6.2	6.0	5.6
WWNK-FM AC	4.9	3.8	5.0
WUBE-FM C	4.5	4.4	4.9
WCKY-AM N/T	3.1	3.7	4.4

Cleveland



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WMMS-FM R	12.8	11.4	13.1
WLTF-FM AC	10.4	10.7	9.8
WZAK-FM B	12.8	9.2	8.8
WMJI-FM AC	7.2	6.4	8.1
WGAL-FM EZ	4.3	3.9	6.4
WDOJ-FM AC	6.0	7.5	5.4
WNCX-FM O	5.1	5.9	4.9
WPHR-FM R	3.2	4.1	4.5
WGAR-FM C	4.5	5.5	4.4
WWWE-AM N/T	4.0	4.4	3.7

Colorado Springs



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KILO-FM A	12.1	9.3	12.9
KKCS-FM C	7.3	10.2	12.2
KKMG-FM R	6.0	9.9	10.2
KIKX-FM R	9.2	8.2	7.9
KATM-FM R	8.7	8.8	7.5
KKFM-FM A	7.9	8.6	6.9
KVUU-FM AC	9.4	8.0	6.4
KSSS-AM C	3.6	5.4	5.6
KRDD-FM EZ	5.9	5.5	5.4
KVOR-AM N/T	3.0	3.5	4.6

Radio Across-The-USA™

Columbia



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WWDM-FM B	21.4	18.8	20.4
WCOS-FM C	17.0	15.1	13.2
WNOK-FM R	10.2	10.6	11.1
WMFX-FM A	9.4	10.0	8.4
WTCB-FM AC	5.4	5.7	6.9
WMHK-FM REL	5.3	5.6	4.5
WSCQ-FM AC	4.5	4.3	4.4
WKWQ-FM A	2.1	3.4	4.2
WVOC-AM P	3.9	3.5	3.8
WJIC-AM B	2.3	3.0	3.6

Columbus



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WUCB-FM AC	14.4	14.3	12.2
WGBY-FM AC	8.8	11.3	10.7
WAGT-FM R	7.8	11.2	10.0
WHOK-FM C	4.5	5.4	7.6
WTVN-AM AC	6.6	7.3	7.3
WLVG-FM A	11.7	10.7	7.0
WMOG-FM D	5.1	4.8	8.9
WBRK-FM EZ	5.2	4.9	6.2
WVOC-AM B	4.6	4.5	4.4
WBBY-FM J	2.1	2.3	4.2

Dallas



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KKDA-FM	10.2	10.7	12.0
KPLX-FM C	6.3	7.6	7.2
KEGL-FM R	8.7	7.8	7.1
KSCS-FM C	6.7	6.8	6.8
KH11-FM R	7.1	7.4	6.5
KVIL-FM AC	8.7	6.9	6.4
KTXQ-FM A	6.8	5.4	5.2
KMEZ-FM EZ	1.1	2.1	4.6
KRLD-AM N	4.0	4.4	4.5
KOJO-FM REL	2.5	3.1	3.5

Davenport



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WPXB-FM	18.3	18.0	19.0
WXLP-FM A	16.9	17.4	18.2
WLLR-FM C	15.9	14.5	13.6
KIHK-FM AC	8.0	7.7	9.6
WOC-AM N/T	7.4	8.6	8.1
KRVP-FM EZ	6.1	6.4	6.2
KLIO-FM AC	5.2	6.1	5.3
WKBF-AM C	2.3	3.3	3.1
WMBZ-AM D	3.0	3.3	2.7
KFMH-FM A	0.8	1.5	2.1

Dayton



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WTUE-FM A	18.2	20.0	18.6
WGTV-FM R	10.2	10.2	9.8
WHIO-FM EZ	9.4	9.4	9.6
WBLZ-FM B	7.3	7.4	8.7
WHIO-AM AC	7.9	7.7	5.6
WVTV-FM AC	5.5	5.0	5.3
WWSN-FM	4.5	4.5	4.8
WBVE-FM C	5.1	4.5	3.9
WONE-AM C	5.6	3.9	3.5
WLW-AM AC	2.1	1.8	3.4

Denver



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KRXY-FM R	10.5	9.2	10.9
KBCO-FM A	6.6	6.2	7.3
KQKS-FM R	5.4	6.5	6.4
KXKL-FM O	6.7	7.2	6.3
KBPI-FM A	8.3	5.5	5.8
KOA-AM N/T	7.0	6.8	5.6
KOSI-FM EZ	4.2	5.6	4.6
KAZY-FM A	6.5	5.7	4.5
KRFX-FM A	4.6	4.7	4.5
KYGO-FM C	3.5	3.5	4.4

Des Moines



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KGGO-FM A	19.8	17.1	20.6
KRNQ-FM R	12.5	14.1	13.2
KJJY-FM C	7.9	9.1	11.9
WHO-AM AC	10.1	10.6	11.8
KLYF-FM AC	8.0	8.3	7.9
KDWZ-FM R	7.8	8.2	6.6
KIOA-AM O	5.2	6.0	4.8
KRNT-AM AC	4.5	4.3	4.7
KDMG-FM AC	6.5	4.6	4.2
WOI-FM P	2.3	3.8	3.4

Detroit



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WJLB-FM B	10.2	10.4	11.7
WJR-AM AC	8.0	8.9	8.3
WDFX-FM R	6.8	8.1	6.9
WHIT-FM R	8.7	8.8	6.0
WNIC-FM AC	4.4	4.6	5.7
WELZ-FM A	6.4	5.1	6.8
WWWW-FM C	4.7	2.9	4.5
WDSX-FM A	3.9	2.9	3.7
WDFR-FM A	5.0	4.5	4.6
WVOC-AM N	2.7	2.5	3.5

El Paso



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KPRR-FM R	16.6	18.4	17.2
KHEY-FM C	11.8	12.5	13.2
KI14Q-FM A	19.4	14.8	12.5
KEZB-FM R	6.9	6.2	6.3
KTSM-FM EZ	5.3	5.2	6.3
KAMZ-FM AC	5.9	6.1	6.1
KAMA-AM SP	3.4	2.6	4.8
KBNA-FM SP	3.8	5.3	4.7
KOFX-FM AC	3.2	3.0	4.2
KLTO-FM AC	4.2	4.5	3.6

Flint



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WIOG-FM R	22.8	23.1	20.8
WDZZ-FM B	16.9	16.3	16.0
WCRZ-FM AC	11.1	10.2	11.3
WWCK-FM A	8.2	7.0	7.9
WJR-AM AC	4.4	4.5	6.3
WDFD-AM BB	5.1	6.0	5.8
WKMF-AM C	3.8	5.0	5.5
WKCQ-FM C	2.7	2.2	2.9
WFLT-AM REL	2.7	2.4	2.0
WTRX-AM AC	3.3	2.3	2.0

Radio Across-The-USA™

Fresno



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KBOS-FM R	10.6	11.6	10.4
KMJ-AM N/T	9.3	9.3	10.1
KNAX-FM C	5.6	6.0	8.5
KMGX-FM R	9.3	9.6	8.0
KKDJ-FM A	10.7	11.2	7.7
KFSO-FM O	5.2	5.4	6.5
KYNO-FM R	5.3	4.8	5.0
KFIG-FM AC	4.8	3.8	4.6
KKAM-AM B	2.1	1.7	3.4
KCLQ-FM A	4.4	3.0	3.1

Ft. Myers



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WINK-FM R	12.6	14.8	15.4
WCVU-FM EZ	9.0	10.4	11.4
WRXK-FM A	17.9	10.6	9.9
WHEW-FM C	9.1	8.8	8.6
WIXI-FM B	5.0	5.1	4.4
WOOJ-FM A	4.7	7.2	4.0
WQEZ-FM AC	3.6	3.2	3.6
WRGI-FM R	3.1	3.5	3.6
WAVV-FM AC	4.3	4.7	3.2
WAYJ-FM R	1.0	1.3	3.0

Grand Rapids



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WLAV-FM A	5.8	6.8	10.9
WCUZ-FM C	6.1	8.7	9.4
WGRD-FM R	10.0	10.0	9.1
WOOD-FM EZ	7.6	8.7	8.9
WKLO-FM R	9.9	8.6	8.8
WOOD-AM AC	3.3	7.5	6.6
WSNX-FM R	5.5	5.3	6.1
WLHT-FM AC	8.1	5.7	5.2
WMUS-FM C	5.1	6.4	4.9
WJFM-FM O	7.1	6.0	4.4

Greensboro



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WTOH-FM C	16.3	16.1	15.1
WKDH-FM A	14.9	11.3	11.4
WOMG-FM R	7.7	9.7	8.3
WDDI-FM C	3.4	5.8	5.2
WFLZ-FM R	7.0	7.3	7.5
WVAG-FM AC	8.1	7.2	5.8
WVBC-FM R	5.9	6.7	5.1
WJIS-AM AC	3.6	3.7	3.1
WAAA-AM B	3.6	4.3	3.0
WVTV-AM AC	2.7	3.4	2.9

Greenville



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WANS-FM R	12.4	13.5	15.2
WSSL-FM C	10.6	9.8	10.4
WESC-FM C	10.7	9.4	9.7
WCKN-FM R	7.0	7.0	8.1
WCKZ-FM R	5.5	6.0	7.9
WSPA-FM EZ	3.3	6.3	7.0
WLWZ-FM B	9.9	10.0	6.5
WFBC-FM AC	9.3	8.4	5.0
WMYI-FM AC	5.6	5.0	4.4
WLFJ-FM REL	2.9	3.2	2.5

Harrisburg



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WNNK-FM R	24.2	24.9	32.8
WTPA-FM A	9.9	9.7	7.9
WITF-FM P	3.6	3.6	7.0
WIMX-FM AC	7.5	8.2	6.1
WRKZ-FM C	10.3	8.2	5.7
WHP-AM AC	7.2	5.7	4.7
WHP-FM A	3.0	3.7	3.8
WQXA-FM R	3.9	4.2	3.8
WHP-FM EZ	3.4	3.8	3.3
WHYL-FM C	4.9	4.1	3.2

Hartford



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WTIC-FM R	18.1	16.2	14.4
WTIC-AM AC	15.0	13.7	11.1
WRCH-FM EZ	4.2	5.5	10.4
WDRC-FM O	5.5	7.7	8.7
WHCN-FM A	8.6	7.2	7.8
WCCC-FM A	7.5	7.1	7.4
WIOF-FM AC	4.1	4.5	5.1
WKSS-FM R	5.6	5.8	4.5
WWYZ-FM AC	4.1	4.8	4.5
WPOP-AM N/T	2.3	3.6	2.8

Houston



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KPRQ-FM R	12.5	10.4	9.9
KMHO-FM B	9.2	9.2	9.0
KHKK-FM C	9.2	8.9	8.0
KHBE-FM R	9.2	8.9	8.0
KILT-FM C	7.4	9.4	7.2
KLOL-FM A	6.3	6.5	7.0
KODA-FM EZ	2.9	3.6	4.4
KFMK-FM O	3.0	3.3	3.6
KZFX-FM A	3.6	3.4	3.4
KPRC-AM N/T	2.4	2.0	3.0

Indianapolis



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WFBO-FM A	16.3	16.2	19.1
WFMS-FM C	12.6	11.9	12.0
WZPL-FM R	12.4	12.0	10.4
WIBC-AM AC	11.7	10.6	9.1
WTLC-FM B	10.8	11.8	8.6
WKLR-FM O	4.6	5.2	7.2
WXTZ-FM EZ	6.6	6.6	6.3
WENS-FM AC	5.9	6.3	5.1
WTUX-AM BB	2.0	2.4	3.1

Jacksonville



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WAPE-FM R	21.3	21.2	17.9
WQIK-FM C	10.9	13.3	12.2
WFYV-FM A	13.0	12.8	12.0
WPDO-FM B	6.8	7.6	7.8
WIVY-FM AC	8.0	8.0	6.8
WAIV-FM AC	5.5	6.5	5.6
WCRJ-FM C	5.0	4.6	5.2
WJCT-FM P	1.6	2.6	4.2
WKTZ-FM P	3.6	4.2	3.8
WOKV-AM N/T	1.3	2.3	3.5

Radio Across-The-USA™

Johnson City



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WQUT-FM R	23.1	27.6	31.2
WBBO-FM C	17.5	18.4	18.9
WTFF-FM AC	14.6	15.2	13.5
WNSI-FM C	3.6	4.6	4.3
WZXY-FM R	5.4	4.7	4.3
WJCF-AM C	4.6	3.9	3.3
WKPT-AM EZ	2.0	2.5	3.0
WETS-FM P	2.8	1.4	2.5
WVVK-FM C	2.8	3.0	2.2
WVBC-FM P	0.4	0.2	1.3

Kansas City



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WDAF-AM C	11.1	9.1	10.9
KYYS-FM A	6.8	8.5	9.7
KXXR-FM R	10.6	9.8	9.0
KFKF-FM C	7.2	7.2	8.2
KPRS-FM B	5.4	7.3	7.9
KBEQ-FM R	8.8	8.2	7.7
KCMO-AM N/T	7.6	8.0	7.4
KCFX-FM A	7.4	6.6	5.8
KLSI-FM AC	4.4	3.9	4.6
KMBR-FM EZ	2.9	4.1	3.9

Knoxville



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WVVK-FM C	31.2	31.5	28.9
WIMZ-FM A	15.2	16.8	20.5
WOKI-FM R	12.0	13.5	13.3
WMYU-FM AC	14.6	14.3	12.1
WVZL-FM EZ	6.8	5.1	6.7
WUOT-FM P	1.9	2.1	3.4
WVVK-FM C	5.0	4.0	3.0
WGAP-AM C	0.9	1.6	1.5
WKGN-AM O	0.8	1.2	1.2
WKNF-FM AC	0.3	1.3	1.2

Lansing



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WVIC-FM C	19.8	21.4	20.3
WITL-FM C	14.4	16.5	17.5
WFMK-FM AC	6.1	5.9	7.0
WJIM-FM EZ	5.0	6.0	6.6
WLNZ-FM R	7.2	6.8	6.0
WKAR-FM P	3.8	4.0	5.0
WMMQ-FM A	7.1	6.0	4.9
WJXQ-FM A	5.0	4.9	4.5
WJR-AM AC	4.2	3.8	4.3
WIBM-FM O	4.7	4.6	3.8

Las Vegas



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KLUC-FM R	10.0	11.0	13.8
KFMS-FM C	12.8	14.5	10.8
KCEP-FM P	9.4	9.0	8.1
KYRK-FM R	8.6	7.7	7.3
KKLZ-FM A	7.1	6.2	7.1
KOAP-FM A	7.5	7.2	7.0
KXTZ-FM EZ	7.2	6.5	6.3
KILA-FM P	2.4	4.2	5.5
KRLV-FM AC	4.1	3.2	4.7
KUDA-FM O	1.8	1.7	4.2

Lexington



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WKQQ-FM A	19.3	16.7	17.9
WVLK-FM C	14.7	17.8	17.2
WCKU-FM B	15.2	15.4	15.4
WLAP-FM R	10.2	11.7	10.7
WFMI-FM R	10.1	8.4	7.9
WVLK-AM AC	5.1	6.3	6.0
WCOZ-FM AC	3.5	3.4	3.5
WEKU-FM P	0.7	2.8	3.2
WLAP-AM AC	2.0	2.6	2.7
WJMM-FM REL	2.2	2.0	2.5

Little Rock



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KLON-FM O	21.0	18.8	20.0
KLBB-FM R	16.4	12.0	12.4
KMXX-FM A	8.8	8.3	8.0
KYKY-FM R	11.4	10.3	8.8
KMLT-FM AC	4.8	6.2	7.3
KZAR-FM A	4.4	5.1	6.9
KEDZ-FM EZ	7.5	7.0	6.4
KYDU-FM R	6.1	7.4	6.8
KZBL-AM N/T	5.3	4.8	4.7
KLBB-FM R	1.1	1.5	3.0

Los Angeles



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KPWR-FM R	8.7	8.3	9.3
KIIS-FM R	8.4	7.4	7.4
KLOS-FM A	5.4	5.8	6.1
KOST-FM AC	5.3	6.4	5.3
KABC-AM N/T	4.9	4.5	5.2
KROQ-FM A	5.1	3.7	4.1
KJOI-FM EZ	4.4	3.8	3.6
KJLH-FM B	3.2	2.8	3.4
KTWW-FM NA	2.5	2.6	3.3

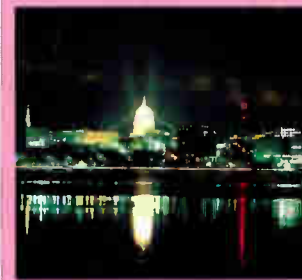
Louisville



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WAMZ-FM C	11.7	12.2	15.4
WQMF-FM A	15.5	13.6	11.8
WDJX-FM R	12.2	10.9	11.4
WHAS-AM AC	13.5	11.1	11.2
WLSR-FM A	8.6	9.6	7.8
WJYL-FM B	7.0	8.6	6.3
WVEZ-FM AC	5.4	6.6	6.3
WRKA-FM AC	5.5	4.2	5.2
WAVG-AM AC	3.7	3.9	4.6
WLOU-AM B	3.0	3.6	4.3

Madison



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WZEE-FM R	20.7	21.2	20.7
WIBA-FM A	14.4	12.4	14.3
WMGN-FM AC	9.1	9.4	7.3
WTSO-AM C	8.5	6.6	7.1
WWQM-FM C	3.4	4.5	6.8
WIBA-AM AC	4.3	4.7	5.8
WERN-FM P	5.0	5.7	5.5
WMAD-FM A	4.7	3.9	4.6
WTDY-AM AC	4.5	4.6	4.1
WMLI-FM AC	3.4	3.8	3.7

Radio Across-The-USA™

Memphis



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WHRK-FM B	18.7	20.9	21.6
WEGR-FM A	9.6	8.3	10.0
WMC-FM R	9.9	9.8	8.7
KRNB-FM B	6.6	9.2	7.2
WGKX-FM C	7.4	8.8	7.0
WDIA-AM B	11.1	7.0	6.4
WRVR-FM AC	7.1	7.0	5.8
KMPZ-FM R	4.7	4.9	5.7
WLOK-AM B	3.7	3.4	4.9
WMC-AM C	2.0	2.4	4.2

Miami



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WHQT-FM R	7.2	9.1	10.9
WPOW-FM R	7.1	7.0	7.2
WGTR-FM A	6.1	5.3	5.7
WVLE-FM R	5.1	5.1	4.9
WJUL-AM N/T	4.7	5.1	4.8
WLYF-FM EZ	5.0	5.5	4.5
WMXJ-FM O	5.5	4.4	4.4
WAXY-FM AC	3.6	3.9	4.3
WLVE-FM AC	2.9	4.4	4.0
WCMQ-FM SP	4.6	4.5	3.7

Milwaukee



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WTMJ-AM AC	9.3	8.2	11.7
WKTI-FM R	11.6	11.8	10.7
WLZR-FM A	9.3	8.9	10.4
WLUM-FM R	10.2	10.3	9.4
WOKY-AM AC	6.2	9.0	8.5
WMIL-FM AC	6.2	6.7	6.7
WKLH-FM O	10.0	8.8	5.5
WEZW-FM EZ	2.7	4.3	4.4
WQFM-FM A	4.1	3.8	4.4
WZTR-FM AC	1.4	2.2	4.0

Minneapolis



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WCCO-AM N/T	14.2	15.4	15.8
KSTP-FM AC	8.3	8.9	9.6
KQRS-FM A	13.3	11.5	9.5
KDWB-FM R	7.8	7.7	9.2
WLOL-FM R	7.0	5.1	6.0
KEEY-FM C	6.3	6.2	5.9
KJJO-FM A	4.6	5.7	5.2
KTCZ-FM A	3.7	3.6	5.0
KOQL-FM O	1.2	3.9	4.6
WLTE-FM AC	3.9	4.0	4.1

Mobile



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WBLX-FM B	19.4	21.6	19.2
WABB-FM R	17.4	15.4	15.8
WKSJ-FM C	15.1	13.6	12.2
WGCV-FM A	4.6	6.0	7.2
WGOK-AM B	3.5	3.5	5.1
WKRQ-FM AC	5.4	5.8	5.1
WAVH-FM O	4.8	4.4	4.2
WZEW-FM A	2.6	2.9	4.0
WKRQ-AM N/T	4.5	3.5	3.9
WMML-AM B	2.9	3.0	2.8

Modesto



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KHOP-FM R	7.7	10.0	12.3
KDJK-FM A	14.0	14.4	11.9
KMIX-FM C	8.4	8.7	9.6
KSJQ-FM R	8.1	9.4	7.7
KOSO-FM AC	6.2	7.2	6.7
KBFF-FM C	6.8	5.9	6.5
KTAM-FM A	9.8	8.6	6.2
KAMB-FM REL	2.2	3.5	4.3
KTRB-AM C	3.7	3.3	3.3

Monterey



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KDON-FM R	11.0	9.4	11.2
KWSS-FM R	10.5	10.6	9.8
KMBY-FM A	9.2	10.1	8.6
KGO-AM N/T	7.2	6.6	7.9
KTOM-FM C	5.1	5.6	5.2
KBOQ-FM CL	3.7	5.2	4.8
KWAV-FM AC	4.7	4.7	4.6
KOCN-FM AC	4.2	4.5	4.2
KBAY-FM EZ	2.6	2.9	4.0

Montgomery



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WZLX-FM B	16.8	17.1	13.2
WZLX-AM B	11.5	11.5	12.0
WSYA-FM AC	10.5	10.2	11.9
WZLX-FM R	9.8	11.9	11.3
WZLX-FM B	8.8	9.2	8.8
WZLX-AM N/T	8.7	7.1	4.9
WXY-FM B	5.2	3.1	4.0
WZLX-FM P	2.5	2.5	2.5
WACV-AM N/T	1.5	1.5	2.1

Nashville



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WYHY-FM R	13.9	14.7	15.0
WQOK-FM B	9.0	8.3	11.1
WKDF-FM A	10.6	8.5	10.2
WLAC-FM AC	7.3	9.7	10.1
WSM-FM C	10.0	10.8	9.9
WSIX-FM C	8.8	9.0	9.7
WZEZ-FM EZ	6.6	7.8	6.5
WSM-AM C	3.4	5.0	5.1
WGFX-FM O	7.7	7.0	5.0
WRMX-FM AC	4.1	3.6	3.3

Nassau



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WHTZ-FM B	7.5	6.4	7.4
WBEI-FM B	6.0	6.2	6.0
WBAK-FM A	6.5	5.8	5.9
WVXZ-FM AC	5.1	5.5	5.0
WHOT-FM R	4.0	4.8	4.5
WCBS-FM D	3.8	4.7	4.4
WFLZ-FM B	4.2	4.0	3.9
WJHR-FM A	3.0	3.3	3.0
WHEW-FM A	3.8	4.1	3.5
WABC-AM N/T	2.3	2.4	3.1

Radio Across-The-USA™

New Haven



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WPLR-FM A	13.4	13.0	13.2
WKCI-FM R	14.4	13.0	11.5
WHCN-FM A	4.1	5.6	6.6
WKSS-FM R	6.4	5.0	5.6
WELI-AM AC	7.9	5.9	5.2
WDRC-FM O	3.4	4.3	5.1
WWYZ-FM AC	6.1	6.8	5.1
WEZN-FM EZ	4.3	4.9	4.5
WNHC-AM P	1.9	2.3	3.0
WV AN-AM S	2.6	2.8	2.5

New Orleans



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WQUB-FM R	17.7	20.6	17.3
WEZB-FM AC	12.0	11.5	12.6
WYLD-FM B	10.1	8.9	9.6
WLTS-FM AC	4.8	6.0	6.3
WCKW-FM A	5.2	4.5	6.0
WWL-AM N/T	5.8	5.4	5.5
WRNO-FM A	7.1	5.1	5.2
WNOE-FM C	4.6	4.7	3.8
WBYU-AM BB	2.4	2.3	3.2
WBOK-AM B	2.1	2.3	3.0

New York



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WHTZ-FM R	6.7	6.3	6.1
WRKS-FM B	6.2	4.8	4.9
WOHT-FM R	5.4	4.9	4.7
WBLI-FM B	4.8	4.9	4.4
WWSB-FM O	2.4	3.9	4.1
WINS-AM N	3.9	4.0	4.1
WNEW-FM A	3.4	3.6	4.1
WPLJ-FM R	4.6	3.9	3.9
WLTW-FM AC	3.4	3.4	3.6

Norfolk



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WNOR-FM A	14.9	14.2	14.3
WOWI-FM B	11.7	9.2	9.5
WFOG-FM EZ	6.0	7.2	9.0
WNVZ-FM R	8.4	7.6	9.0
WCMS-FM C	8.6	7.1	7.9
WLTY-FM AC	4.7	5.7	6.5
WGH-FM R	7.5	7.7	5.4
WMYK-FM B	5.5	5.8	5.2
WXRI-FM REL	1.9	4.3	3.9
WJQI-FM AC	2.6	4.0	3.3

Oklahoma City



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KATT-FM A	10.3	12.4	15.0
KJYO-FM R	13.2	13.4	15.0
KXXY-FM C	12.2	12.9	11.3
KOMA-AM O	7.0	8.5	8.2
KPRW-AM B	3.8	3.6	6.8
KJOP-AM N/T	5.9	4.8	5.9
KKNG-FM EZ	6.3	7.5	5.0
KRXO-FM A	5.9	5.0	4.9
KZBS-FM AC	8.3	6.3	4.5
KITE-FM AC	3.0	3.1	3.9

Orlando



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WJHM-FM B	11.3	13.3	12.0
WSTF-FM AC	6.6	7.4	9.0
WDIZ-FM A	9.0	9.5	8.8
WBJW-FM R	7.3	7.1	8.7
WPKA-FM C	12.7	10.1	8.4
WHTQ-FM A	4.9	5.5	6.9
WSSP-FM EZ	5.0	5.9	5.8
WOCL-FM AC	7.5	4.8	5.3
WDBO-AM AC	4.7	5.1	5.0
WHLY-FM R	7.0	6.3	4.5

Philadelphia



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WUSL-FM B	10.2	9.6	11.1
WMMR-FM A	9.0	9.9	10.7
WEGX-FM R	9.0	9.9	10.0
KYW-AM N	4.7	5.9	5.9
WYSP-FM A	7.4	6.2	5.7
WPEN-AM BB	5.1	4.7	5.3
WDAS-FM B	5.9	5.4	4.9
WXTU-FM C	3.4	4.0	4.4
WEAZ-FM EZ	4.4	4.5	4.1

Phoenix



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KNIX-FM C	11.3	12.8	14.5
KZFP-FM R	12.8	14.2	14.4
KUPD-FM A	10.7	9.3	8.1
KTAR-AM N/T	7.2	7.4	7.3
KKLT-FM AC	3.0	2.7	5.0
KMEQ-FM EZ	4.7	5.8	5.0
KSLX-FM O	5.6	5.2	4.7
KOY-FM R	3.7	3.7	3.6
KOOL-FM O	3.4	3.9	3.5
KKFR-FM R	5.0	3.8	3.3

Pittsburgh



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
ADRA-AM AC	11.6	11.3	11.3
WBZZ-FM R	13.0	12.0	12.4
WVBT-FM A	9.7	9.2	9.3
WAMD-FM B	6.4	6.1	6.1
WQHT-FM EZ	6.7	6.0	7.6
WAVG-FM A	5.9	5.5	6.3
WYSW-FM AC	4.3	4.0	4.1
WLTZ-FM AC	2.2	2.3	2.3
WTAE-AM AC	4.8	3.9	3.5
WDSY-FM O	5.8	4.8	2.9

Portland, OR



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KXYQ-FM R	9.8	10.9	12.9
KKRZ-FM R	10.6	9.2	9.8
KGON-FM A	7.5	8.7	9.4
KKCW-FM AC	3.9	6.3	8.5
KINK-FM A	6.7	6.6	7.4
KEX-AM AC	4.7	5.6	6.1
KXL-AM AC	5.3	5.1	4.5
KYTE-FM CL	3.8	2.7	3.7
KMJK-FM A	5.3	4.4	3.5
KXL-FM EZ	3.7	3.3	3.5

Radio Across-The-USA™

Providence



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WPRO-FM R	13.3	15.1	20.9
WHJY-FM A	9.9	9.4	10.8
WLKW-FM EZ	7.4	8.0	8.4
WHJJ-AM N/T	5.1	4.5	6.4
WWLI-FM AC	4.7	6.6	6.2
WVSM-FM AC	6.5	7.8	5.1
WVWX-FM R	4.1	5.0	4.1
WBRU-FM A	4.0	3.2	3.4
WPRC-AM AC	3.5	2.7	2.2
WPLM-FM BB	0.6	0.8	2.1

Raleigh



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WRDQ-FM D	9.5	8.8	10.3
WRDQ-FM A	11.7	11.5	9.3
WQDR-FM S	10.5	10.7	9.8
WRDQ-FM C	8.8	9.0	8.2
WRDQ-FM C	7.7	10.0	10.0
WRDQ-FM D	5.9	6.1	7.5
WRDQ-FM AC	7.0	5.3	5.2
WRDQ-FM P	3.9	5.5	4.4
WRDQ-FM AC	3.4	4.0	4.1
WRDQ-FM R	4.3	4.1	3.5

Reno



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KWNZ-FM AC	14.7	12.8	14.1
KOZZ-FM A	10.8	9.3	8.5
KODS-FM O	8.8	10.1	8.4
KNEV-FM EZ	8.1	8.2	8.3
KRZQ-FM A	8.7	7.9	7.8
KIIQ-FM C	5.0	5.8	6.1
KOH-AM N/T	6.8	6.3	5.6
KRNO-FM AC	3.9	4.9	5.1
KUNR-FM P	5.2	4.5	5.0
KSXY-FM AC	2.4	3.7	4.8

Richmond



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WCDC-FM C	13.8	11.3	15.3
WRXL-FM A	17.7	17.7	13.7
WRVA-AM AC	8.7	12.1	13.2
WRVQ-FM R	15.0	13.8	13.1
WPLZ-FM B	8.8	9.5	10.7
WMXB-FM AC	6.0	5.8	6.5
WTVR-FM C	3.6	4.7	5.8
WKHK-FM C	6.2	6.4	3.8
WCVE-FM P	2.1	2.6	2.8
WVMX-FM R	1.5	1.7	1.6

Riverside



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KGGI-FM R	11.0	12.4	13.2
KLQS-FM A	8.5	5.4	8.0
KCAL-FM A	8.5	8.7	6.4
KIIS-FM R	7.9	7.0	6.3
KDUO-FM EZ	3.5	4.4	4.7
KFI-AM AC	2.7	3.0	4.5
KRTH-FM O	4.4	3.4	3.9
KOLA-FM R	2.4	3.0	3.8
KROQ-FM A	4.7	3.5	3.0
KCKC-AM E	1.9	1.7	2.9

Rochester



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WCME-FM A	17.9	19.5	22.9
WPXY-FM R	12.7	13.5	10.8
WHAM-AM AC	6.7	9.4	9.9
WDKX-FM B	9.0	9.2	8.6
WBEE-FM C	7.9	7.5	8.5
WVOR-FM AC	11.8	8.0	8.2
WRVQ-FM AC	5.7	5.0	7.2
WKLX-FM O	3.9	3.8	4.1
WZSH-FM EZ	4.8	6.7	3.7
WXXI-FM P	2.8	2.5	2.7

Sacramento



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KFBK-AM N/T	7.0	7.7	9.9
KRXQ-FM A	10.6	11.1	7.9
KROY-FM R	3.8	4.5	7.6
KSFM-FM R	9.1	6.8	6.9
KWOD-FM R	3.8	5.1	6.5
KHYL-FM O	6.3	7.0	6.3
KRAK-FM C	8.1	7.7	6.3
KXOA-FM AC	5.5	4.9	6.1
KCTC-FM EZ	3.1	4.6	5.0
KZAP-FM A	5.5	6.1	4.6

Saginaw



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WVON-FM D	10.9	5.4	11.3
WVON-FM C	9.5	7.0	9.5
WVON-FM AC	3.0	8.4	8.8
WVON-FM EZ	2.8	5.5	2.5
WVON-FM R	5.4	5.7	2.0
WVON-FM AC	10.6	8.1	3.4
WVON-FM AC	7.8	2.8	3.0
WVON-FM O	7.3	3.1	3.3
WVON-FM CL	0.8	1.5	1.1

St. Louis



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KMOX-AM N/T	17.8	15.6	14.8
KSHE-FM A	12.9	12.6	11.8
KMJM-FM B	11.7	11.3	11.2
WKBO-FM R	5.8	7.6	7.6
KSD-FM A	5.5	7.4	6.6
KLOU-FM O	6.1	5.4	6.3
KEZK-FM EZ	5.1	4.3	5.6
WIL-FM C	7.2	6.7	5.4
KYKY-FM AC	4.8	3.7	4.0
WKKX-FM C	1.9	2.0	3.0

Salt Lake City



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KKAT-FM R	11.2	11.5	11.0
KCPX-FM R	10.7	11.8	10.5
KSL-AM N	7.9	8.8	9.0
KRSP-FM A	8.7	6.3	7.6
KBER-FM A	4.6	6.4	6.9
KSOP-FM C	4.9	6.7	6.5
KSFI-FM EZ	3.9	6.5	6.1
KISN-FM AC	7.6	7.0	5.4
KJQN-FM R	4.3	3.4	4.8
KMGR-FM AC	2.7	1.9	2.5

Radio Across-The-USA™

San Antonio



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KTR-AM B	11.2	12.3	11.4
KOYY-FM C	8.7	8.7	8.7
KJFM-FM B	4.4	4.7	4.6
KYAA-FM C	7.7	7.0	6.5
KSMG-FM AC	6.1	6.7	6.0
WDAI-AM N/T	4.5	5.5	5.8
KISS-FM A	2.4	3.7	4.0
KTOP-AM SP	3.0	3.2	4.0
KTRV-FM C	5.8	5.7	4.8
KAAA-AM C	3.0	3.4	4.1

San Diego



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KKLQ-FM R	11.7	10.7	9.7
KGB-FM A	12.7	12.3	9.6
XTRA-FM A	7.3	6.8	8.0
KFMB-FM AC	6.0	6.1	7.8
KJQY-FM EZ	4.8	4.3	7.1
KSDO-AM N/T	6.9	8.3	6.7
XHRM-FM B	4.9	5.2	5.1
KSON-FM C	5.2	4.9	4.7
KFMB-AM AC	3.8	3.6	4.5
KCBQ-FM O	2.3	4.5	4.0

San Francisco



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KGO-AM N/T	9.1	10.1	8.5
KMEL-FM R	7.7	7.7	7.9
KCBS-AM N/T	3.9	3.7	4.2
KRQR-FM A	2.9	3.4	4.2
KSOL-FM B	4.9	4.7	4.2
KIOI-FM AC	3.7	4.1	3.5
KITS-FM R	2.4	2.7	3.4
KABL-FM EZ	3.1	2.8	3.3
KBLX-FM AC	2.3	3.1	3.2

San Jose



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KHQT-FM R	6.7	9.1	9.5
KGO-AM N/T	6.8	8.0	8.4
KSJO-FM A	7.5	8.1	6.1
KOME-FM A	5.8	4.5	5.0
KSAN-FM C	3.2	4.8	4.3
KWSS-FM R	4.2	3.7	4.2
KBAY-FM EZ	4.4	4.5	3.8
KARA-FM AC	3.1	3.3	3.6
KCBS-AM N/T	3.8	3.5	3.4
KMEL-FM R	4.2	3.7	3.4

Seattle



BIRCH MONTHLIE

FORMAT	O/N	N/D	D/J
KUBE-FM R	3.9	11.6	11.9
KPLT-FM P	7.5	7.9	9.4
KIRO-AM N	7.5	7.0	9.2
KISW-FM A	7.2	6.4	7.0
KYRX-FM A	5.4	5.5	5.8
KCVR-FM AC	4.0	4.4	4.5
KMPS-FM C	5.9	4.5	4.1
KING-FM OL	3.1	3.5	3.6
KBRD-FM EZ	1.2	1.1	3.2
KLSY-FM AC	2.9	2.5	3.1

Shreveport



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KMJJ-FM B	16.2	14.8	17.2
KRMD-FM C	12.6	12.4	14.7
KDKS-FM B	13.3	13.3	12.4
KTAL-FM A	8.1	9.2	10.5
KTUX-FM R	9.2	10.0	9.5
KITT-FM AC	7.5	6.7	7.2
KVKI-FM AC	5.6	5.0	5.3
KWKH-FM C	3.7	3.8	5.0
KWKH-AM C	4.2	4.4	3.3
KDAQ-FM P	2.4	3.0	2.8

Springfield



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WTIC-FM R	9.9	9.7	11.5
WAQY-FM A	14.5	11.3	11.0
WHYN-FM AC	10.8	8.5	8.7
WHYN-AM AC	5.9	5.1	6.1
WRCH-FM EZ	3.2	5.4	5.6
WFCR-FM P	5.4	5.7	5.7
WMAS-FM AC	6.7	7.4	4.9
WAAF-FM A	2.5	4.3	3.9
WMAS-AM BB	5.0	4.6	3.6
WDRG-FM O	2.4	3.1	3.3

Stockton



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KHOP-FM R	7.9	9.5	9.5
KFMR-FM C	4.8	5.6	8.2
KWIN-FM R	4.9	5.8	6.3
KRAK-AM C	7.6	6.3	6.1
KMEL-FM R	3.6	3.0	5.0
KCBS-AM N/T	3.1	5.1	4.3
KVG-AM O	4.5	3.4	4.1
KDJK-FM A	4.9	6.3	3.6
KNBR-AM AC	1.4	2.4	3.6
KSJQ-FM R	5.0	4.7	3.5

Syracuse



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WYTY-FM AC	15	14.5	14.1
WINQ-FM R	13.9	12.6	11.9
WYNY-FM AC	8.6	8.6	10.4
WKFM-FM A	7.5	7.5	8.3
WRHP-FM EZ	4.2	6.4	7.7
WAQX-FM A	11.9	8.9	7.6
WHEN-AM AC	2.1	2.1	5.0
WSEN-FM O	5.8	7.3	4.7
WJPZ-FM P	3.4	2.8	3.6

Tampa



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WRBQ-FM R	20.1	20.1	19.7
WYNF-FM A	11.0	10.7	8.9
WWRM-FM AC	5.5	4.9	7.5
WFLA-AM N/T	5.4	5.0	6.2
WOYK-FM C	6.4	7.9	5.7
WKRL-FM A	4.6	5.2	4.8
WFLZ-FM AC	3.1	2.5	4.0
WGUL-FM BB	2.7	1.5	3.6
WNLT-FM AC	5.6	5.3	3.6
WDUV-FM EZ	3.8	4.1	3.4

Radio Across-The-USA™

Toledo



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WIOT-FM A	14.7	17.3	17.0
WRQN-FM R	12.0	11.1	12.3
WMHE-FM AC	11.5	12.0	12.0
WKKO-FM C	8.2	8.3	8.1
WLQR-FM EZ	7.1	7.6	7.1
WWWM-FM AC	8.2	7.4	6.3
WSPD-AM N/T	5.0	5.6	6.1
WJR-AM AC	3.8	3.8	3.7
WPOS-FM REL	1.3	2.1	3.1

Toronto



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
CFRB-AM N/T	11.4	12.3	14.2
CHUM-FM R	8.7	8.7	8.0
CILQ-FM A	9.3	9.0	7.9
CFTR-AM R	8.0	7.4	7.3
CHFI-FM AC	8.0	7.0	7.1
CFNY-FM A	5.8	7.3	6.8
CBL-AM N/T	4.8	5.3	6.4
CJCL-AM BB	3.6	4.9	4.7
CJEZ-FM EZ	3.3	4.4	4.7
CKFM-FM AC	3.7	4.4	4.0

Tucson



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KRQQ-FM R	28.8	26.0	29.8
KIIM-FM C	7.4	9.0	10.5
KLPX-FM A	9.3	11.6	10.2
KWFM-FM AC	8.8	7.2	6.4
KNST-AM N/T	3.8	3.8	4.4
KJYK-FM EZ	5.0	4.2	4.3
KCUB-AM C	2.1	3.0	3.6
KUAT-FM P	3.5	3.7	3.3
KGVY-AM BB	4.1	4.5	2.5
KQYT-FM EZ	2.1	2.2	2.5

Tulsa



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KRQQ-FM A	16.8	17.8	16.7
KWEN-FM C	11.3	10.5	11.8
KAYY-FM A	11.1	11.7	11.1
KRMQ-FM AC	8.1	8.8	8.3
KBYL-FM AC	4.8	5.6	6.8
KMYZ-FM N	4.4	4.0	5.0
KDOD-AM C	4.3	4.3	3.3
KVLT-FM AC	7.2	7.7	4.7
KHBC-FM N	3.7	3.1	4.3
KHCF-FM EZ	4.8	3.1	4.3

Utica



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WOUR-FM A	17.8	14.4	16.8
WRCK-FM R	11.9	15.7	15.1
WFRG-FM C	9.9	10.9	11.9
WKGW-FM AC	4.9	7.6	7.8
WUUU-FM AC	5.4	7.5	7.0
WIBX-AM N/T	8.9	5.7	6.7
WNYZ-FM R	5.6	6.5	6.2
WLFH-AM C	3.3	2.9	2.8
WTLB-AM O	2.4	1.8	2.1
WUNY-FM P	2.4	1.9	1.9

Washington, DC



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WKYS-FM B	6.8	9.0	9.4
WPGC-FM B	8.2	7.5	8.6
WWDC-FM A	7.8	7.2	6.8
WMZQ-FM C	6.7	7.0	6.6
WRQX-FM R	4.4	5.3	5.8
WAVA-FM R	6.2	5.3	5.3
WMAA-AM AC	4.1	4.7	5.0
WCXR-FM A	5.5	5.2	4.7
WHUR-FM B	4.7	4.3	4.7
WTOP-AM N/T	3.0	3.3	4.5

West Palm Beach



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WEAT-FM EZ	10.4	10.6	9.2
WHQT-FM R	5.0	6.9	8.9
WRMF-FM AC	8.8	8.8	7.4
WIRK-FM C	5.2	6.0	6.7
WHYI-FM R	4.5	4.3	4.5
WJNO-AM N/T	6.1	3.6	4.4
WQVY-FM R	5.7	4.5	4.4
WPOW-FM R	3.4	2.4	3.7
WSHE-FM A	3.2	3.6	3.4
WMXJ-FM AC	2.9	3.0	3.1

Wichita



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
KRQQ-FM A	10.7	12.6	12.6
KZSN-FM C	9.3	8.3	9.8
KFDI-FM C	10.6	11.1	8.4
KFDI-AM C	7.7	8.7	8.1
KEYN-FM R	6.4	6.6	7.9
KXLK-FM AC	8.1	5.7	6.3
KOEZ-FM EZ	2.4	3.1	3.4
KBUZ-FM B	3.8	2.1	3.2
KRZZ-FM A	4.7	4.5	3.0

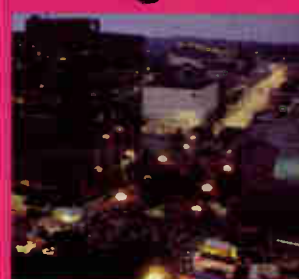
Wilkes-Barre



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WKRZ-FM R	14.8	15.6	14.6
WEZX-FM A	11.1	9.7	10.5
WYARM-AM AC	7.2	7.4	5.9
WISGD-FM O	2.0	3.2	4.4
WSBG-FM R	3.9	4.4	3.9
WTLO-FM R	7.5	5.2	3.9
WMGS-FM AC	4.4	4.0	3.6
WWSH-FM EZ	2.6	3.4	3.4
WNAK-AM EZ	4.3	3.8	3.1
WEJL-AM A	3.1	2.4	2.7

Youngstown



BIRCH MONTHLIES

FORMAT	O/N	N/D	D/J
WYOT-FM R	16.1	14.3	13.0
WYOT-AM A	9.3	11.1	11.0
WYRN-AM N/T	6.7	8.3	8.7
WYRN-FM EZ	5.2	6.4	6.7
WXXX-FM C	8.1	7.0	7.3
WYBG-FM AC	9.9	10.3	7.7
WYFM-FM AC	7.2	4.3	5.2
WYMA-AM AC	4.5	4.4	4.2
WYDZ-FM N	3.7	4.0	3.5
WYOW-AM N/T	3.2	3.7	3.5

MARKETING

Caution Ahead on Telemarketing

Telemarketing for potential listeners will continue to be a popular strategy employed by stations during the next one to two years. But stations will become more cautious about technological problems that are impeding more rapid growth. So far there is no phone system that can answer enough phone lines for stations to do massive marketing and gathering of listener information. American Express is developing a system which will be able to handle one million calls in 20 minutes, but the bugs have not been worked out yet. And even with that, the massive phone banks will have to record listener answers using computer-assisted voices. Transcription services will have to be employed to convert the information into written form. And it costs an average of 45 cents for each transcription.

PROGRAMMING

Sports to Become A Tougher Sell

The traditional sports dollars and "beer money" will be tougher to get. Advertisers perceive too much saturation in sports broadcasts to communicate their messages clearly. Recent survey of advertising directors of the nation's largest consumer products companies showed 64 percent

registering doubts about sports advertising effectiveness due to saturation; 73 percent say it has become so expensive that they question its value. Skyrocketing play-by-play rights deals in radio will squeeze stations operating in this tougher sales environment. Even play-by-play deals done for promotional reasons will be carefully scrutinized by radio executives.

TECHNOLOGY

CD Growth to Continue

Unprecedented growth of Compact Discs will continue in such a rapid fashion that record store owners say that manufacturers will stop making vinyl albums even before people stop buying them. Stations still use vinyl albums. In 1988 for the first time, CD shipments from factory to store surpassed LPs with 70.4 million CDs to only 43.5 million albums in a six-month period. More important than the availability of vinyl is the competitive pressure from stations which have made a 100 percent conversion to CDs. They sound better, with a rich, driving bass that gives high profile to music. Listeners who dial-hop notice the difference immediately. Some even make note of the better and poorer sounding stations in the "comments" sections of their diaries. The smart stations promote the newer technology. Consumers understand the difference and are willing to pay a price that's almost double the cost of a vinyl LP. Al-

though record industry observers have been predicting a vinyl phase-out in five to ten years, it's happening much faster.

FORMATS

Heavy Metal To Get Ratings

Signs are right. Metal's top act, Metallica, was featured at the Grammy Awards in February. Metallica and other metal acts continue to sell out concert arenas and are making their way onto television talk shows and programs. MTV leads with "Head Bangers Ball" aimed at winning over metal freaks. As for radio, KSJL, San Antonio is pulling mega number Birch ratings with SMN's Z-Rock, up from .6 in October/November to 3.4 12+ for December/January. The program also pulled a whopping 2.7 to 21.4 in 18-24 year old men (number one in the market), and 1.4 to 12.1 in 18-34 men (second to KISS-FM). And KSJL is an AM station. Heavy metal will probably be an FM format in the future. Its biggest obstacles are the station managers who don't care for hard rock or its message. It's a format opportunity for the farsighted.

PROGRAMMING

Radical Change for Talk Radio

Soon you may be hearing talk stations cluster their spots together to allow for long sweeps of programming uninterrupted by commercials.

This tactic will be borrowed from Top 40/CHR. What you may be hearing is talk programming starting after news at the top of the hour and continuing through two to three quarter hours. All spots will be clustered at the end of the third or in the fourth quarter hour with a short, wrap-up interview segment in between the spot sets. Another way to boost ratings is to get right into an interview within 60 seconds. Many talk stations hurt themselves because they take too long to get something happening and interrupt too many times. Some topics are easier than others for listeners to tune out, so they do. These innovations could prevent that tune-out.

AM/FM RADIO

FM Ripe for All-News, Talk

Look for major changes for both AM and FM. The few remaining viable AM formats will likely be made available on FM facilities starting by the mid-1990's. That means news operations now on AM will be either simulcast on FM facilities where possible and/or switched to FM. More use of FM stations for talk formats is also likely by the early 1990s. Such a move will spell trouble for AM which is fighting to retain listeners — most of whom are aging — and which hasn't seen any new format development in decades. Among the reasons for the switch will be the desire and demand by a growing number of FM listeners who will want news and talk available more conveniently.

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Financial Management

How Edens Cut Its AM Losses

Going satellite was just the beginning. Here's the blueprint which may return \$600,000 to the bottom by the end of the year.

"Great Ratings" and "Less Overhead" is like the lite beer slo-

cast. Without the risks becoming yator-music sy sound that ty

How to Recruit Better Sales People

Ask for a lengthy letter out the promising candidate

Many radio salespeople time

Sales

Radio Programming

Dirty Tricks to Watch Out For

How you can foil maneuvers by your competition that are designed to embarrass your station.

Politics is not the only area for If you're looking for album rock, the WMMS (portrays station as

enough to be able to ask if the air check you've received was intended. If a station in a larger market makes a better offer based on this, there's not a lot you can do. Dirty Trick #7 — Taking credit for a competitor's event. If the competition has a free music week-end, get on television and announce

the candidate may not be interested in spending the time to impress you. This doesn't mean that person wouldn't make a good salesperson; it's hard to tell. But, the more time they spend in making the letter good, the better picture you will get. You may want to discard all letters which are not lengthy because, right from the start, the candidate is getting your instructions wrong. This leaves you with letters from those prospective candidates who have followed the guidelines and do a face-lengthy your big-our will e

WINNING COLLECTION STRATEGIES PAGE 32

Radio Only

THE MONTHLY MANAGEMENT TOOL

ONE SHARE POINT HIGHER

How any station can get one share more in just three months. PAGE 11

World Radio History

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WFAN
New York

WQHT
New York