

# Radio Business Report™

THE SALES AND MANAGEMENT JOURNAL

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## TRENDS

### Electron Media Rating Council:

Being pulled into radio more. Decision on call letter credit in San Francisco. Rules in favor with Bill Clark who filed the complaint.

EMRC and mediation panel recommends, Arbitron to reissue Fall 1983 radio market reports for San Francisco and San Jose.

Findings: Crediting audience to KYA/AM the audience reported listening to 1260 AM. And, crediting to KYA/FM audience reported listening on 93.3 FM frequency.

Problems like this is tip of ice-berg for radio.

FCC handed radio a problem when there wasn't one. NAB has petitioned FCC to reconsider this ruling. Don't expect any decision before fall, if then.

Arbitron Advisory Council and EMRC are urged to sit down and write, since nobody else wants to, a set of rules and regulations that will become the industry standard for call letter reporting.

EMRC has not made a decision if it will, but looks likely.

This time, Arbitron agreeing on letting outside committee write what will become guidelines.

— RBR —

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Ed Giller - Council Chairman, Bernie Mann - President NRBA, Bill Stakelin - President/CEO RAB Support Councils Resolution.

## Battle Ground Set; End Run Creates 'Faithaccompli'

The fight between Arbitron Advisory Council and Arbitron continues to build over the new rolling average service; ArbiTrends.

Latest: The Executive Committee/Radio Advertising Bureau (RAB) and President/CEO Bill Stakelin will support the Advisory Council's resolution. NRBA and President Bernie Mann stands on the side of Council.

Latest twist, Council livid about agency push of rolling averages to agencies. Reason: Since stations are resisting, go to the agencies and force stations to buy. Council feel this is an 'end run' and has created a 'Faithaccompli'.

ArbiTrends intended use as a management tool. Their own press info stated this position. **NOW**, will be sold to agencies.

Council agrees they don't want to get into 12 books a year or the 'Book of the Month Club'.

Arbitron's marketing strategy, make presentations to the value. Two fold: Quarterly reports delivered quickly, and rolling average service for trending.

In the heat of battle, another twist: First decision of Arbitron was not to sell quarterly via micro unless you participated with ArbiTrends. Now, concessions being made -- Arbitron **now will sell your currently quarterly information via micro computer.** Cost: 5% above contract.

**RBR:** Why has this decision come now? Bill Livek, "We've always felt that way, but the request never came up." (editors note: question was asked by **RBR** reported in April issue with Arbitron's answer of NO).

March 27th Council meeting put forth significant resolution. Council recognized the right for Arbitron to proceed with ArbiTrends. However, with 6 new members, an apparent lack of positive constituent response, reaffirmed its unanimous opposition to ArbiTrends.

Arbitron needs ArbiTrends to succeed. It's another profit center. Their reason for monthly, 'Birch having an 8 year leg up'. And, the radio market place demanding monthly stats.

Council and other top execs don't disagree about technology. Concern: ArbiTrends makes radio look more like short-term buying tool. Industry organizations trying to develop long-term buys (see April issue of **Radio Business Report**: Another Weapon to Beat us Down and Bob Galens Memo).

Arbitron has boasted signed stations, but won't tell. **RBR** finds Viacom stations in New York, Chicago; All of Sandusky Radio; Jefferson-Pilot KIMN Denver confirmed.

Battle ground is set. Broadcasters are now talking. Arbitron is the 'Sales Bible'. Radio execs are now saying 'This is enough'. Time will only tell.

Subscribe Today!! — See information page 40.

## MEMO

TO: Radio Executives  
 FROM: Frank Boyle,  
 Chairman Eastman Radio  
 RE: Where's Eastman At...  
 IN THE RADIO REP AUCTION?

First off, it's a fact that Eastman has yet been unable to acquire any other rep and no other rep has yet hit our "sell" button.

Yes, we did try to acquire many other reps -- Torbet, RAR, RKO, MMR. However, our funding could not match the financial clout of Selkirk, Ltd. (multi-billion dollar Canadian conglomerate-owner of Selcom), Blair and Katz. Guild got in early... preinflation prices. Right now, there aren't that many other non-allied reps of consequence... period.

Many outfits, rep and non-rep, have expressed varying degrees of interest in acquiring our firm. To date, "We're not shopping our company, but we will keep an open door for financially qualified parties... who are interested in buying, merging with or selling to Eastman".

The current process of reps buying reps was inevitable. Proof of how good it will be for the clients of "group reps" can only be known as they process business. Bigness, by itself, is neither good nor bad. How "Bigness" executes will be the key.

My guess is that it will take Blair, Selcom and Katz at least two years to sort out their historic competitive differences (with the reps they've bought) and mold their 'Bigness' into efficiencies of scale in sales and service.

We are prudently concerned about the fact that our competitive ball game has now been dramatically changed. Interesting to consider that of the reps acquired in recent years have primarily been "house reps".

One sales area, the Rep Unwired Network, has been singled out by the cluster reps as one that will give "them" greater advantage over the non-allied reps, like Eastman and CBS Spot. It's also given as the **key reason** why most reps have been currently bought or sold.

In 1983, estimates showed only 8% of Regular Spot was Unwired. To make a long story short, looks as though (to me) that the rep off-wired network amounts to less than 10% of '83's total national spot.

Some people might suggest that a small tail is wagging a big dog. Doesn't seem to be an adequate rationale to buy or sell a rep.



<b>interrep</b>	<b>GROUP RADIO SALES</b>	<b>Selcom radio</b> <small>Broadcast Representatives</small>	 <b>Katz Radio. The best.</b>
 <b>RKO RADIO</b>	REPRESENTED BY <b>BLAIR RADIO</b>	 <b>M'GAVREN GUILD RADIO</b>	
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<b>Christal</b>	 <b>MAJOR MARKET RADIO</b>	<b>Torbet Radio</b>	

## Radio Perspective

## Radio Business 1990, series #1.... 'Stealing from Poor, Given to Rich'

Rep 'Merger Mania' is hot. Only half dozen firms will control **all national** business. Dick Harris sold Group W Radio Sales to Blair, "What I'm looking at is where business is going to be in 1990." Katz peeled off \$20.5 million for RKO and Christal.

Eastman, Masla, and CBS's two divisions remain independent. Rumors here are hot, but time will tell.

Heated controversy within the rep arena is over National Spot and Unwired business. Just controversy--**NO WAY.**

If this theater is just talk, the big buck is spending for buying would not have occurred. Reason: Competition, building new profit centers. The rep makes bucks from placing business on your station; National Spot or Unwired is where this kettle boils.

The difference between National Spot and Unwired, rep execs say: NONE. Spot is Spot. Unwired is Spot just packaged differently. **But,** burning heat comes from the SELLING practices of Unwired.

Under current FCC law, it is permissible to aggregate, as long as the stations have the final say to rate they charge.

Certain reps are accused of **Camouflaging.** Selling different ownerships under a combination rate. Under breath accusation of Unwired Networking is Stealing from the Poor/Given to the Rich. To achieve Unwired rate non-political stations are asked to drop their rate just to get a piece of a buy. Agency never realizes or really cares. Independent reps in the field state, 'Secrecy is involved at the agency level'.

Accusation #2: Banking Unwired excess. Not done for personal profit, but as failsafe on future buys where make up money is needed to achieve rate.

**Bottom line:** Stations are suffering. Not knowing when arbitrarily excluded or included on a buy. **RBR** asked 20 managers of non-political stations if they knew ahead of time about a piece of business. All stated, 'I only know about the network or spot when I get the order'.

Vehemently opposed to Unwired are many major groups. Demanding only Spot sold for it brings Top Shelf price. Many of these operators are the rate aggressive market leaders.

Unwired is not new. Began in the 60's by Blair called Group Plans (GP). GP was a device or convenience for a couple of mass advertisers. Clumping a fixed number of stations for the advertiser with a small discount on rate. Advertiser was happy.

Purpose: To blur the line in the buyers mind between Spot and Wired Networks. It aided to take money from Wired radio & TV and put onto a queasy national buy called Unwired. GPs were utilized by many reps.

All's fair in Love and War until 1981. Ralph Guild attacks the rep arena by taking GPs one step further. Key rep execs admit Guild used the element of surprise and did it bigger and better. It was just business.

TO BE CONTINUED:  
 Series #2...

"The Blair filing that was shot down by the FCC and the current Katz filing at the commission were nothing but business ploys to try and slow us down".

"It is a war out there. Networks know it, Nonwired knows it, but Spot does nothing".

End result: Reps thinning out, what should you know.

# Executive RADIO Action

## 'Action..... Reaction — Radio Business 1990'



Ralph Guild, McGavren Guild

The thinning of station representation business is here. When aligning your station know what the individual company policy is on National Spot or Unwired.

At the recent RAB Sales Management Conference, the discussion of this issue was addressed. With some heat.

The **Radio Business Report** discussed this volatile subject with any rep execs. Our goal in the Series is to investigate, research and inform about the controversy:

**Ralph Guild, Pres. McGavren Guild:** With the reps buying each other, forming just a handful of reps, I think it is the best thing that could have happened to the National Spot business. It will stabilize the industry. As for Non-wired, it is nothing new... My guarantee to any Interep client, if their Non-wired Network isn't higher than the average spot rate on their station, I'll write them a check for the difference times the number of spots we have run on the station in the last 12 months.

John Boden, Blair Radio



**John Boden, Pres. Blair Radio:** Spot is selling the individual station. Blair feels that we should be selling our own list. We have an allegiance to clients. Non-wired to us may be somebody else's Spot. Certain accounts, by some reps, are handled as Spot where others may handle the same account as Non-wired... The rep always wins... I have no trouble with Non-wired if a premium is charged since we (rep) do all the work for them (agency).

**Ken Swetz, Pres. Katz Communications:** I've seen too often a rep go into an agency, drop a list down and say 'circle what you want and I'll get back to you on a price.'... I have been hired to get the highest price for the station and get most of it... Now, we have formed the Katz Radio Group, I want all of our stations sold. No cherry picking... We will do what ever it takes in the rep network arena to win... With RKO now being Republic, I'm going out and secure every station I can.

**RBR...** Radio Business 1990 to be continued...

Action and Reaction to ArbiTrends.

**RBR** went to these radio executives to find out their reasons for participating with the hightech service.

**Toney Brooks, Pres. Sandusky Radio Division:** It was debatable as to whether or not ArbiTrends is going to have any significant impact on selling radio. I don't know I can accept agencies are going to shorten the buys because of monthly averages... Going back to monthly programming research, I felt that MediaTrend was a viable and necessary programming tool... When Birch purchased MediaTrend, their direction was to make it a sales tool and competition with Arbitron. I don't need another sales tool... I'm not buying ArbiTrends because of sales. I'm buying ArbiTrends because I'm going to see if it will replace MediaTrends as a viable monthly programming service... I don't have any sales strategy for ArbiTrends. I do have a significant programming purposes which I'm going to put into use. If it works for me, I'll stay with it. If it doesn't then I won't.



Ken Swetz, Katz Communications

**Steve Keeney, General Manager, KIMN Denver:** We have bought the service because our sales staff is perceived as, largely in the market place, sort of the leaders with our customers. We felt that first and foremost we should be among the first in line to purchase the service... Beyond that, I don't know if we will use it as a sales tool or as a tracking tool.

**Norman Feuer, Pres. Viacom Broadcasting:** The decision was made last summer, '83. At that time I knew I would be changing formats in Chicago and New York. It made sense to have a service that would track both of these format changes. Birch seems not to be able to track our formats... Also, at that time, I got the feeling that the Arbitron Advisory Council had no problem with ArbiTrends. Subsequently, I have discovered the Council either changed its mind or I've misunderstood their direction... In any case we've made a commitment...

**RBR** will continue to keep ahead of the trends and investigate the strategy when events occur that affect you...

Toney Brooks, Sandusky Radio



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## Critical Issues

### 'Whom within Will Survive'

Today's radio executive **must** become a **Broadcast Marketer**. Critical Issues face this industry in programming, sales and technology. Bottom line: the redoubled effort by execs to increase Sales.

#### Most Critical: next 5 years

1. Continued Audience Fragmentation.
2. Decreasing National & Local Ad Revenues.
3. Deregulation of Radio Industry.
4. Arbitron Costs.

#### Critical Issues: Radio Programming

1. Increased Need for Audience Research.
2. Improved Programming Creativity.
3. Control Local Programming Costs.
4. Technology/AM Stereo

#### Critical Issues: Radio Sales

1. Repositioning and Pricing of Radio.
2. Decreasing number of Rep Firms.
3. Must Increase Retail Dollars.
4. Arbitron Costs.

The question is not whether radio will survive. But, whom within the radio industry will survive.

Critical Issue: **Fragmentation**. Not new to radio. Contributing factor to which fragmentation can be traced, **intra-media** competition, not new to radio. And **inter-media** competition, i.e. Good Morning America. Once an industry is fragmented, what do you do about it.

Radio must enter the world of consumer marketing, i.e. cars, beer, or lessons from Procter & Gamble. Execs must search and become **Broadcast Marketer**.

**Critical Issues Report** to be continued: (source: Critical Issues Report, Ted Bolton Associates & McGavren Guild Radio)

## Market Positioning

### 'Think of Your Station as Toothpaste'

Being the firstest with the mostest. First, you must have a marketing plan. You build loyalty (in a station) the same way you build mate loyalty. Get there first, then be careful not to give them a reason to switch. This is the first part of positioning.

1. Getting listeners and non-listeners to use radio more;
2. Getting a greater "share of market" among existing users.

Become a **Broadcaster Marketer**. The approach is 'Behavior-Based,' meaning that ratings gains will come from changing the **Behavior** of listeners and non-listeners. Almost all current radio research is aimed at measuring "Perception" without adequate regard for understanding behavioral change necessary to generate real ratings increases.

**Key Step 1: Behavior-Based** Marketing Concept. This concept uses traditional **MARKETING** research techniques. NOT "Product" research techniques to zero in on actual behavior and obstacles to changing the behavior.

**Key Step 2:** All important phase, the marketing research findings are converted to a "**Marketing Action Program**," i.e. consumer products company Procter & Gamble. **Caution:** Seek highly qualified pro, NOT just local agency.

Analogy: Think of your station as a brand of toothpaste. The product itself has been tested and refined to where it performs very acceptably. At this point, the company stops researching and making changes in the product in some futile attempt to please "all of the people;" rather, the company begins researching how to get users of other brand to switch.... Change the user not the Product

Skilled product technicians, i.e. Kent Burkhart, have brought us to a pinnacle of product quality. With little opportunity left to win through product change, the **only promising road** is to "MARKET" products the way many radio's loyal advertisers have been for years... By Changing the **Behavior** (not just perception) of the target audience.

(source: Owen G. Leach, Leach Research)

## Programming Trends

# Adult Contemp Music Changing

## Program Creativity Will Rescue Many.

Critical Issues facing radio in '84 and '85 are no different than yesterday. Too many broadcasters look at the **12 Plus** numbers as the GIANT cure-all. The over hyped, ego satisfying, knee-jerk, **12 Plus** syndrome.

Audience fragmentation is deeper. ArbiTrends won't necessarily help the buying and selling of radio inventory.

"Finding the programming Dollar pulse beast" is demanding.

Programming creativity will rescue many stations. Research will be the concrete foundation of successful marketing strategy.

Improvements to many formats will come from on-air talent. One of many factors in the Format Dollars.

**Beautiful Music:** Denounced as Dead, is alive. Viable format, with limitations, with a tremendous audience 35 plus. Only two per market, depending on size. Listeners choose one as favorite, other as alternatives. Forced listening of 25 to 34 shows daytime controlled work habits.

**Adult Contemporary:** Broad stoke, too many. What makes station AC? Whatever management wants it to. Much AC do to Bail-Out of Top 40 5 to 7 years ago, difference is AM and FM approach. The AC/Magic or Lite formats experiencing erosion. (Operators advised, AC music is on the change. Only noticed by few research firms) In general, old-line AC stations take bulk of their audience 35-64. This style covered below. On other end are the "Yuppie" stations. Keying on 25-39 group with three in row music flow.

**AM/AC Cocktail Format:** Formerly top AM/AC made slow proper changes and regaining strong loyalty. Approach is targeted with original music, but selective. This may be the avenue of Beautiful Music.

**Nostalgia:** Remain constant with no change. There are various degrees of format, it is saleable. Jury still out on FM nostalgia. Good 35 plus, with identifiable personalities and supplemented with competent news & features.

**News/Talk:** (News) if you have been with it, will be strong. A 25 plus appeal. Indicators give appearance pulling audience from economic extremes: Blue-Collar, heavily ethnic; Older, non-ethnic professionals. Shows two different types of this format. Not recommended for the faint-hearted. (Talk) 30 plus appeal. Tends to blur distinctions that appear in All-News. Listeners: Tend to be lower & middle class; large proportion of females. Key on local ties, format viable today due to Network programming offering good fare.

**Dance Music:** Quite successful in markets with high proportions of Black and/or Hispanic population. But, will draw White listeners in those markets. Primary appeal: Female 18-34; secondary--male 18-34. Successful stations can claim good adults 35-44, with more balance between men and women 35-44 than between men & women 18-34. Disco term is dead but Urban/Dance Music will live on.

Operators must reposition and maintain rate integrity to stay competitive with other media.

Key to success, become a **Broadcaster Marketer**. Format Dollars to continue: June issue of **Radio Business Report**.

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# AP

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Tony Gazzana, GSM/WZZP, Cleveland; "In my first issue I received... not only one idea, but three!!"

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See what happened on page 1 in January '84, and how industry executives voice their opinion on ArbiTrend on page 27.

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## Executive SALES Briefing

### The PREP Formula:

You must perform, **you must know your strengths** and weaknesses. Take stock of credentials. Get feedback from people you trust.

Every sales call, presentation has pressure and anxieties. It's a visit to the "vomitorium." Discover the rules of the game. Play it better than others.

**Rules:** Become a better listener, you'll identify the client's problem sooner. In a 20-minute presentation you only have the first 2½ minutes to make your impression. Be prepared. The account has done its homework. DO yours.

**Key:** Follow the PREP formula. **Plan:** You can't blame others if things go wrong. **Rehearse:** How you're going to say it. Program yourself to deal with objections. **Edit:** Material, then polish it again. Be creative. The brain can only

absorb what the "SEAT" can stand. Make short presentations. **Psych:** Yourself. Give it your best shot.

**Sales Keys:** Be on time. Be on target. Avoid any person doing number on your head. Avoid the totally agreeing person. Have a good opening. Keep eyes up and have contact. Project your voice. Presenting in a crowd, move around and play the crowd. Don't be boring. Don't con people, destroys credibility.

Have a fine closing. It's your parachute to safety. Commit yourself to material. Get your mind off yourself. Get out there and sell RADIO.

**Remember:** What have you done for me lately attitude. "Today's hero is tomorrow's matzoh head."

(source: Charles Reilly, Jr. President, In-Person Communications)

## Direct Sales

### Effort and Creativity Are Demanded to put Print or Non-Advertiser on the Air.

Summer and fall revenues begin to tally up now. Don't short change yourself for the opportunities to add revenue this year. You can expect heavy spending this late summer and fall on politicians wanting to get back into office. Summer Olympics in Los Angeles opens the door for many DIRECT Sales.

First good rule of thumb: Utilize your sales production library. Follow **Smart Work** training steps.

**Hot Goods:** For summer via Direct sales; Real Estate. Heavy months for buying homes and the quick upswing due to fear of interest rates growing. (Key: a consumer is motivated from Greed or Fear) Movie theaters heavy during July and August. This is a direct sell for many medium/small markets. With new soft drink beverages coming onto the market, i.e. salt free, local bottling firms will be spending for big push in hot summer weather. The RAB presents many opportunities for ideas.

**Problems:** With Direct sales is many sales managers are more comfortable giving Direct/Agency account to ex-

perienced sales staffers. Isn't always good.

**Solutions:** Compatability of account or media with sales rep. Sterling Institute Research; The ability to establish key characteristics of high performers who only call on agencies: "The ability to establish and maintain a productive relationship with a buyer or media director put the emphasis on compatability. Key in Direct selling.

#### Direct Sales Tips:

1. In agency selling, listen well. Ability to write clear, concise proposals is critical. These do not jibe with "hard sell".
2. Forget "know-it-all" attitude. High-performers convey attitude they're continually learning. Willing to share new data.
3. Handle details, minimize discrepancies and errors. Emphasize total service.
4. It's a "street talk" business. BUT attach special value to handling personal and professional confidences. High-performers have high sales expectations. Also, they are very realistic about how hard they push.
5. DON'T go for the sale and jeopardize relationship. High-performers develop relationships with buyer. Every aspect of deal is sales reps responsibility, NO matter how many other people are involved.

(source: Bill Brower, President, Brower Associates)

## Sales Management

# Increase Bottom Line... Create Smart Work

National Spot dollars are scarce. Competed for fiercely. Station execs must put more emphasis on local business. Be more systematic and calculated in your approach to local advertisers.

Audience fragmentation faces each of you fighting for the local dollar. Stations today are neutralizing one another's positions. When the difference in audience ranking position is less than a few share points audience size can NO LONGER be used as a sign of strength. (see Critical Issues page 36)

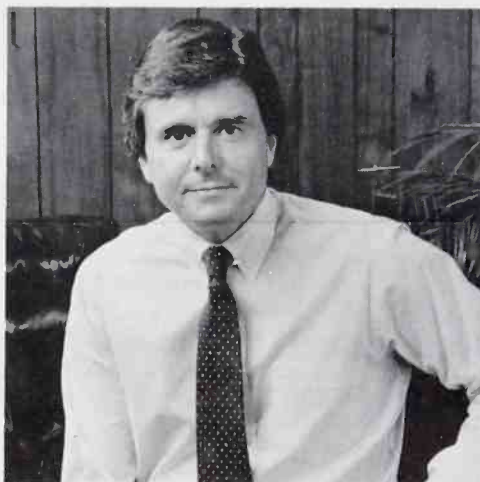
Increase your local bottom line by creating more **Smart Work** for your local sales rep. **Smart Work Aid:** the use of a sales production library.

Creating **Smart Work** results in more dollars for the sales rep and your station. It forces you to adjust thinking from short-term to long-term campaigns.

The sales production libraries are intended to meet the needs and demands of clients. It creates an image many advertisers thirst for to increase their business. (The client is interested in customers)

### Smart Work Training Steps:

1. Sales rep must assess the potential clients position. Their needs by going through the "consultant sell process". This includes budget size, product lines, store hours, peak selling periods, customer psychographics.
2. After intelligence gathering, mix and match various themes that will enhance the needs of the client. Then marry the theme with professional writ-



TMs Master Plan President Pat Shaughnessy

ten presentation. (RAB advertiser facts spot scheduling and cost).

3. Give the potential advertiser a First-Class presentation in a conference room atmosphere. More often this results in a sale. (ref. Executive SALES Briefing opposite page)

**Sale Hook:** The customization of the theme to the identity of advertiser establishes strong image and customer awareness.

Investment into a library is minimum compared to the rewards. Example: KMGC Dallas, sold over \$1 million in 1982. Returns can be as high as 20 to 1 on the dollar.

While it is not possible to generalize format and market size characteristics about sales production library client stations, they all have one thing in common: **Aggressive Sales Posture.** The desire to maximize station profits crosses all boundaries.

Creating tools, providing step-by-step explanation on useage must be prime consideration when buying your library. TM also provides videotape sales training for each station. And, recently started an exchange of money-making ideas that have worked at other stations.

Want a 52 week schedule? Increase local revenue, improve commercial sound, provide more effective advertising for your clients and have more professional sales staff earning more money... Do **Smart Work** with a top shelf sales production library.



# Talknet. THE PROBLEM SOLVER.

*"Talknet attracts new audience. Listeners stay with us through other dayparts, which helps improve our overall shares."*

**Gary Eaves VP/GM**  
WDBO, Orlando, Florida

*"We sell out most of the local avails and we have a tremendous amount of repeat business."*

**Scott Meir GM**  
KSTP, Minneapolis, Minnesota

*"The great thing about Bruce's show is its ability to draw advertisers who never really thought about radio as an advertising medium."*

**Diane Sutter GM**  
WTKN, Pittsburgh, Pennsylvania

*"Bruce and Sally lead the nighttime talk race in Houston. Talknet dovetails perfectly with our local programming... When a national radio show sounds that good and does that well in the ratings, somebody is doing something right."*

**Harry Schultz**  
News & Program Director  
KPRC, Houston, Texas



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**60 SECOND BRIEF**

— RBR —

**Management Horizons:** New radio Retail division gets off to a HOT start. Recently signed -- Blair owned KVIL, Dallas. **MH** exec Gary Drenik pitches Dallas-Fort Worth market comes out on top with hottest station as the first to purchase Media Marketing System. Move locks KVIL into unique position. **MH** is sold on an exclusive basis.

— RBR —

**Tough Times:** Ahead for radio execs who are faced making decision to Buy or Not to Buy hightech ArbiTrends service. Many taking wait-see attitude. Seems to be smart move. Arbitron wants this service, more than any other in past, to succeed. Concessions being made to get radio hooked on hightech micro. Previous stance: Could not receive current quarterly stats without purchasing ArbiTrends. (see Bob Galens Memo April issue **RBR**) Now, you can at a cost of 5% above current contract. Advisory Council, NRBA, side-by-side of NO GO to new hightech service.

— RBR —

**Arbitron Building Sales Force:** To push hightech ArbiTrends "rolling average service" to advertising agencies. First hired: Terry d'Angona, for Los Angeles. d'Angona prior research involvement, the Source Research Company that closed in late '70's.

— RBR —

**Radio Expenditure Reports:** Display cause for argument. RER shows Houston national business down for February. But, local sources say market booming. RER shows Top 10 markets down 8.5% in Jan/Feb. Lot of finger pointing going on. Rep field offices upset that many stations going direct. Key, what used to be national is turning to be local. Reason: National agencies regionalizing. J. Walter Thompson makes no bones. They go direct. Claim their buyers are specialists. Only handle two ADI's, never more than 4. Richard Kostyra, Sr. VP/Media Director at Thompson, "Shortest distance between two points is a straight line." (past reps) Reps have a beef.

— RBR —

**RAB Now has Toll-Free:** HelpLine to members. 1-800-232-3131. This access number for RAB member stations. When looking to have specific questions answered, access to sales tools, research data, toll free good idea.

— RBR —

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**Publisher's Letter**

The **Radio Business Report** has begun its second quarter of publication with the May issue. To the executives that have believed in radio as a business and sending in your subscriptions, I send my thanks.

But, many executives have taken the wait-and-see attitude. 'How long can Carnegie hang on'.

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Also, a very special thanks to the people behind the **Radio Business Report**. To Rich Celia, of Omega Press and Steve Swetsky of Graphics Unlimited, I deeply thank for their interest, commitment, professional attitude and for never missing a deadline so YOU can receive **RBR** on time. Bill Riser, Barbara Berman and Kathy Kalvick for their assistance, advice and conviction in aiding our growth. Thank you. Herb Drill, for bringing high professional qualities of journalism.

As one top radio executive stated, 'Jimmy, you are becoming a damn good publisher', **RBR** gives me what is needed in fair, honest and investigative journalism. Sign me up.

This will be one of the very few Publishers Letters. Remember, price to return to the Charter price on May 31, 1984.

I look for your personal subscriptions.

Jim Carnegie  
Publisher

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