

Radio's Premier Management & Marketing MagazineSM

**LATEST GADGETS &
GIZMOS AT NAB**

RADIO INK.

**OVERCOMING ARBITRON
NON-RESPONSE**

**ARE YOU PRICING
YOUR STATION OUT
OF THE MARKET?**

AVOIDING TUNE-OUT

MANAGEMENT BY MEMO

**OPTIONS FOR SIGNAL
IMPROVEMENT**

**ELEMENTS OF
SUCCESSFUL
PROGRAMMING**

GROWING A CHAIN

**BILL STAKELIN, PRESIDENT/CEO,
APOLLO RADIO**

Vol IX, Number 9
Apr 25-May 8, 1994



Audiences *never* age.

Music *never* changes.

Formats *always* stay the same.

And Digital is *just* a passing phase.



The Optimod-FM 8200 Processor

Damn.

We created the first successful all-digital sound processor to give FM stations absolute flexibility. Be able to adapt to new music, personalities, or formats. Tailor sound to attract new audiences. And have the ability to upgrade with simple, inexpensive software—instead of tossing out an entire capital investment.

Somehow, that makes a lot more sense to us than trying to compete in today's radio market with outdated analog technology. But we could be wrong. Dead wrong. After all, digital could be just a passing phase. Elvis could really be living in Cincinnati. And WKRP could be the future. Damn.


orban[®]

H A Harman International Company

1525 Alvarado St., San Leandro, CA 94577 USA Phone 1•510•351•3500 Fax 1•510•351•0500.
© 1994 AKG Acoustics, Inc. Orban and OPTIMOD are registered trademarks of AKG Acoustics, Inc. All other trademarks are property of their respective companies.

Circle Reader Service #103

World Radio History



A prospect who can't afford to advertise
really isn't a prospect at all.

Suppose there are 73 Chinese restaurants in your market area. But only 16 can really afford an effective radio schedule. Why waste time calling on the other 57? If you had Prospector™ you wouldn't.

Prospector is an amazing new computer program that utilizes Dun & Bradstreet® data and your hands-on experience to help determine not only who is a bonafide prospect—but also who's not.

With just a few keystrokes, you can select the type of business you're targeting from more than 160 categories (everything from nightclubs to daycare). Information can be sorted by county or zip code. And in a matter of seconds, you'll know the annual sales volume, the number of outlets, the names of top management, and much more about each business within the category and geography you specify. All of which enable you to qualify—or disqualify—prospects, based on the criteria of your choice.

You'll save a fortune in time, effort, mileage, meetings, and money. Instead of chasing after someone who's really not a prospect at all, you'll be able to focus your attention on prospects who actually show promise of becoming clients.

Available for only a small quarterly data-licensing fee, Prospector is a priceless enhancement to TAPSCAN®, radio's most complete ratings analysis and sales proposal system. The program's development, together with our alliance with D&B®, is yet another milestone in our commitment to provide you with a complete "Business Intelligence System" designed to enhance the efficiency of the sales, marketing, and promotion of your station.

You're a smart cookie. So call us today and tap into Prospector. Only from TAPSCAN.



3000 Riverchase Galleria • Eighth Floor
Birmingham, Alabama 35244 • 205-987-7456
Boston • Chicago • Los Angeles • Toronto • Vancouver

Prospector and TAPSCAN are trademarks of TAPSCAN, Inc.
Dun & Bradstreet and D&B are registered trademarks of
The Dun & Bradstreet Corporation.

COMBINING THE BEST OF BOTH AIRWAVES



Specializing in video production services for the radio industry.

- **Television Commercials**
- **Sales' Videos**
- **Television Shows**
- **Training Tapes**

"We've received a 4 rating and a 12 share, making 'Country Video Today' the number one country show in Detroit."

Don MacLeod, Marketing Director
WYCD - Young Country, Detroit

"Time spent in front of a client is important and short. Audio and Video makes the greatest impact"

Steve Ennen, General Manager
WUSN - US99, Chicago

**PRODUCE YOUR STATIONS SALES VIDEO WITH KLINT REID ASSOCIATES AND GET A :30 SECOND TELEVISION SPOT FREE!
HURRY! LIMITED TIME ONLY!**

Klint
Reid
Associates
INC

Producers of "Country Video Today" & "Rhythm City Videos"

Klint Reid Associates, Inc.
71 East Wacker Drive, Suite 3711, Chicago, IL 60601
Phone 312-201-1096 FAX 312-201-1098

FEATURES



32 Special Report: ▲ Gadgets & Gizmos Introduced at NAB

This spring's NAB convention was loaded with even more new gizmos to make your station more productive, better sounding, and more profitable. Inside, a look at some of this new technology.

DEPARTMENTS

Publisher's Notes	7
Reader Letters	8
News	9
Radio Daze®	12
Forum	13
Case Study	14
Copy Clips™	44
Grapevine	50
Events Calendar	52
Blast From The Past™	54
Advertiser Index	54

24 Interview: William L. Stakelin, president/CEO, Apollo Radio

Stakelin, former RAB president and NAB joint board chairman, discusses the RAB, the NAB, and growing Apollo Radio into a major chain. ▼



COLUMNS

Marketing	15
by Ted Bolton	
Escaping the Arbitron non-response nightmare.	
Engineering For Management™	16
by William P. Suffa	
Translators & boosters: Options for signal improvement.	
Management	17
by Jack M. Rattigan	
Management by memo: A tactic for cowards?	
Programming For Management™	18
by Guy Zapoleon	
Elements of successful programming.	
Sales	20
by Philip J. LeNoble, Ph.D.	
Price wars: Are you pricing your station out of the market?	
Promotion	22
by Cliff Berkowitz	
How over-promoting can lead to listener tune-out.	

**COMING
NEXT
ISSUE:**
May 9

- George Sosson, President/COO, Fairfield Communications
- Today's Handsfree Radio Station

Cover photo by Brian Stanton

Copyright © 1994 by Streamline Publishing, Inc. and Radio Ink (ISSN 1064-587X) All rights reserved. Radio Ink is published biweekly January through June, semimonthly in July, biweekly August - November and monthly in December. 25 issues each year, by Streamline Publishing, Inc., 8000 North Federal Highway, Boca Raton, FL 33487. © Radio Ink is a registered trademark of Streamline Publishing, Inc.
 POSTMASTER: Send changes of address to Radio Ink, 8000 North Federal Highway, Boca Raton, FL 33487. Second Class Postage paid at Boca Raton, FL and additional mailing offices. Subscriptions: Mail subscription rate: Two years \$225.00, One Year \$125.00, Six Months \$75.00. Canadian subscribers \$298.00 for two years, \$149.00 for one year, or \$80.00 for six months. European subscribers \$398.00 for two years, \$199.00 for one year, or \$110.00 for six months. (Florida residents add 6% sales tax.) All subscriptions, renewals and changes of address should include address label from most recent issue and be sent to the Circulation Department, Radio Ink, 8000 North Federal Highway, Boca Raton, FL 33487. Copying done for other than personal or internal reference without the express permission of Radio Ink is prohibited. Address Bulk Business Mail paid at West Palm Beach, FL Permit #1039 for third class enclosure. requests for special permission to the Managing Editor. Reprints and back issues available upon request.

Editorial Offices:
 8000 North Federal Highway
 Boca Raton, FL 33487
 Phone (407) 995-9075
 FAX (407) 995-8498

**Subscription Information/Advertising/
 Classifieds/Resource Directory**
 ☎ Phone (407) 995-9075 ☏
 FAX (407) 995-8498

Prices Plummet for Music on Hard Drive

10:14:18A Copyright 1994 by Scott Studios Corp.

* Air * 3:33	Without You Mariah Carey :14/3:33/F HIT HM0105 10:14 # 1 for 2 Weeks in March, 1994	:14	Fade On-Air Tab	Jingles & Spots 7	Music Library 8	
Start F2	Streets of Philadelphia Bruce Springsteen :25/4:03/F HIT HM2608 10:17	Auto 6	Jingles A	Applause B	Sweeper C	Jingles & Spots D
Start F3	Win It Before You Can Buy It Q: The Sound of the Tones :00/0:18/C PRO TO2214 10:21	F7 Move Up	Weather E	News Open F	News Close G	Rimshots H
Start F4	McDonald's 2 for \$2 Special JT Q: Thru Saturdays Only. :00/1:00/C COM DA1103 10:21	F8 Move Up	Morning Jin. I	Oldies Jingle J	Legal ID K	Animal Noises L
Start F5	Bob's Bargain Barn BW Q: At Westland & East Park. :01/1:00/C COM DA4310 10:22	F9 Move Up	Top 8 at 8 Jin. M	Crowd Boos N	Happy B'day O	More Events 9
Start F6	Uptempo Jingle Q: Kiss FM. :00/0:06/C JIN DA1037 10:22	F10 Move Up	Swap Theme Q	Crowd Cheer R	Weather Service S	Options 0

If you've been waiting for prices to drop before you replace your carts, now's the time. Prices for hard disks and digital audio have really dropped! Scott Studios now offers complete hard disk music and commercial systems at the best values ever! In addition, we'll pre-record your music to our hard disks free!

Play Any Audio At A Touch

Scott Studios delivers 24 digital players on a computer touchscreen in your air studio. Six events (on the left of the screen) come in automatically from your traffic and music computers. Jocks can use the arrow keys to rearrange things at a touch.

Eighteen unscheduled jingles, sounders and effects are "always ready" (at right). You also get other screens with unlimited "walls of carts" that play instantly. Pick and play spots, jingles, comedy or song requests sorted ten ways.

Simple and Paper-free

Weather, live tags, promo copy and any part of the day's log pops up on Scott Studios' screen.

Multi-Studio Digital Audio

When spots are produced (or new songs are dubbed), they're electronically transferred to all your air studios. There's no time wasted carrying carts down the hall or redubbing for additional stations.

Compared to mere months ago, hard disk digital audio value is way up. And we offer excellent financing and lease plans. Call for details.

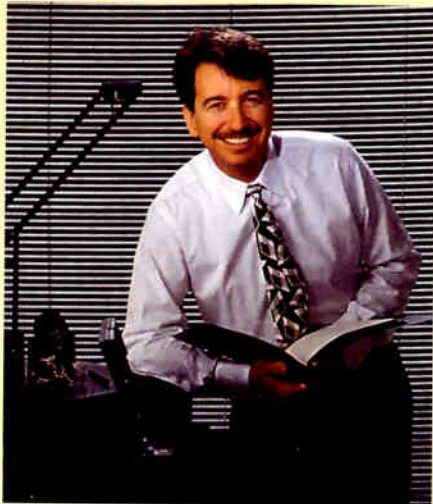
Scott Studios Corp.

13375 Stemmons Freeway, Suite 300
Dallas, Texas 75234 USA

(800) 330-3004

PUBLISHER'S NOTES

Don't Shoot Yourself In The Foot With The Arrow



The bandwagon mentality of our industry continues to amaze me. Stations across the country are quick to jump on a successful format to boost their own ratings, often without careful examination of what made a station successful.

Today's latest buzz format is CBS's Arrow in Los Angeles. People are already switching to an Arrow format without much examination into why the station is doing so well. In this case, KCBS had to do something — their station was drowning. In Los Angeles, all the format niches were filled two and three times. A Research Group study utilizing new research technology determined the only obvious hole in the market was a very slim niche of '70s-based rock 'n' roll oldies. Thus the Arrow was born out of necessity to take the only exclusive niche opportunity in the market.

There really is no magic, no earth-shattering secret formula to the Arrow's success that hasn't been around Radio before. A need was researched, a niche uncovered and a format created to fit the niche and the target audience. Marketing 101. CBS dropped an estimated 500-800 GRPs over a 15-week period in tele-

vision. Additionally, CBS did a 200 showing of spectacular billboards supporting the TV. Plus for 90 solid days the station completed an estimated 125,000 telemarketing phone calls, making most station telemarketing campaigns of 20,000 pale in comparison. This was a marketing blitz unlike any ever done before in Radio.

The Arrow is a fine format, and CBS has done a terrific job executing the launch. The research accurately showed it was right for Los Angeles, but in its present form, it appears it may be a format appropriate only for some markets.

If you're one of the thousands of broadcasters thinking this format will vault you into a leadership position, you may be right if you too can spend millions on marketing the format. My guess is that we'll see a rash of stations calling themselves "The Arrow" (or something similar to avoid paying for the name) and we'll see stations foolishly playing the same '70s oldies that tested well for Los Angeles.

There are lessons to be learned from the Arrow: Conduct a research study, find your niche and buy your way into ownership before anyone gets a chance to take it away. As for the copies, isn't our business sophisticated enough yet to know that the format of the month club is rarely successful?

Eric

To reach me, write:
RADIO INK,
B. Eric Rhoads, Publisher
8000 North Federal Highway
Boca Raton, FL 33487
Phone: (407) 995-9075
Fax: (407) 995-8498

**TURN
RATINGS INTO
REVENUE**

**Put US on YOUR
SALES TEAM**

for custom,
revenue-producing
sales materials
and winning
presentations.

**Your salespeople
will have more
selling time and
be better
prepared.**



Partners: Rhody Bosley, Julie Heath and Marc Greenspan

Research Director, Inc.

Baltimore: 410-377-5859

Home of PD PROFILE® and Diary Review.

Circle Reader Service #107

LETTERS

Controversy Kudos

Great article on "Controversy Sells ... If You Know How" (*Radio Ink*, Jan. 31 - Feb. 13). You addressed a big issue head-on and won.

**Gordon Hastings, Pres.
Katz Radio Group
New York, NY**

Walter [Sabo], your column ["Controversy Sells ... If You Know How"] in the Jan. 31 - Feb. 13 issue of *Radio Ink* was great. I made it mandatory reading for my sales department.

**Larry Wert, VP/GM
WMVP
Chicago, IL**

Kudos to Karmazin

As a new subscriber, not having read the Karmazin article, I'd like to respond to the George Whitaker letter. (*Radio Ink*, Feb. 14-27)

Whitaker misses the point about Karmazin. He is one of the brightest guys in our business. He may not be a saint and he may have had the misfortune to earn lots of money, but the real point is that he is on the front line of the First Amendment battle that rages continually in our business. I am too old (over 18) to be a Howard Stern fan and therefore think Stern is either simply an overgrown adolescent or a man going through middle age crisis. Of course he's in bad taste to a great majority of people. But so are the people who would gag him.

**Harold Bausemer, GM
WRCA
Cambridge, MA**

In his letter in the Feb. 14-27 issue, contributing writer George Whitaker raged on about your Mel Karmazin interview and made a point of saying, "What is wrong with this country." He also resigned from writing for your magazine. What is wrong with this country is not the programming on Radio and TV, but people like George, who think that they should tell others what to listen to or watch. If I believed this way, there would be no EZ formats or Lawrence Welk shows on TV. If George has a problem with Howard Stern, maybe he shouldn't listen.

Even more important to the Mel Karmazin/Howard Stern story is the quality of leadership that a broadcaster like Karmazin displays when he backs up his talent. Like everyone else in this profession, I have seen more major market owners/managers fold under pressure when a complaint comes in. Even a single complaint from a listener has caused management to issue apologies on the air or even fire the talent.

I don't have to like Howard's show or Mel Karmazin to respect the relationship that Infinity has with its talent. Never in history has the FCC so viciously attacked a Radio performer. When are we going to take the Constitution seriously and "allow" freedom in the United States?

**Lewis E. Graham, Pres.
The Public Radio Service
Baltimore, MD**

On Westcott on Karmazin

In response to the "C'mon ... Mel Karmazin, Executive of the Year?" letter sent in by one of the most ignorant citizens in our country: For the life of me I cannot understand the type of hatred being spewed by this Mr. Westcott.

Mr. Westcott, do you comprehend what freedom of speech means? I'll try to s'plain: All that Mr. Karmazin has done is capitalized on the tastes of some 10 million individuals that like that type of Radio. That is his right, whether or not you agree with what Infinity does is totally unimportant. I have observed your "one-man war" against Howard Stern and Infinity for quite some time now, and only have this to say ... shut off your Radio, get a real job, and if you have children, put them up for adoption to save them more aggravation and embarrassment!

**Paul L. Bicknell
S.P.B.**

CouponRadio? Not Yet

The interviewer in your Advertiser Q&A feature (*Radio Ink*, Feb. 28-Mar. 13) made some misleading statements about the capabilities of the Radio Data System (RDS).

The RDS/RBDS system uses one of an FM station's subcarriers to transmit a digital data stream, which will inform the

new generation of smart FM receivers about that station's call letters or slogan and program type. Also available is the ability to transmit longer text messages, known as Radiotext, which may be used to display artist and title, advertiser contact info, or anything else a station feels like sending (contests? weather?).

However, your interviewer indicates that the CouponRadio system is available today, and that RDS display Radios are a year or two away. Just the opposite is true. Major consumer audio manufacturers have been shipping these receivers in the United States for more than a year now. So far, none of these can print coupons.

While CouponRadio is a clever application of RDS technology, there are many other aspects to RDS, some potentially far more interesting (and lucrative) to broadcasters. Every day, a larger piece of the country is reached by an RDS signal. *Radio Ink* should see that broadcasters are getting correct information about these developments to avoid placing them at a competitive disadvantage.

**Brett g. Porter
Developer, Model RDS-1 Coder System
Modulation Sciences Inc.
Somerset, NJ**

Taking the Highway

Smart move—attending the TV Convention (Publisher's Notes, Feb. 14-27). Unfortunately, Radio has been too self-absorbed and needs to broaden its vision.

Regarding the interactive electronic highway: As you know we've embraced Coupon Radio. It may not be the end all, but it's getting us the opportunity to stay in the forefront in the automotive industry with new things happening on Radio.

**Bill Burton, Pres./COO
Detroit Radio Advertising Group
Troy, MI**

ADDRESS ALL LETTER TO:

Readers Letters, c/o Radio Ink, 8000 N. Federal Highway, Boca Raton, FL 33487. Or fax to 407-995-8498. Each letter should include your full name, address and telephone number, and may be edited for clarity or space.



AP All News Radio To Debut June 1

With the recent announcement that the 146-year-old Associated Press is launching an all-news Radio network, one has to ask the question: What took so long?


Actually, with the resurgence of AM and the growing popularity of news and talk Radio, the development of AP All News Radio comes along just at the right time. Many broadcasters for years have recognized the value of the news format, but they also have understood the prohibitive costs associated with producing the format on a local level. According to Jim Williams, VP/director of AP's Broadcast Division, All News Radio is designed "to fix all that."

Here are the basics: All News Radio is set to debut June 1 with live, turnkey programming around the clock on a flexible basis, so affiliates can insert as much or as little local news programming as they choose. Affiliates can select one of two program channels: The News Station, a fully produced format available on a market-exclusive basis complete with sounders, promos and positioning statements; and a non-market-exclusive "clean feed" designed for stations to use with their own jingles and other production elements. All affiliates will have access to a hotline channel reserved for live, long-form coverage of scheduled news events and breaking stories. Live special reports will air during regularly scheduled newscasts on the main channel so stations would not be forced to break format to provide coverage.

All News Radio will cover national and international news, business, sports and other feature programming produced at AP's Broadcast News Center in Washington. It is designed as a commercial-free service, so stations retain full control of inventory and are permitted to pre-empt the network feed to cut away to local programming whenever they choose. Stations pay cash only, with fees structured according to market size. All network programming will be digitally compressed and delivered via GTE Spacenet III and SatCom C-5.

Also, the network has been designed to be fully compatible with many computer automation systems, allowing stations using these systems to program their PCs to interact with ANR's tone system. Local news, weather, sports, commercials, and promos can be pre-recorded and dropped into network programming at scheduled times, allowing a station to re-direct resources to board operation rather than staffing a full-time newsroom. Local anchors can air local newscasts either live or record them for playback in later time slots.

As Radio news operations continue to shrink both in number and size, AP's 24-hour all-news programming venture could help stem further erosion. True, a station that switches from a locally produced news format to an automated product could displace some newswriters and reporters. However, since ANR is designed primarily for stations in markets where all-news is cost-prohibitive, the network actually might prove to be cost-effective enough for affiliates to consider hiring a local newsperson (or two) to augment the national feed.

In any event, AP's attempt to strengthen the all-news format — and, in the process, AM Radio — is bound to be welcomed by stations in markets of all sizes. Good going. 

CBS Partners With UPI to Form CBS Americas

CBS Radio has announced a new partnership with United Press International to produce 38 newscasts daily, Monday through Friday (20 daily on weekends) for the CBS Hispanic Network, which is changing its name to CBS Americas. The network originated three years ago when CBS began providing Major League Baseball play-by-play broadcasts to Spanish-language Radio stations. "We were very pleased with the progress of the network," CBS Radio President Nancy Widmann told *Radio Ink*. "And we decided the next step should be to take the network to the next level."

Westwood Splits Networks In Two

Westwood One has reorganized the internal operations of its networks into two self-contained principle divisions, Westwood One Entertainment and Westwood One Networks. Falling under the entertainment division, which will be headed by President Greg Batusic, are the company's numerous syndicated music programs, countdown shows, concerts, special events, sports and talk, and youth-oriented programming originating from the Source network. Westwood One Networks will be headed by President Bill Hogan and will encompass the company's RADAR-rated networks, including CNN+, Power, Super, CNBC Business Radio Network, Mutual Broadcasting, and NBC, as well as Unistar's personality networks and 24-hour formats.

Sony/Time-Warner Taps Baldassano As VP

Now that former ABC Radio and Unistar Radio Networks VP/Programming Corinne Baldassano has been named to a similar position at SW Networks, the new Sony/Time-Warner Radio division, look for product to be rolling out soon. The company is said to be putting substantial resources behind the project, and is expected to announce several 24-hour commercial programming opportunities not currently in the marketplace. The word used by a company spokesman to describe the initial fare: avant-garde. President of the new venture, which may add a letter or two to the existing SW acronym, is Susan Solomon.

Radio PURs Along As TV Dips

Despite the erosion of local television audiences to cable services and upstart Fox Television, Radio's weekly average listening levels remain "remarkably steady," according to a new analysis prepared by Katz Radio Group. Citing Fall 1993 Arbitron listening estimates, the analysis shows that Radio reaches virtually every American during a typical week, with Fall '93 Cume Persons Using Radio (PUR) hitting 96 percent across the United States for total week. Average Time Spent Listening for Persons 12-plus shows a marked increase over the previous two years, and is on a par with 1984, while TSL has remained consistent in each daypart over the last 10 years. Also, many 25-54 age cells posted their highest listening levels in 10 years, reflecting the emphasis programmers have placed on this broad demographic target; teen listening also is up nearly half an hour per week compared to 1992, reversing a slight decline over the past few years.

First Quarter Station Trading Outpacing '93

by Reed Bunzel

Look for the Radio marketplace to remain robust — at least as long as qualified buyers continue to chase available inventory.

That's the word from the broadcast brokerage community, which has just wrapped up one of the industry's most active sales quarters in the last five years. In fact, according to *Radio Ink* analysis, 71 million-dollar-plus transactions were announced in the first three months of 1994, compared with 59 in the same period in '93. Of these, eight were valued at \$20 million or more, compared with four in '93; and 13 were in the \$10-19.9 million range, again compared with four in '93.

"The deal-making pace is still at a level that could best be described as controlled fury," observes Star Media Group's Paul Leonard. "There are still a

large number of transactions that are in the negotiation stage, and we're anticipating that the entire year will be at or above last year's level." Leonard notes that the pool of buyers (and equity) still is larger than available inventory of stations, "but there are enough quality stations to support what's still a pretty active pace."

Broker Gary Stevens agrees. "Business has been very solid, largely because larger groups continue to take advantage of duopoly," he says. "We're seeing a tremendous amount of consolidation going on, more than we have seen in the past year. Buyers have decided that duopoly is what they need to do if they intend to be long-term players; if they don't or can't, they get out."

Unlikely Marriages

Media Venture Partners' Charles

Giddens isn't so quick to predict a continued bull market in station sales. "The availability of money — and only for really big deals in big markets — is causing a bit of a slowdown in the middle and smaller markets," he says. "Also, since the easier duopolies already have been done, we're now making marriages happen from two stations that are somewhat dissimilar. In many cases we're now down to a lower tier of stations, or independents who just haven't yet seen the need to consolidate."

So is it still a seller's market? Inventory remains tight, but the number of buyers with equity and financing to buy also is fairly small. "There's been a reduction on both sides of both inventory and qualified buyers in the last six months," Giddens says.

"It's this kind of environment that tends to drive prices higher," says Stevens, noting that the market remains a two- to three-tiered market. "In the large markets where consolidation is most desirable and people have the wherewithal to buy these things, it's very much a seller's market," he says. "But when you get into the intermediate and smaller markets, it's less active, because financing for these deals is harder to find."

The laws of supply and demand have put pressure on pricing, but prices have stabilized somewhat based on the supply-demand equation — and also on the new mathematics of duopoly. "Most markets, even those that have been traditionally stagnant, are showing real growth in retail sales and Radio revenues, and that is the environment in which many pro forma statements are created," says Leonard. "Buyers generally are pretty comfortable paying a multiple of one to 1-1/2 higher than they would have a year and a half ago."

"Values definitely have firmed up, but sellers are thinking we can get 10-12 times 'next year's blue sky' if they sell to someone in the market," says broker Todd Hepburn. "What we're seeing in a duopoly situation are prices somewhere around nine times first-year adjusted

12 ▶

SALES TURNAROUNDS!

DAVE GIFFORD INTERNATIONAL



GIFFORD

SALES TURNAROUNDS AND TROUBLESHOOTING
IN-STATION AND GROUP OWNER SALES TRAINING
SALES, MANAGEMENT & ADVERTISER SEMINARS
NEW ACCOUNT SALES AND CLIENT DEVELOPMENT
TAKEOVER COUNSEL TO FIRST STATION OWNERS

1143 TAOS HWY., SANTA FE, NM 87501

1-800-TALK GIF • (505) 989-7007

REVENUE REPAIRS FOR ALL SIZE MARKETS

Circle Reader Service #108

Washington-At-A-Glance™

- **Listeners Guild Inc.** has dropped its federal suit and all FCC petitions to deny license renewal against WNCN-FM New York. The petition originally had been filed because of the conviction of an officer of GAF Broadcasting, which owned the station. The conviction later was overturned, but Listeners Guild then contended (and since has recanted) that GAF was in violation of EEO regulations. GAF has reimbursed LGI more than \$100,000 for legal fees.
- **Infinity Broadcasting** has challenged the \$400,000 FCC fine imposed against four of its stations, claiming that portions of the Howard Stern Show cited in the Commission's action were not indecent and were not heard by children, and that Infinity is being targeted unfairly by the FCC because non-Infinity stations that also ran the broadcasts have not been fined.
- **The FCC** has renewed the license of WYUU-FM Safety Harbor, FL, which a resident in 1988 claimed bombarded his home with unacceptable levels of RF radiation. A subsequent study showed no evidence of RF interference.
- **KNON-FM** Dallas has been fined \$12,500 for broadcasting "indecent" material that included a song titled *I Want to be a Homosexual*, and for using sexually oriented words and references prohibited by the Supreme Court's "Seven Dirty Words" ruling. The song in question apparently was aired during a gay-oriented program and reflects the diversity of the station, a station spokesman said. The individual who played the selection no longer is with the station.
- **KFMH-FM** Muscatine, IA has been fined \$12,500 for airing sexually explicit material during a call-in joke contest. The station claims that all calls were pre-screened and that the offending caller was cut off as soon as the indecent reference was made; it further alleges that the caller may be the person who filed the complaint.
- **A Las Vegas** resident (not Al Westcott, who focuses his attention on Howard Stern affiliate KFBI-FM) has filed an indecency complaint at the FCC against KKLZ-FM for alleged sexually and excretory-oriented remarks.
- **Fort Worth, TX** has filed a complaint at the FCC over a "well-intentioned" stunt staged by KYNG-FM that went awry. Apparently, DJ A.W. Pantoja claimed he'd hidden cash in books in the stacks at the city's library, causing a run on — and damage to — a number of books. KYNG already has pledged to donate \$10,000 to the library, and pay for all damages.

\$\$\$\$\$ Million Dollar Club™ \$\$\$\$\$

For April 25, 1994

\$21 M: KBXX-FM HOUSTON; SELLER: COOK INLET RADIO PARTNERS; BUYER: CLEAR CHANNEL COMMUNICATIONS.

\$19.75 M: KZOK-FM SEATTLE; SELLER: CLG MEDIA OF SEATTLE; BUYER: EZ COMMUNICATIONS; BROKER: GARY STEVENS & CO.

\$17 M: KYXY-FM SAN DIEGO; SELLER: PARKER BROADCASTING INC.; BUYER: SFX BROADCASTING INC.

\$16 M: KSRI-FM SAN JOSE AND KSRY-FM SAN FRANCISCO; SELLER: VIACOM BROADCASTING; BUYER: CRESCENT COMMUNICATIONS OF CALIFORNIA; BROKER: MEDIA VENTURE PARTNERS.

\$1.9 M: WVMJ-AM/WQID-FM BILOXI, MS; SELLER: TELE SOUTH COMMUNICATIONS INC.; BUYER: SOUTHERN STARR BROADCAST GROUP; BROKER: THE CONNELLY CO.

\$1.6 M: WCQL-AM PORTSMOUTH, NH, AND WCQL-FM YORK CENTER, ME; SELLER: SUNSHINE GROUP BROADCASTING; BUYER: KNIGHT QUALITY STATIONS.

CLOSED!

WRVF-FM, Columbus, Ohio from Tri-City Radio Ltd. Partnership, Alan D. Gray, President to OmniAmerica Communications, Carl E. Hirsch, Anthony S. Ocepek and Dean Thacker, Principals, for \$7,500,000.

WLOH-AM/WHOK-FM, Columbus, Ohio from WHOK, Inc., William M. France, President to OmniAmerica Communications, Carl E. Hirsch, Anthony S. Ocepek and Dean Thacker, Principals for \$8,000,000.

Randall E. Jeffery represented OmniAmerica Communications in the transactions.

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

RADIO and TELEVISION
BROKERAGE • APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

NEWS FEATURE

◀ 10 First Quarter Trading cont'd

cash flow. They're not looking at current cash flow; they're looking a year down the road, after they've combined operations."

Still, there's no change on the financing front. "We're seeing a healthy number of banks pursuing larger deals and some of the more visible refinancings," says Leonard. "But most banks haven't dropped down into the second tier or one- and two-station deals — and that is the key to bringing back financing on a broader, more meaningful scale."

Fed Up?


Stevens contends that lenders are very much in the game — but only in large markets. The lending ratios — multiples of cash flows against which the banks will lend — have increased over the past year, in some cases up to six times cash flow (and, according to some unconfirmed reports, even higher). "The lenders today want a greater equity commitment than they had in the past, when there wasn't anything between them and the wall," Stevens says. "They're aggressive, but they want some sort of commitment from the buyer, as well."

One note: the Federal Reserve's action last month to gently nudge up interest rates had more of a visual than an actual impact on lending. Where it has had an effect is on the stock market, where the recent "correction" has cooled off the IPO climate ... and limited new entries to rely further on public investments to grow their companies. "A num-

ber of companies have predicated their ability to grow on their further ability to raise equity in the marketplace, and they have a pricing problem at the moment," Stevens says. "Companies still can go public, but at what price? A company that might have opened at \$15 per share instead might be priced at \$11.5, and they may feel they're giving away their company."

Giddens agrees that the Fed's action on interest rates had only an "aesthetic impact" on business. "We've gone a long time without an increase, so now that we have a small one it looks bad visually — but in real dollars that little click won't make much difference."

Likewise, Wall Street's recent roller coaster ride has caused many investors to re-evaluate the public marketplace, which could cause difficulty for companies looking to make an entree. According to Giddens, however, once the market corrects itself, look for another IPO market in late fall, maybe even better than the one that just ended.


Bottom line: Market revenues and station performance were strong throughout 1993 and continue into '94. This bodes well for the industry, since strong margins make stations look healthy. 

◀ 9 News Recap cont'd

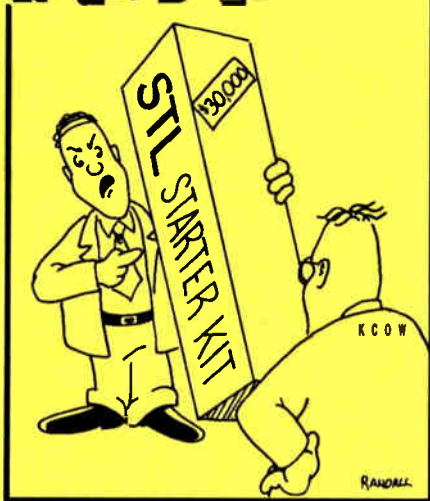
US Radio Files IPO

Philadelphia-based US Radio has filed with the Securities Exchange Commission to issue 3 million shares of stock in an initial public offering. At a maximum price of \$14 per share, the offering would raise some \$48 million, assuming that lead underwriters Oppenheimer & Co. and Paine Webber exercise their option to buy an additional 450,000 shares. According to Duncan's Radio Market Guide, US Radio last year had revenues of \$31.7 million.

NAB Seeks Superhighway Input

In response to industry concern that Radio's position on the much ballyhooed information superhighway is unsure at best, NAB's Radio Futures Committee is soliciting ideas and comments from interested Radio broadcasters. "We are assessing technologies and business approaches Radio can employ to provide expanded services to business and the public," says Committee Chairman Dick Ferguson, who asked that suggestions be submitted before May 12, when the committee next meets. 

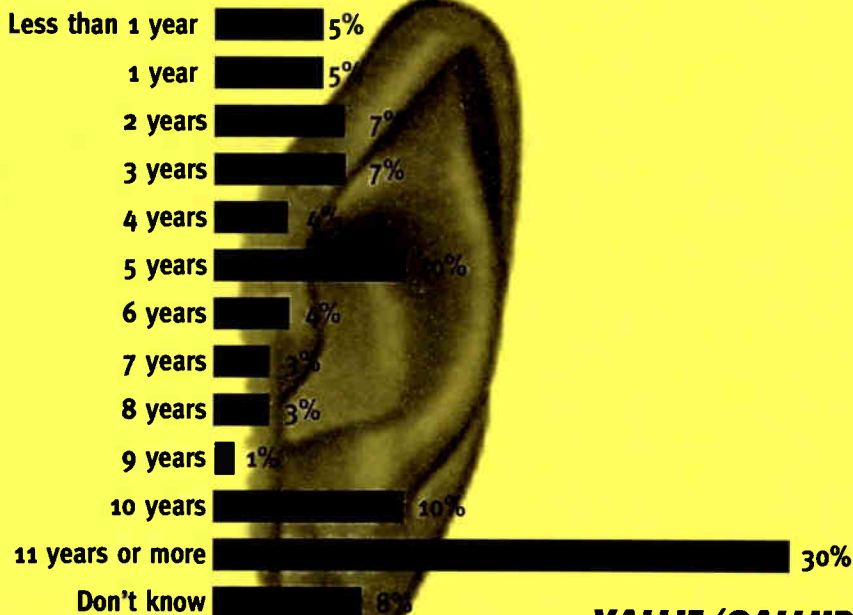
Radio Daze



"The last time I bought something digital, it was my watch and it was only \$14.95."

Favorite Radio Station

How long have you been listening to your favorite Radio station?



VALLIE/GALLUP RADIO POLL

A look at statistics that shape Radio

Source: Radio Ink—Vallie/Gallup Radio Poll of 1,003 adults, margin of error ± 3%

FORUM:

What is your station's EEO plan and how do you implement guidelines?



Al Vincente, GM
WGNA-AM/FM
Albany, NY



Kurt A. Mische, VP/GM
KRLV-FM
Las Vegas, NV



Scott Savage, VP/GM
KYNG-FM/KSNN-FM
Dallas/Fort Worth, TX




Don Oylear, GSM
KING-AM/FM
Seattle, WA

Our plan involves constant and consistent review and analysis of our efforts from the corporate level to myself to our monthly department heads meeting. For every opening, we advertise the position in the local paper and send a notice to our list of organizations and agencies with a reply card.

As an African American, I am a member of the NAACP and the Urban League, and through community activities, I recruit on an ongoing basis.


Our corporate office requires quarterly reports on all hires and documentation on recruitment effort. We not only try to meet the FCC guidelines, but we compel ourselves to go beyond the requirements in making a sincere effort to hire the best minority/female candidate whenever possible.

I make it my business to get involved in every job opening here to make sure we make the necessary efforts. I sit in on final interviews for all openings. We go over our efforts along with the candidates before making the decision to hire our new employee. 

With our EEO plan, we strive to do what good broadcasters should do — actively seek job candidates from the community we serve. We make sure that all openings are publicized in many areas — on-air, in the daily paper, and in several special community or ethnic newspapers. We keep an active list of these for easy reference.

We also send representatives to job and career fairs and speak to high school and college classes about opportunities in our industry and at our station. We also list our openings with the state employment service and notify recruiters, too. We then carefully keep track of each resume, application or applicant that comes in so that each receives careful consideration.


We make it a point to recruit all year, not just when there's an opening. That way, we always have plenty of good candidates "on deck."

Once each year, we have our FCC attorneys review all of our efforts and record-keeping to make sure that we are in full compliance with any and all EEO guidelines. 

Recruitment of minority employees is a major objective, and we implement this objective through an aggressive EEO program.

We maintain an active list of 25 local organizations that are sources for minority employees. In addition to sending them job postings, we mail a letter every quarter that describes our EEO program. It also requests that their members or referrals contact the station if they are seeking employment.


We'll go one step further this year by inviting these organizations to the station to meet our EEO administrator (station controller) to learn more about our business and possible staffing needs in the future. This also allows us to determine which organizations might provide the best talent bank.

All of these activities are documented in writing and placed in the public file. In addition, a report is completed monthly by the controller that outlines the current status of our minority employment. Management reviews it for FCC compliance. 

Providing EEO is natural for us.

We seek out job posting sites and run ads in publications guaranteed to reach EEO status candidates. We interview on a regular basis, even when there are no jobs available, to keep track of all top candidates. We make sure every department has entry-level positions, so more young candidates including minorities and women qualify.

We maintain a work environment accepting to all cultures and lifestyles, and we do not tolerate discriminatory behavior. This helps us retain our EEO status employees and helps to get us great referrals for future hiring. And finally, we hire the *best* overall candidate for each job.

By being good at seeking out and finding highly qualified EEO status candidates, we get the best person for the job, we meet the standards and we can spend more time worrying about ratings, revenues and profits. 

IF YOU WOULD LIKE

to respond to a Forum question, call the editorial assistant at 407-995-9075.

**BIA'S 1994 Radio
Yearbook Is Ready For
Immediate Shipment!**



**I'll Give You Your Money Back
If In 30 Days You Don't Think
This Is The Best Radio Yearbook
On The Market!**

Tom Buono

Tom Buono, President,
BIA Publications, Inc.

- EVERY Commercial Radio Station In the U.S. Is Included!
- METRO Stations By Arbitron Ranking Include: Group Owner, Calls, Frequency, Format, Address, Phone, Station Contacts, Rep Firm and More!
- NON-METRO Stations Include: City, State, Calls, Frequency, Address, Phone, GM, Format & More!
- 542 Easy-To-Use, Concise Pages... That Are All Radio!
- Special Sections For Group Owners, Service Providers & Cross References.

ONLY \$84.00

Includes Shipping & Handling via UPS

3 Ways To Order

1. Call BIA at (703) 818-2425
2. Fax Your Order: (703) 803-3299
3. Mail Your Order To:
BIA Publications, 14595 Avion Pkwy.,
Suite 500, Chantilly, VA 22021
Include your street address for UPS Shipping
Visa, MasterCard & American Express



14595 Avion Pkwy., Suite 500, Chantilly, VA 22021
(703) 818-2425 (703) 803-3299/FAX

Circle Reader Service #109

CASE STUDY



Dwight Case

**You just got a bad
book after being
on top.**

How do you maintain revenue?



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

Bad books happen, but great Radio stations can have bad books and still sell a lot of product for advertisers. How well you know your product, your market, your niche, your audience, your position, your competition, and your clients will determine the effect of a bad book on morale and confidence by the staff, listeners and advertisers.

Cycles happen: Diary placement changes, return percentage changes, weighting varies, seasons happen, crises happen, trends happen. But what should not change is your belief and your staff's belief in who and what your station is as an entertainment entity, a community team member, and a viable product filling a service in your market.

Bad books will affect you less and less when the confidence you have in your product overrides Arbitron and when your clients report their best sale ever during your worst book (with a one-station buy). It can (and does) happen.

Guarantee your advertisers you're not ignoring the industry reports, but if you have done your homework and research, and listened, this too shall pass. It's a strategic game that needs a plan and a determination to win with market relationships that can stand the test of time.

Build a great station team that develops a great product, always respecting and responding to listeners and clients, and you begin to change the game from short-term to long-term.



Steve Heston, VP/GM
Radio One Broadcasting
Lincoln, NE

If we sold it correctly, our business is based on the station's ability to move people, so I can't imagine an impact on local-direct revenue.

In the case of agencies, we'd take a common-sense approach. In today's Radio world, with individual station shares dropping due to sheer numbers of formats, it's ludicrous to believe that anyone will have a mass exodus or influx of audience, especially based on Arbitron's small sample sizes and suspect methodology.

Since agencies have to justify how they've spent the advertiser's money, we'd try to provide qualitative data (The Griffin Report, our own in-house data base, for example) to support the station.

The best way to avoid this being a problem is to sell the station based on reliable information in the first place (results, track record, testimonials and fresh ideas) so that an Arbitron "wobble" can't be used against you.

**IF YOU WOULD LIKE TO RESPOND
to a Case Study scenario, call the editorial
assistant at 407-995-9075.**

BONUS
your salespeople with their own
subscription for a job well-done.
800-226-7857
407-995-9075
**RADIO
INK**



by Ted Bolton

Escaping The Terror The Arbitron Non-Response Nightmare

When a listener decides not to return an Arbitron diary, your Radio station could be in serious trouble. You could see wild fluctuations in certain demo cells. Your competition could leap forward in the ratings. Worse yet, your advertisers could find new reasons to hold off on that buy you have been working so hard to close.

Arbitron error will not go away. The frightening truth is that the error is getting worse every day. Recent figures released by Arbitron report that response rates have consistently declined over the past 10 years.

This everyday non-response reality leaves you with two options. You can shrug your shoulders, give the familiar Arbitron curse, and hope for better luck next time. Or you can fight back with strategies that take advantage of Arbitron's own shortcomings.

It's All in the Game

To take advantage of Arbitron non-response, first you have to understand why it occurs. Non-response is exactly what the name denotes. A randomly selected respondent either initially refuses to accept a diary or, after verbally agreeing to participate, refuses to send one back. This is where the sampling and measurement error begins.

The name of the game is understanding why people choose to participate and what kind of people participate.

Back in 1989, Bolton Research studied the diarykeeping process and presented the results at the Radio '89 Convention in New Orleans. It created quite a stir. Basically, we duplicated the Arbitron diary research process and then

completed our own post interviews with our own diarykeepers.* Some important findings emerged that can help you understand why people participate, and how you can specifically target these people to your own station's advantage.

One Man's Junk ...

Think about Arbitron research participation the way you think about junk mail. Junk mail tossed in the trash by one person may be mandatory reading to another. The difference lies in how interested the person is in the subject matter. This addresses the "why" of Arbitron diary completion and non-response.

In most cases, people participate in Arbitron for two primary reasons. First they express an interest in the subject of Radio, music, or the media in general. They feel comfortable with the subject and feel qualified to respond to the line of questioning.

Second, people participate because they said they would. Sounds awfully obvious and logical, but it's true. If they weren't going to participate, they would have said so in the first place.

Fighting the Good Fight

The first thing you must think about is developing on-air and external marketing strategies that target Arbitron diarykeepers. If you don't, then you will become an Arbitron victim at some point in your career.

Any Radio station that is not actively soliciting high-probability diarykeepers 52 weeks a year, 24 hours a day, simply does not get the Arbitron game. There are hundreds of strategies to accomplish this goal. The simplest strategy is to ask for some kind of partici-

QUICKREAD™

- The name of the game is understanding why people choose to participate and what kind of people participate.
- People participate in Arbitron for two primary reasons: because they are interested in Radio or music, or simply because they agreed to do it.
- Develop on-air and external marketing strategies that target diarykeepers. Get away from soliciting contest players and start soliciting people who are interested in Radio.

pation from your listeners (diarykeepers). Just making the announcement, "If you are a Radio or music expert, then we want to hear from you" is a direct request to diarykeepers. Get away from soliciting contest players (who may be only interested in winning money) and start soliciting people who are interested in giving their opinions about Radio.

Finally, sit down with your staff and brainstorm brand new ways to talk to diarykeeper enthusiasts. Change the way you think about getting beat up by Arbitron every time a new book comes out. Fight the good fight and take advantage of the sad ineptitude of our rating system. Either deal with the truth or accept the consequences.

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

*The words "diary" and/or "diarykeeper" are used to denote Bolton Research diaries and diarykeepers and not those of any broadcast ratings company.



by William P. Suffa

Translators & Boosters

Options to Consider in Improving Your Signal

At least once a week I hear: How can I improve my FM signal without spending a fortune or "breaking the FCC Rules"?

Assuming that you have undertaken an engineering analysis to determine the possibility of improvement, and have done appropriate field testing to determine the performance of the antenna, the use of a translator or booster might be your next step.

Like Having Another Station

A translator is a relatively low-powered Radio station that receives a signal and retransmits it on another frequency. Previously, the FCC had limited the power of translators to either one watt (east of the Mississippi) or 10 watts (west of the Mississippi).

In 1990, the FCC revised the translator rules to allow for power levels of as much as 250 watts ERP (a 50-watt power limit applies anywhere near the Canadian border). However, the eligibility rules were tightened, so FM station licensees can operate (or provide financial support for) a translator only if it does not extend the protected coverage contour of the associated FM station. For class B FM stations, the 0.5 mV/m coverage cannot be extended; for class B1, it is the 0.7 mV/m coverage; for all others, the coverage restriction is the 1.0 mV/m contour. There are exceptions for educational stations.

At 250 watts, a translator is almost like having another Radio station. A number of stations are effectively using translators to overcome local intermodulation interference and to provide building penetration into downtown structures. In fact, if the frequencies are close, you can

effectively market the signal using your current tagline (i.e. FM98). I know at least one station that identifies with something like "97.3 in town, 97.7 all around."

Technically, a translator can work well on a channel adjacent to the primary station. The FCC legitimized such an arrangement in its rule revision. In doing so, operators gain a certain amount of protection from other stations and other translators. I usually recommend against using the "first adjacent" channel to avoid interference with your own station.

Of course, the FCC rule requires a full interference protection study involving three channels on either side of the frequency on which the translator will operate. Like the "contour protection" rules (or the educational FM rules) a translator can operate with as little power as you want, provided that it doesn't create interference to others. Also, the antenna requirements are not as rigid as with full-service stations, so directional antennas are easily implemented.

Because the equipment requirements are not stringent, a translator can be established at substantially lower cost than can a "full service" facility. In fact, the total cost of a translator can be less than \$10,000.

Boosters: Costly, Complex

Boosters can be thought of as a special form of translator that repeats your signal on the same frequency. Booster stations require much more engineering expertise to avoid interference with the main station. In fact, many boosters have been tried with devastating results. While the higher power limit (20 percent of full-class power) is appealing, the potential for interference is great. In fact, I

QUICKREAD™


- **Translators and boosters can improve coverage in poor signal areas.**
- **Boosters carry significant potential for destructive interference.**
- **Translators can be used to improve marketing of your station.**

rarely recommend booster stations except where the terrain is unusual or the city to be served is in an isolated area.

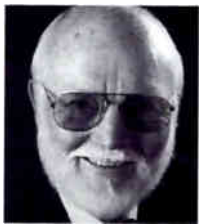
As with translators, the FCC allows use of boosters only on a "fill-in" basis. That means no extension of your coverage contour. And, there are no promotional benefits other than increased signal strength in a particular area.

The technical design of a booster is complex (read that: EXPENSIVE). To minimize co-channel interference, it is necessary to synchronize the main and booster signals. Engineering studies must be completed to determine where interference may fall, and how to minimize the effects. And, of course, if high power levels are used, the equipment costs can be as high as for a full-service station.

So, what benefit is there to a booster? Well, aside from the higher power, a booster operates on the same frequency as the primary station. This often allows for installation in an area where no alternative frequencies exist for a translator.

You can probably guess that I am not a big fan of boosters, but I do support strategic use of translators to improve coverage and audience reach. Done correctly, such a system can be a potent marketing tool. And marketing is what the game is all about. 

William P. Suffa is principal engineer for Suffa & Cavell Inc. in Fairfax, VA. He may be reached at 703-591-0110.



by Jack M. Rattigan

Management By Memo A Tactic for Cowards?

When I told some colleagues that I was going to draft a column about memos, they all had a story about how they hated receiving memos and how ineffective they are. So why do managers or people in a position of authority feel that they have to write nasty memos to prove that they are in charge?

One Radio friend told me that she felt it was "the sign of a coward," a person who doesn't have the guts to face the individual or the staff so they cop out and write a memo. That may be true in some cases, but I believe most people write memos without realizing what an impersonal act it is.

Get in the habit of talking to the staff rather than writing memos.

In my experience on the receiving end, memos usually listed things that were wrong and had a threatening tone. Rarely were there any suggestions for improvement or corrective action. These memos do not inspire station loyalty or improve morale. So why do managers write these memos? Because they just don't think.

Throw it Away

There are times when we all want to chew out the world. So get mad, read your memo, feel good for a while, count to 10 — then throw the memo away. If absolutely necessary, write a constructive memo with a plan or strategy to improve the situation. Better yet, get in the habit of talking to the individual or

the staff. You may find yourself more diplomatic and more productive when you have to look someone in the eye. But remember: praise in public, correct in private.

When is a memo necessary and proper? Obviously we have to keep a written history of an individual's progress, good or bad. When an employee is not following station procedure or not performing according to policy, it is essential that you maintain a written history. Here again the memo can be read to the individual, then a copy should be placed in the personnel file.

Not all memos are bad memos. There are good and positive memos. Those are the ones announcing promotions or congratulating someone on an outstanding job. Then there is the announcement memo on the bulletin board.

These should always be positive. Here is where you post the notice of an office party or staff tickets for the big concert or a celebration for a great book or a record-breaking sales month.

Make a Resolution

Shortly after I was named general manager at one station, I received a memo from the president of the company. It stated, "Keep this memo. It is the last memo you will ever receive from me. ... I have a telephone. You have a telephone. We will see each other frequently. We are in a verbal communications business. Let's communicate orally, not in writing. Writing is for the newspaper people." I never did get another memo from him. What a great boss!

QUICKREAD™

- Memos are too often negative and threatening, and the sign that a manager can't face their staff.
- When a censuring memo has to be written, read it to the individual in private and place a copy in their personnel file.
- There are good and affirmative memos. Post them for positive activities.
- Strive to write only meaningful and beneficial memos.

It is never too late to make a New Year's resolution. Why not resolve, "No memos in '94"? If you can't bring yourself to do that, what about cutting back to one memo a week, then one memo a month? How about, "No Negative Memos." Most important of all, strive to write only meaningful and beneficial memos.

Jack M. Rattigan, CRMC, is president of Rattigan Radio Services based in Portsmouth, VA. He may be reached at 804-484-3017.

**TIRED OF
WAITING FOR THE
ROUTING LIST?**

**Get your own
subscription.**

800-226-7857

407-995-9075

**RADIO
INK**



by Guy Zapoleon

Elements of Successful Programming And Realistic Expectations

In New York City in 1983 WVNJ becomes Top 40 WHTZ (Z100) and, under Scott Shannon, goes from worst (20th) to first. Last year in Los Angeles, Spanish-language WSKQ changes its call letters and its approach to Banda-format KLAX and goes from nowhere (21) to No. 1 in Los Angeles. Recently, Top 40 KKLQ San Diego went from 13 to second in two books.

Broadcasters see these success stories and wonder: Why can't I go into a market with a brand new Radio station and achieve the same success as quickly? The answer is: Each one of these Radio stations succeeded for specific reasons.

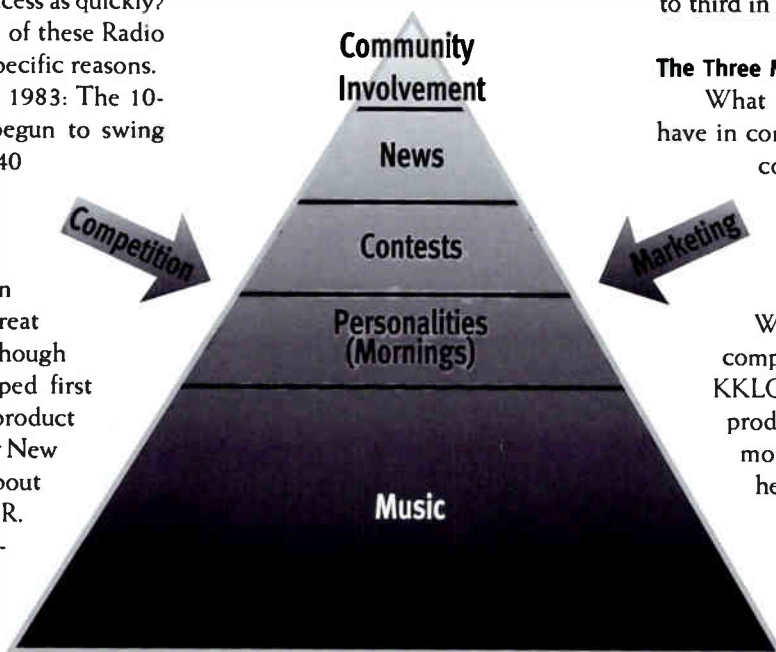
WHTZ, summer of 1983: The 10-year music cycle had begun to swing back in favor of Top 40 featuring lots of great rock, pop and R&B and modern rock music. MTV had led the way in creating a buzz for this great new crop of music. Although Top 40 WPLJ had flipped first earlier that year, their product was more adult and many New Yorkers didn't know about their change from AOR. Give Shannon and company a lot of credit. He put together an exciting Radio station that capitalized on people's new interest in contemporary pop music, great music, an entertaining morning drive, and a strong marketing plan selling the new, hip, cutting-edge image of WHZ.

KLAX, was the first Radio station in

Los Angeles to jump on a musical trend that had captured the imagination of Hispanic youth in the West and Southwest. Banda was bringing second-generation Hispanic listeners in the United States back to Spanish-language music by combining traditional Mexican musical styles with a modern beat. Although it had a Spanish-language format before, KLAX re-imaged and marketed itself as a brand new Radio station with a brand new sound.

KKLQ had been first or second in

first focused the music on a broader 18-34 female target then pulled the lynch pin: KKLQ stole San Diego's No. 1 morning show, Jeff and Jer, from KFMB. GM Bob Bolinger opened up his pockets to spend the necessary dollars to advertise their new acquisition to the public. Johnson had fixed the music, and Jeff and Jer's arrival got adult listeners to sample the improved product. Also, KKLQ's adult but hipper mix was more in line with Jeff and Jer's humor. The results were astounding. B100 dropped from third to 11th, and KKLQ rose from 13th to third in one book.



© Coleman Research

The Three Ms

What do all these success stories have in common? Each situation met a compelling need of the market, and each Radio station combined all of three Ms together to win: music, mornings and marketing. With WHZ and KLAX, the compelling need was musical. With KKLQ, Johnson first improved the product then added the No. 1 morning show in town (which he also improved).

There is nothing more important to the success of a Radio station than the market's need for that product. If there is no compelling need for the product, don't expect to start up a second or third format entry in a market and win through sheer marketing force or a slightly better version of the product. As you have seen with cases like WHZ

San Diego Radio since the late '80s. But with three direct competitors chopping them up from all sides, it had been knocked out of the Top 10 in recent years. Program Director Tracy Johnson

and KKLQ, a great morning show is also an important factor.

Researcher Jon Coleman created the "image pyramid" to explain how much each factor — music, personalities, contests and community service/news — contribute to the total ratings share. (See pyramid, previous page.)

I have come up with some general percentages to explain what each of these factors contribute to the total ratings share (see percentages following):

Music	65%
Personalities (Mornings)	13%
Contests & Promotions	5%
Community Involvement/News	2%
⋮	
Outside Marketing	15%

You can't look at the pyramid without taking into account one of the most important factors that affect your ratings ... outside marketing ... which I've estimated to be at least 15 percent.

**These percentages vary depending on the format and whether a severe image problem exists. With adult formats or with a severe image problem, marketing becomes critical and contributes more than 50 percent to the total share.*

Successful Radio stations combine the three Ms to achieve ratings success: Music, mornings and marketing.

More on these factors and their contribution to ratings share follows:

Music: If the product is music, then the Radio station must own at least one strategic musical position. If the Radio station owns two positions in Top 40 and Hot AC, then both types of music must be strategically combined so that both types of listeners are happy with the product.

Personalities (Mornings): A morning show can be worth more or less than 13 percent based on the popularity and longevity that show has in the market.

Contests: Contesting and promotions contribute more or less than 5 percent based on:

- 1) quality and uniqueness of the prize,

- 2) simplicity of the contest,
- 3) ability for the audience to play along,
- 4) selling a strategic benefit of the Radio station.

A good on-air contest can add more or less than 5 percent depending on the sizzle that this contest provides with great production values and on-air listener involvement.

Promotions: The following are some important factors to consider when constructing promotions.

- 1) Frequency of outside promotions. Edens giant WRBQ tried to have 100 outside promotions per month.
- 2) The amount of people exposed to and touched by your promotion.
- 3) The quality of the promotion itself.
- 4) Work listening promotions have more value due to the importance of work listening in Arbitron's methodology.

Community Involvement/News: Radio stations like KVIL Dallas quite often tied outside promotions and community service together to establish themselves as market leaders in Dallas for many years. For stations that specialize in information and community service, like the KDKAs of the world, this factor is worth considerably more than 2 percent.

Outside Marketing: Telemarketing, direct mail, billboards and especially television are all important forms of outside marketing. The impact of outside marketing depends on:

- 1) strength and effectiveness of the schedule,
- 2) competitive environment,
- 3) complexity of the message,
- 4) perceived need of the product being advertised.

When it comes to launching a new product, there is no substitute for television for effective advertising and quick results. During the birth stage and early development of a new Radio station, marketing can be worth up to 50 percent of the ratings potential.

Effect of Competition

The market competitive environment also affects these factors as follows:

QUICKREAD™

- Each broadcaster should understand the relative value of the 3 Ms: music, mornings and marketing to its ratings success.
- Understand the market's competitive environment: who are the direct competitors and which other Radio stations and formats impact your station's ratings.
- How do competitors' morning shows and Radio station marketing affect you?
- What untapped opportunities are there for music, mornings and marketing?

Music:

- 1) If a station occupies a format and gains two competitors over several years, it could see its share cut by more than half.
- 2) Often times, new stations enter the format and the total format share actually grows. This occurs when the format is hot and the Radio stations are well-programmed and marketed. For example, the overall country music Radio share in Houston grew even when KKBQ joined country leaders KILT and KIIK.

Personalities (Mornings): Having two stations with strong, outrageous morning shows will eventually diminish the ratings potential for each show.

Contests: If several stations give away large amounts of cash, the listeners remember less which station is giving away the cash. Also, the more stations give away a certain prize, the less exciting that prize becomes. While lotteries in most states give away countless millions of dollars, the lure of large cash prizes for Radio station contests has diminished.

Outside Marketing: Share of voice in TV advertising is a critical factor in impressions made on the target. The more Radio stations advertised on TV at one time, the less any one Radio station's message will cut through to the prospect.

Realistic expectations on which factors contribute what percentages to a Radio station's rating share is essential to long-term success.

Guy Zapoleon and Bill Richards formed Zapoleon/Richards Media Strategies along with associates Jeff Scott and Steve Wyrostok. Guy may be reached at 713-980-3665.

Special thanks to Jon Coleman and Pierre Bouvard of Coleman Research for their contributions to this article.



by Philip J. LeNoble, Ph.D.

Price Wars

Are You Pricing Your Station Out of the Market?

For too many years I have said that Radio salespeople are price specialists who compete for the lowest rate ... and get it. This they call closing a deal. There's no glory in price competition or bidding wars that go on daily in the streets of Radio America.

Consider the statistics: Why, if Radio has 98 percent presence or voice in the market, are we only getting 7.8 cents of the advertising dollar? Is it because we're pricing ourselves too low?

"Price mania is not confined to any one market or type of brand," says Larry Light, chairman of the Coalition for Brand Equity and former board member of BBDO Worldwide and Backer Spielvogel Bates Worldwide. "The ultimate loser will be the buyer, because price-selling's real message is that quality does not matter. ... When a product or Radio station loses its quality, it becomes a commodity, which is exactly what abundant research — and common sense — say buyers do not want."

If we focus on selling the price of Radio rather than its power as the strongest medium during the most critical buying period, 6 a.m. to 7 p.m., when 96 percent of all goods and services are bought, we are telling the customer that the claimed quality of Radio is not there.

Agencies laugh at the Radio rep who drops their rates at the slightest pressure. Caving in that way only helps create

another new cost per point for the market and de-values Radio. AEs, influenced by managers who focus on the short merchandising end of Radio, are sending the wrong message to the client while reducing the station's profits, eroding client loyalty and reducing to zero the real value of their most important assets. The client then believes that if they make the rep wait until tomorrow, the price will be almost 50 percent less.

Blame the Managers

Emphasis on price, as a focus on short-term sales goals, greatly reduces the clients loyalty over a period of time. Who is behind this demarketing effort? We often find it is the sales manager who is the culprit. Disregarding the fact that the company has invested heavily in marketing the station, the sales manager often dives for share just to make budget, pacify the GM and keep their job. The GM's quest is to keep a high profile with the owner or stockholders by accommodating their need to repay the high debt service. Management has abandoned the hundreds of thousands they invested to create what has become a priceless asset.


Sales trainers have taught the "mental states theory" of AIDA to explain the marketing and sales role. Created in the '50s to explain how marketing and advertising works, the acronym stands for Attention, Interest, Desire, Action. This set is deficient since it only concerns making the sale for the short term. Subhash Jain, author of the textbook, *Market Planning and Strategy*, submits a theory that modernizes the AIDA approach by substituting AIAETA, which involves not only gaining the client's attention and interest but allows for evaluation, trial and adoption.

Sell Value, Not Price

The word adoption implies enduring and profitable relationships between buyer and seller, whereas the word action in AIDA suggests, "buy today; worry about tomorrow later." Most clients do not like to switch stations every three weeks just for a lower price. They'd prefer to be more consistent, but Radio reps usually convince them to switch because of price, not value.

Consumer psychologists say it is much easier to reinforce attitudes than to change them. We need to reinforce the value of Radio. To keep the customer sold, you and your station must do more than get customers into the store and generate sales. The AE and sales manager's goal is to build, strengthen and nurture client relationships. Price focus is just a one-time compensation.

What is the price of selling an advertiser a schedule for three weeks versus selling them on the true value of Radio for six or 12 months? Since it costs four to six times as much to get a new customer as it does to retain an old customer, it might be better to sell them for the long-term and keep them sold. Advertising on the Radio can only work if it's consistent.

The long-term effect of lowering rates may be that the client becomes loyal to the deal rather than to the station. Lower rates may improve sales in the short run, but high relative levels of rates and long-term contracts always improve margins and relationships over time. 

Dr. Philip J. LeNoble is chairman of Executive Decision Systems Inc., a human resource and personal development company in Littleton, CO. He may be reached at 303-795-9090.

QUICKREAD™

- Salespeople should sell based on the value of Radio, not the price.
- Sell for the long-term.
- The AE and sales manager's goal is to build and nurture client relationships.

NO TIME TO TRAIN YOUR SALESPEOPLE

Feeling Guilty? Need New Business?
You're Not Alone

Introducing

Packaged
for
PROGRESS

The meeting the top new business consultants would conduct if they were at your station every week.

You get a year-long series of step-by-step, easy-to-follow weekly workshops on new business development. It comes complete with a salesperson workbook, manager's guide, learning games and simple assignments. Get your people practicing on the street what they learned in the classroom. The end result will be better-trained salespeople and more business on the books!

Weekly One-Hour Training Sessions
That YOU Conduct

Call
804-270-9600
To get Two **FREE** sessions!

- ✓ Tired of one-day training sessions that wear off before you pay the bill?
- ✓ Convinced your people are better servicers than sellers?
- ✓ Under pressure for faster new business results?
- ✓ Frustrated every time you hear Nabisco or Wal-Mart advertising locally on your competitor?
- ✓ Wish your new business consultant could just move in? Can't afford to hire a new business consultant?
- ✓ Quick revenue fixes not working? Craving some consistency and focus?



ABS Performance Marketing & Merchandising Solutions
4401 Waterfront Drive Suite 110, Glen Allen, VA 23060



by Cliff Berkowitz

Too Much of a Good Thing

Over-promoting can lead to listener tune-out

I've always been a big proponent of "going overboard" when it comes to doing promotions. Any promotion worth doing is worth doing to the hilt. However Radio as a whole, because of advertising pressures, is now doing boat-loads of promotions *not* worth doing. It's at epidemic proportions.

Nearly every station in the nation, right now, has too many promotions going at once. While that might be good for business in the short term, it's lousy for your station's long-term health. Doing "Cheese Whiz trivia" on your morning show may help secure "the buy," but it's a huge "who cares" to your audience, and worse than that, it could be a tune-out.

As a station, you only have so many opportunities to promote. If you have 20 different client promotions going, that leaves you little or no time to promote your station.

In a perfect world, clients would gladly place buys on your station without ever giving a thought to promotions or added value. Unfortunately, the world of Radio is far from perfect, and everyone not only wants, but demands, a promotion, sometimes up to 100 percent of the

value of the buy. With this kind of pressure it's no wonder programming is being compromised everywhere you turn. However, it doesn't have to be that way.

The Self-Contained Contest

There are several things you can do to save the buys and still have a shred of promotional integrity:

1. Keep the promotion "self-contained" and off air. Local retailers are generally looking for promotions that will drive traffic into their stores. Don't fight this; use it to your advantage. Set up a promotion at their store in which participants have to come in and register. Whenever possible, have them take care of supplying the prize. However, nowadays, they expect you to take care of that. If that's the case, try and beef up the schedule enough to cover the cost. Most important, handle the promoting of this contest in the body of their spots.

2. Sponsor programs. We all have special shows and features we do regularly. You can often satisfy a client's need for added value simply by making them the sponsor of one of these programs. So when you promote your "All Gregorian Chant Hour" you simply tag, "Brought to you by Joe Blow's Tofu Haus" or something to that effect.

Open Your Umbrella


3. Do a big station promotion and tie everyone into it. This is one of your best options. This way you are controlling the promotional time, and all your spon-

sors are riding on its coattails. This kind of thing is generally easier to get clients aboard if the promotion is some kind of goodwill-generating, community-oriented promotion. The kind I always favor. Assign a value to participation in this project (make it high) and give it to "select clients" as a bonus.

4. Have an overall marketing plan. When developing your on-air promotional plan, it's always a good idea to leave windows for client merchandise and possible sponsorship. This way, instead of 5,000 separate little client pro-

Doing 'Cheese Whiz trivia' on your morning show may help secure 'the buy,' but it could be a tune-out to your audience.

motions eating into your promotional inventory, a good deal of them can fall under the umbrella of a larger, station-promoting campaign. One of the simplest is the "Endless Summer Of Prizes" bit. It's a big umbrella that can cover a lot of stuff both big and small and make it sound like one unified promotion.

The fact is, if you're willing to get creative and look beyond what your clients are demanding and find out what they want, you can generally keep your advertisers smiling and free up the promotional time you need to do what's necessary for your station's programming health. And that's going overboard promoting your station! Just like the good old days. 

Cliff Berkowitz is president of Paradigm Radio, a Radio promotions and marketing consultancy. He may be reached 707-443-9842.

QUICKREAD™

- Stations must find ways of satisfying "added-value" needs without using up valuable promotional inventory.
- Whenever possible, keep client promotions "self-contained."
- You can often absorb "added-value" demands by including the clients in existing station promotions.
- Put any remaining client promotions under the umbrella of a unified station campaign.

*In Honor Of Their Superior Sales Performance,
Group W Radio Salutes This Year's
PRESIDENT'S CLUB AWARD Winners...*



(Standing L to R)

Bill Sullivan, **WINS** New York • Jerry Mueller, **KILT** Houston • Guy Prehn, **KYW** Philadelphia
John Ryan, **WMMR** Philadelphia • Joe Schwartz, **KTWV** Los Angeles • Mark DeBaca, **KFBK/KGBY** Sacramento

(Seated L to R)

Lynda Houston, **WMAQ** Chicago • Lori Tournay, **WLLZ** Detroit • Patricia McKenna, **WNEW-FM** New York
Linda Dandrea, **KDKA** Pittsburgh • Peggy Valenzuela, **KFWB** Los Angeles • Chris Barber, **WBZ** Boston

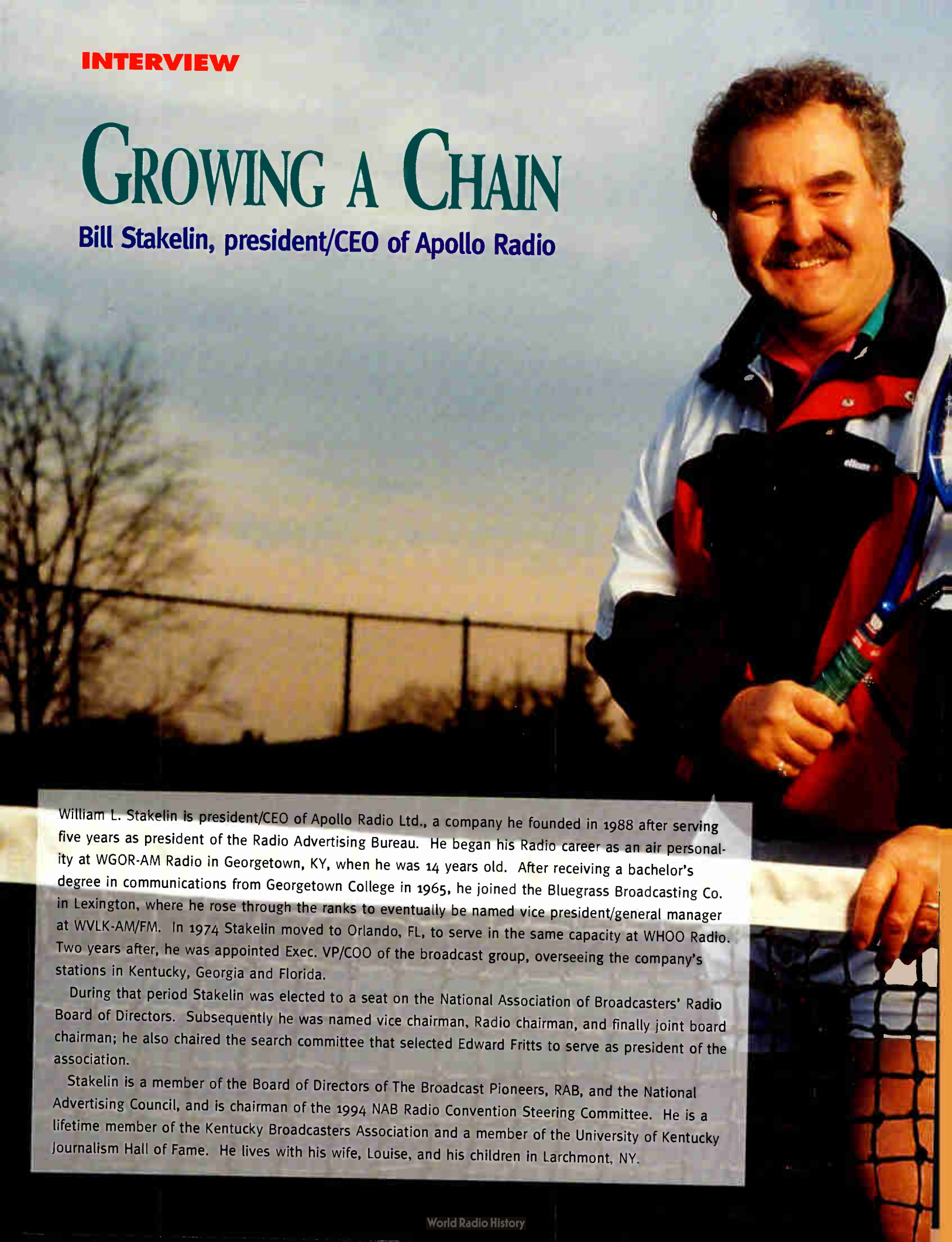
Congratulations!

**GROUP
W
RADIO**
WESTINGHOUSE
BROADCASTING COMPANY

INTERVIEW

GROWING A CHAIN

Bill Stakelin, president/CEO of Apollo Radio

A photograph of Bill Stakelin, a man with a mustache and glasses, smiling. He is wearing a white and red jacket and holding a guitar. The background shows a fence and trees under a clear sky.

William L. Stakelin is president/CEO of Apollo Radio Ltd., a company he founded in 1988 after serving five years as president of the Radio Advertising Bureau. He began his Radio career as an air personality at WGOR-AM Radio in Georgetown, KY, when he was 14 years old. After receiving a bachelor's degree in communications from Georgetown College in 1965, he joined the Bluegrass Broadcasting Co. in Lexington, where he rose through the ranks to eventually be named vice president/general manager at WVLC-AM/FM. In 1974 Stakelin moved to Orlando, FL, to serve in the same capacity at WHOO Radio. Two years after, he was appointed Exec. VP/COO of the broadcast group, overseeing the company's stations in Kentucky, Georgia and Florida.

During that period Stakelin was elected to a seat on the National Association of Broadcasters' Radio Board of Directors. Subsequently he was named vice chairman, Radio chairman, and finally joint board chairman; he also chaired the search committee that selected Edward Fritts to serve as president of the association.

Stakelin is a member of the Board of Directors of The Broadcast Pioneers, RAB, and the National Advertising Council, and is chairman of the 1994 NAB Radio Convention Steering Committee. He is a lifetime member of the Kentucky Broadcasters Association and a member of the University of Kentucky Journalism Hall of Fame. He lives with his wife, Louise, and his children in Larchmont, NY.



INK: Most Radio broadcasters probably associate you with the five years you spent as president of the Radio Advertising Bureau ... but in fact you took that position as an interim move into station ownership, correct?

STAKELIN: Yes. I had told the folks who had recruited me to come to the RAB that I would serve five years ... and that's what I served. At that particular time I had always planned on going back into the Radio operations side and start my own company. I've been very fortunate over the years to see some of my dreams become reality, and that was one of them.

INK: Was it pure coincidence that the Apollo Radio opportunity came about five years into your presidency, or was that part of the plan?

STAKELIN: Apollo Radio Partners started in 1988, just about the time I began looking for Radio ownership opportunities. I had looked at buying stations on my own, but at the same time two former heads of Viacom — Terry Elkes and Ken Gorman — had an entertainment investment company called Apollo partners, and they wanted to start a Radio group. Their first two choices to run that group — Norm Feuer and Nick Trigony — were happy where they were and weren't interested in starting a company from scratch. But they both recommended me, of which I am very appreciative, and we put together a deal. The timing was coincidental, but it was right on schedule.

INK: What was the company's original objective?

STAKELIN: Our strategy was to put together a group of Radio stations in mid-sized markets, working out of our own pockets. As we went along, some other investors who knew our reputation in the Radio business said they'd like to play a role, as well.

INK: Who were those partners?

STAKELIN: One of them was Manufacturer's Hanover, but now it's Chemical Investors. They came in as one of our partners, as did the people at Equitable Capital, which now is Alliance Capital. Our first purchase was KJRB-AM/KEZE-FM in Spokane, which we sold last year to Citadel, but we now own six and have one LMA with an option to buy. We're doubled up in all our markets and, in fact, we have a trombo in Salt Lake City.

SIDELINES

- ◆ Leisure Activities: reading, tennis, golf, playing with my kids.
- ◆ Recommended Reading: *The Winner Within and Conceptual Selling*.
- ◆ Mentor or Role Model: Terry Elkes and Ken Gorman, also General "Chesty" Puller, the greatest marine ever to serve. During the Korean war when the marines were trapped by the Chinese and Korean armies, he single-handedly marched them through the mountains and almost froze to death.
- ◆ The most interesting person you know is: My wife. She has taught me so much.
- ◆ If you had 30 minutes to sit down and talk with someone, whom would you choose ... and why? My priest.
- ◆ If you were granted one wish, what would that be? Good health.
- ◆ Who did you listen to on the Radio as you were growing up? Arty Kay on WVLC in Lexington, KY.
- ◆ When you were a kid, what did you want to be when you grew up? An entertainer.
- ◆ What is your pet peeve with Radio? The abundance of people who refuse to think big.
- ◆ The most embarrassing thing that ever happened to me in my career was when I fell off the stage while emceeing an Ike and Tina Turner concert.
- ◆ What has been your most elusive goal? Financial independence.
- ◆ Of what achievement are you most proud? My family.
- ◆ As a listener, what is your favorite format? Country.
- ◆ Is there anything you would do differently if you had it to do over again? I try never to look back.
- ◆ What advice would you give someone who wants to get into Radio? Never give up ... perseverance is a virtue.

INTERVIEW

◀ 25

INK: You got into ownership in 1990 just before the industry downturn hit full force. How hard did that period hit you, and what steps did you take to see the company through?

STAKELIN: You're right ... we bought our three markets just before the Gulf War and the recession hit full blast in the advertising business. And when those things happened we were affected just like everyone else. But we were very fortunate that we made it through that downturn without getting ourselves in any trouble. We were able to maintain our ratings and, while our revenues were affected to a degree, we managed to make it through without getting into trouble. Now that we see the rebound of the industry we're prepared to live and fight and grow for another day.

INK: Why did you buy the specific markets you're currently in?

STAKELIN: We used the same criteria a lot of other people do, but we didn't want to limit ourselves geographically. We said we'd let opportunity dictate where we will go. We were looking for properties that we knew could be improved, either through cost savings combined with potential future growth, or because there was an opportunity to improve the value of the station. Everything we do is based on building value of our properties.

INK: As you may recall, several years ago the industry supposedly shifted from a period of value through speculation to one of value through management. Did the change in the marketplace force you to change your strategy, or were you always operations-oriented?

STAKELIN: We never looked at this company with a hit-and-run attitude. We weren't looking for quick turnarounds where we could buy something and sell it in two years to make a huge amount of money. We're certainly not against that, but that was not why we got in the business. We've always looked at Radio on a long-term basis. We think it's a very healthy business, and the financial community is beginning to see it as a very stable investment industry. Still, our goal — that of growing into a major chain of American Radio stations — remains unfulfilled at this time.

INK: How close are you to doing that?

STAKELIN: We got slowed down like everybody else by the downturn in the economy, so our game plan is a year or two behind schedule. But when you consider that we made it through the downturn without getting into trouble, we feel very lucky to be poised with cash in our pocket to be in a growth position. Currently we're aggressively seeking new acquisitions and new opportunities to grow and increase the size and quality of our company.

INK: How important is duopoly in your acquisition strategy?

STAKELIN: It's very important. You may remember that we were one of the first groups to do an LMA when we combined



WXLY-FM with WEZL-FM in Charleston. At that time the duopoly rules had not been changed, so LMA was the rule of the day — and thank goodness our advisers had the foresight to put an option-to-buy clause in just in case the rules changed one day. Because at the end of the year they did change. Basically the book is still being written on the virgin territory of duopoly, and I don't think there are any fast rules that make it all work. We went into it to increase our market and revenue shares, and to increase the viability of our business within a given market. So far that has worked very well in all three of our markets. But, I hasten to add that we have experienced the same learning curve and growing pains that everybody else who has entered into duopoly is experiencing.

INK: What are some of these lessons you've learned?

STAKELIN: First, there is no clear-cut fast rule on how to structure sales. We have found it best to sit down and analyze each situation and structure accordingly. The next step is to be flexible enough so

if something's not working, you can change it quickly. We've changed the ways we're doing things drastically since we first entered into our LMA. We have markets where one sales staff is working beautifully, and other situations where separate sales staffs have created exactly what was needed in that marketplace to drive our ratings and revenues. I used to always be amazed at sales conferences when panelists would present "100 ways to close" or "100 ideas for making a fast buck." They make great speeches, but anybody who takes them as ultimate truth is going to be very surprised. The same holds true for duopoly: The cost savings are obviously there in certain areas, but no two situations are alike. It's important to remember that, in duopoly, you own two entities, you run two entities, you program two entities, and you serve the community with two entities. Both of them must be properly positioned, and certainly the advertisers and the listeners must know the value of both properties in a duopoly to make them work.

INK: One overworked word we've heard a lot about in duopoly is synergy. How important is it?

STAKELIN: I can only speak for ourselves, but we really haven't gone the diverse route. Our feeling is that if you double up, both stations should complement one another. Certainly from a sales standpoint it makes it easier and more logical, because not only does it make it easier to sell, but it makes it easier for the advertisers to buy. In Charleston we have country and oldies, which we think offer a lot of synergies as far as the composition of the audience and the way we sell and market it. We have that same combination in Salt Lake City, and in Kansas City we locked up a dominant position in adult contemporary. Now we have a huge chunk of the audience, and if you want AC and female listeners in Kansas City, it's almost impossible to buy around us if you're going to make a wise buy. That sort of synergy is extremely valuable.

INK: Do you sell your stations in combo, or do you keep them separate?

STAKELIN: Again, there's no hard and fast rule. Actually, it's very much like Radio has always been sold if you owned an AM and FM in the same marketplace. I remember years ago management would go through these torturous exercises as

27 ▶

to whether one staff should sell the AM and FM, or if there should be two sales staffs. It's the same exercise that people are going through now. What we're learning is that while we can control certain aspects of our business, there is a thing called the buying public that is going to exercise a certain amount of control, too. Also, duopoly scares a lot of agency buyers because they think they're going to lose control of pricing. So we constantly are faced, as we are with AM-FM combinations, with agency buyers trying to drive down the cost, trying to get people to bonus one station against the other, and not wanting to increase the share of the dollars given to one specific company in a marketplace. There's no one who's selling duopoly who's not being pressured to bonus or cut rates in any market in America today. The real key is how to get around that and increase the perceived value and demand for both stations to where that doesn't become a major budgetary factor.

INK: Do you see any downside to duopoly?

STAKELIN: There have been a lot of false starts on the sales side, and most people have come to the conclusion that duopolies need to be marketed separately. Also, we're very cautious about cutting any programming corners because the product is the only thing we have to sell. That's what Radio is. We must have a distinct product of value for the sales staff to be able to sell to advertisers. It's also important not to jump into a duopoly thinking, "Now I have double the inventory, I now have double the Radio stations, and I'm going to have double the budgets." That's a DisneyWorld philosophy, and it's just not going to happen. People are working very hard to create values for each station that they own, and—if you cut back too far in programming, marketing or even sales—you probably are not going to get that accomplished.

INK: Has duopoly forced salespeople to move away from standard marketing techniques and become more innovative in their approach?

STAKELIN: Having been around this industry for 35 years, observation alone tells me that the intelligence and quality of the individual working in this great industry today is light years ahead of

where it was just a few years ago. We have some very bright, intelligent people in this industry. We've grown up tremendously over the last few years, and there's no reason to take a back seat to any other industry or have any type of inferiority complex. This is not an industry that's easy to get into, and now you'd better be smart, intelligent and work and be in the 21st century if you're going to survive in Radio. It's no longer just a fun game of playing records and selling spots; it's become one of the most competitive industries in America.

INK: In what areas could the industry still stand to improve?

STAKELIN: Well, while we have improved tremendously over the last few years, one of my pet peeves is the large number of people in our industry who are what I would term "small thinkers." They don't really realize the value of this industry and the value of their product in the open public marketplace. Therefore, we spend a lot of time in petty counter-productive activities and infighting. When you're in a competitive business, there's always going to be a dog-eat-dog attitude in certain areas, and we're always going to fight for the money on the table. But we seem to be having trouble going to the next plateau in realizing just what a big and successful industry Radio has become.

INK: Do you think we allow advertisers and media buyers to dictate too much what rates are — and consequently drive down Radio's value?

STAKELIN: Radio is one big bargaining situation, and there are always two sides. It's our job to get the greatest value we can for our time, and it's the media buyer's job to bring in the schedule and campaign at the smallest possible cost. We need to realize the value of our product and refuse to sell at less than that. We can't blame the agencies and other people for some of the discount rates that are being charged by Radio groups across the country. We need to realize that our job is to be in charge of our product, and their job is to get us bought as cheaply as they can.

INK: Can Radio still stand to improve its relationship with advertisers and agencies?

STAKELIN: We've already come a long way in doing that. Radio right now enjoys a great deal of esteem in the general advertising community, with the agen-

30 ▶

ProSet™
PORTABLE DISPLAYS

REMOTES & PROMOTIONS

- High Impact Graphics
- Durable Construction
- 10-Minute Set-Up

Broadcast Products, Inc.
1-800-433-8460
P.O. Box 2500 • Elkhart, IN 46515

Circle Reader Service #112

Venture Increases Financial Viability of Radio

Training with no time off the street

New York — When charged with the responsibility of building an industry, the Radio Advertising Bureau's Gary Fries determined that lack of training was one of radio's biggest problems. Fries determined that if training were left to individual station managers and sales managers, then salespeople, and ultimately radio, would suffer due to management's lack of time and ability to train. Though he knew all stations had access to cassettes and video tapes from myriad trainers, Fries was looking for something to provide long-term benefit ... knowledge that would stick with salespeople for a lifetime.

According to Fries: "If the battle for advertising dollars were considered a war, the force with the best trained, biggest army wins the war. Radio already has the biggest army in that radio has more salespeople on the street every day than newspapers, magazines, television, cable, outdoor, specialty advertising and skywriting put together. So the only thing standing in the way of radio becoming the primary advertising medium it deserves to be is the lack of quality training of our professional sales army. We must convince management to make the sales training investment that our frontline salespeople need, want and must have." Fries recognized that standard training would not do, that seasoned media professionals would not stand for the same training techniques administered to them year after year.

Hearing that Fries was seeking the ultimate training program, Sarah McCann, president of the Chris Lytle organization, approached the RAB. "The Lytle organization came to us with a proposal that included precisely the ingredients we had planned on including in our RAB professional training

program," says Fries. "In addition, their program had been field tested in Canada with extraordinarily successful results." Chris Lytle determined that the best way to train salespeople with lasting results was to develop a correspondence course with an attached accreditation and a grading system. According to Lytle: "In the correspondence course format, people are using 80 to 90 percent of the learning, because it's taught in modules and applied every week." Lytle determined that if people took the course with accountability, and the possibility of failing, they would be unable to give their company false indications that they were studying. The accreditation would create a high status position of sorts, giving salespeople pride in having taken the course, passing it, and now holding the top sales honor in their country. "I've always dreamed of having an operations manual like the one McDonald's gives people telling them exactly how to run one of their franchises," says Lytle. "I figured there ought to be a training manual for the Radio salesperson that would tell him or her exactly how to run their business, a manual for the sales rep, like a turn-key sales training program, and a manager's manual, too."

"Our RAB training professionals, George Hyde and Mike Mahone, spent days with Chris Lytle and Sarah McCann molding the course to exact RAB specifications," says Fries. Lytle has spent 14 years in development of the programs. An announcement of the revolutionary program was made at the RAB Managing Sales Conference, and was exceptionally well-received. "The RAB Board of Directors has unanimously endorsed the program and group owners from all market sizes are recommending, and in some cases insisting, that all of their salespeople and managers apply for admission to the courses," says Fries. Broadcaster Lowell "Bud" Paxon announced he was signing up 52 of his people.

Three levels of training are being offered through the RAB ... Radio Marketing Associate (RMA), Radio Marketing Master (RMM) and Manager of Radio Marketing (MRM). The RMA program is designed for professionals selling radio at an entry level. This is for non-seasoned professionals. RAB's George Hyde



"If the battle for advertising dollars were considered a war, the force with the best trained, biggest army wins the war. Radio already has the biggest army ..."

— Gary Fries

calls it, "The Tadpole Course," which is customized to give beginning salespeople knowledge in areas seasoned professionals already understand. The RMM is a master program for seasoned radio professionals who want to get the equivalent of a master's degree in selling radio. The program explores high-level selling concepts and programs to expand the horizons of the seasoned pro. "One of the biggest mistakes a manager makes is to manage the bottom of the sales force," says Lytle. "You have to manage the 20 percent of people who bring in 80 percent of the billing. If they're not get-

COURSE DESCRIPTIONS:

Radio Marketing Master (RMM): For veterans. Two years or more experience. By earning the RMM, you demonstrate to your client that you are a career professional. As salespeople, we are able to tell clients what they need to position their business. Now it's time for salespeople to position their own careers.

Radio Marketing Associate (RMA): For rookies. Less than 2 years experience. This course walks the new recruit by hand, step-by-step toward success. New salespeople are quickly using sophisticated selling techniques that others take years to discover.

Manager of Radio Marketing (MRM): For sales managers of all levels. It's a fact that the best sales managers have the best salespeople. Your salespeople get better when you get better. You'll have better followers when you become a stronger leader. This course is supercharging the careers of managers who think they are pretty good, but know they can get better.

RESULTS FROM JUST 1 WEEK'S ASSIGNMENTS



CORPORATE EXPO

ting attention and recognition and training, they're going to slip into old habits and screw up. We built the RMM program for the veteran who has forgotten what he or she knows and is just doing it on autopilot. It reminds them of all the things they did to become successful and makes them rethink their jobs. You can go through the motions and make pretty good money, but when you make a conscious decision to change and get better, all the leverage is at the top of your staff." According to the RAB's Fries, "These three professional radio sales and marketing courses, as a project, must rank with the most important things that the RAB has ever done to increase the financial viability of the radio industry."

The MRM program is designed for managers who are managing salespeople at all levels. Too frequently managers put their salespeople through training but are not stretching their own horizons. Lytle says: "The manager's course focuses managers on the fact that all business problems are management problems, and most management problems are system problems. By giving the manager systems for getting good people, systems for training, systems for compensating and motivating these people, it makes the sales management job more structured and less chaotic. Management is really bringing order out of chaos."

"Even Jack Nicklaus takes golf lessons, and every time you get good at something, it's easy to forget what made you successful."

— Chris Lytle



The accreditations of the RAB/Lytle Correspondence Courses are designed to be a higher level than the traditional RAB CRMC (Certified Radio Marketing Consultant) and CRSM (Certified Radio Sales Manager) programs. The RAB/Lytle Correspondence Courses require intensive study, weekly projects and assignments related to actual clients, and ongoing testing. Assignments must be turned in or failure will result. Upon successful completion of the program, a diploma and lapel pin are issued.

The most important concept in these courses is, according to Lytle, "when you control the focus, you control the call. These courses teach salespeople how to sell the client's products to the client's clients." While most radio salespeople are focused on selling features and packages, Lytle contends that a well-trained professional solves the client's problems. "She [the sales rep] is able to get the client worrying about their customers rather

than worrying about the 22 radio stations they could buy from," says Lytle.

How difficult is the course? It's not easy, but it is designed to be incorporated into your everyday routine ... complete with tapes you can listen to on the way to appointments. It requires study, assignments and homework, but the end results are beneficial. KJJY/KRUU/KKSO's Pepper Ricci-Morrison in Des Moines, IA has six children and a job in radio sales and still maintained a 99.5 percent average. The program requires no time off the streets and relates to most every selling situation you're in that week. It's essentially a sophisticated on-the-job-training program. According to the people at Chris Lytle and Associates: "You're either expandable or you're expendable, you're either growing or you're obsolete. Only dead fish swim with the current."

The real proof, however, is in the results that stations are seeing. "We are now in our third class and every one has been a sellout," says Fries. "The real gratification from this new program and the true proof of what it can, and is doing for radio comes from the letters, faxes, and phone calls from graduates of the courses. From the ranks of salespeople, sales managers, and general managers who have graduated, we hear of sales increases of 20, 30, 40 and 50 percent and client amazement at the station representatives' profound increases in professionalism." An example is 10-year veteran Pepper Ricci-Morrison, previously mentioned. She reports that her sales went up 54 percent as a result of the course. Though statistics are hard to come by, and difficult to assimilate, 11 Radio Marketing Masters report sales totaling \$82,654 in one week while taking the course. Six Managers of Radio Marketing report sales totaling \$143,425 in one week while taking the 13-week course. Five Radio Marketing Associates report sales of \$74,876 in one week while taking the seven-week course. (See graph.)

Evidence of overwhelming sales success comes from the lips of those who have taken the course (see sidebar). All who passed have seen an increase in confidence and better control over their sales calls, and the people they deal with. Even the jaded seasoned professionals are seeing tremendous results from the RAB-sponsored course. "Even Jack Nicklaus takes golf lessons, and every time you get good at something, it's easy to forget what made you successful," says Lytle. "If salespeople are not constantly analyzing, rethinking, refining their skills, practicing what they do, relearning and

WHAT PEOPLE ARE SAYING ABOUT RAB/LYTLÉ CORRESPONDENCE COURSES

(Names withheld to respect client confidences.)

"Today is March 24 and I have sold over \$59,000 this month! I am smiling, but you should see my boss!" (Sales rep's average before this month was \$19,000).

— Small Eastern Market

"It worked. Daryl [the client] liked and bought it. This was the biggest sale in the history of my radio station. I was shocked. I am truly convinced that without using the steps [from the course] the way I did, I wouldn't have sold him."

— Medium Midwest Market

"... he thought about it for about five minutes and said, 'OK go with the whole schedule as is'... I couldn't believe it! He bought the whole schedule and it is going to work."

— Large Midwest Market

"I closed a new client — a pet store — on an annual schedule for \$27,000, and they were a new client to the station."

— Medium Midwest Market

"The three-level question helped build a rapport that might not otherwise have been there if I had come hellbent to bash the competition and to expound on the greatness of my station."

— One of the Biggest Markets

"The client who says, 'I only have a minute, so let's get into it, I'm short-handed today'... gave me an hour and was fascinated that I knew so much about his business."

— Medium Mountain Market

retraining, they are going to fall back into old habits. And they're going to call on the same old clients with the same old patterns, asking for the same amounts of money." What this program appears to do, particularly for the veterans, is to help them break out of the patterns they've developed, especially with a client they've called on for three to five years. "It gets them to try new things with old clients," says Lytle. "Instead of assuming the client hasn't changed, and pitching them the same old way, salespeople are able to go in and shake down some new money." The course is full of techniques even seasoned veterans have never seen. It's not a rehash of tired, old materials.

If you're looking to increase your station's revenues, there is no better way than the RAB/Lytle Correspondence Courses. Nearly 700 people have already taken the course in the United States and hundreds more in Canada. To stay competitive this course is a must ... and it is great for radio.

For information and pricing, call 1-800-255-9853 today. New courses start soon.

CORPORATE EXPO

Generate BIG Bucks

Radio hasn't seen a huge promotional moneymaker since the "big boom box" era of the '80s ... until now.

Introducing Orbotron™ — the instant promotion. Your listeners will be entranced by the orbicular movement of its neon-bright rotating rings.

- Generate New Revenues!
- Draw Unparalleled Crowds!
- Involve Your Listeners!
- Advertisers Will Line Up To Book It!
- A Cutting-Edge Image Tool!
- Easy To Transport!
- Safe And Lots Of Fun!
- Quick Set-Up!
- Bright And Attention-Getting!
- No Dizziness Or Discomfort!

Order Now
for
Summer

THE ORBOTRON IN ACTION!



You saw Orbotron in the movie *Lawnmower Man*.

It's been all over TV as the hottest crowd-pleaser in years.

Now *your* station can pull huge crowds with your own Orbotron. Let us show you how.

Call 407-747-7178

Draws Crowds

ORBOTRON

& Advertisers!

Circle Reader Service #117

INTERVIEW

◀ 27

cies, the big national advertisers, even the biggest car dealers in the local marketplace. Basically we are a local retail business and, while national business is still important to us, we never want to forget that 78 cents of every dollar we earn comes from Main Street, U.S.A. Radio is a locally driven business, and advertisers across this country have an all-new respect for the listenership of Radio and what we can do to bring customers into a store or a showroom. Basically, their opinion of Radio and its effectiveness and its place in the advertising community has never been better ... and that's what we really need to capitalize on as an industry.

INK: How much credit do you give to the RAB for helping to create this perception?

STAKELIN: The RAB has done a tremendous job. Quite modestly, I have to say that the association had growth and prestige and position for about five years, then it took a back step for a couple of years. But now, the new RAB with Gary Fries and Wayne Cornils and Ron Ruth and Judy Carlough and all the other folks there have been tremendously aggressive in selling and marketing the value of Radio. And it's really paying off.

INK: How important are the Radio Mercury Awards in all this?

STAKELIN: They're tremendously important. The problem of creative on a national front needed to be dealt with for years, and the Mercury Awards were created to deal with that. It's a wonderful program, and it helps tremendously with the larger agencies. But creativity goes right down to the local level. I honestly believe that Radio should get back to playing market adviser and agency adviser for clients. I loved Radio best when we created the campaigns for the client ... and that still should be the way it is with local Radio.

INK: As former RAB president, how would you pitch a station on joining RAB today? What would you tell them was RAB's greatest value?

STAKELIN: The same thing I would tell them about why they need to belong to the National Association of Broadcasters. We are a mature, significant industry, and therefore we need to exercise our strengths by speaking through a uni-

fied, powerful voice. We cannot do this as 10,000 separate Radio stations, on the Hill in Washington or on Madison Avenue in New York, or anywhere major advertising decisions are being made. The biggest roles these two organizations play is in giving us that unified powerful voice to speak as one. We may not always agree with all decisions these associations make, but we need to stand up as the mature industry we are and lead the charge.

INK: Some industry critics — this publication included — have been critical of NAB. What would you tell these people that NAB has done for them lately?

STAKELIN: Eddie Fritts and the rest of the staff at NAB constantly are reassessing their role for the broadcast community, with Radio playing a major role. There isn't anyone there who shoves Radio aside, or says it's not as important as the television industry. Now, I do not necessarily agree with everything NAB does, and some complaints about NAB may be legitimate — especially if you consider that many broadcasters are guided by their own personal agendas. But we all need to grow up and think as an industry and put our personal needs aside. The NAB has been as active on the Hill for the Radio industry over the last few years as at any time in history. Look at what is going on with beer and wine, and AM improvements, and the auto leasing disclaimer bill that has been pushed through ... NAB has been leading the charge on all these fights, and Radio has benefited from every one of them.

INK: You were joint board chairman when Sen. Packwood observed that, "NAB can't lobby its way out of a paper bag." ...

STAKELIN: Yes, and I didn't particularly take exception at that time with the senator's comments. While I didn't believe it 100 percent, I think it certainly had some validity. But Eddie Fritts and his group have gone a long way turning that around.

INK: Let's talk about the Radio Show in L.A. Is Radio going to maintain its singular identity at the convention, or will it get lost amid the other meetings and exhibitions?

STAKELIN: I've heard many opinions from people in the industry whom I highly respect who are concerned with that question, but I would maintain that, once again, we're not focusing on the right

31 ▶

issue. If I were one of the groups that was being forced to share exhibit space in L.A. with the national Radio convention, I would really be upset. I would be complaining about being overshadowed by the great big Radio industry that is enjoying so much success in America.

INK: Still, a lot of folks in Radio feel that the industry deserves to have its own meeting—

STAKELIN: It does ... in fact, Radio has two of the greatest national meetings that exist in any industry today. When you take a look at what RAB has done with the MSC, and when you look at the NAB Radio Convention, you see two of the best industry meetings in America today. And they can get stronger and better if they are truly focused on the one important thing — and that is the promotion of Radio. But if we sidetrack ourselves with pettiness, we're going to lose focus on the value not only of the convention, but of Radio as well.

INK: What can Radio broadcasters expect to take home from the L.A. convention that they haven't gotten in the past?

STAKELIN: What you take away from any

meeting is measured, to a certain extent, on what you want to learn. But I would like to say that this convention is being planned and controlled from start to finish by a group of broadcasters in whom I have a lot of confidence. Anna Mae Sokusky from CBS is co-chairing the management program, Jim Champlin of Beck-Ross Broadcasting is heading up the sales program, and David Cantor at Cap Cities/ABC is heading up the programming end.

INK: But how do we know that the sessions won't end up being the "same-old same-old"?

STAKELIN: First, we're changing the format of the program. We think there's a great opportunity to make it a tremendous celebration of an industry that has matured and grown up and is enjoying far more success than at any other time in history. We want people puffed up with the pride of successes. Second, we want to make sure there is great value in the learning process if they're going to spend their time and money to leave their businesses and come to Los Angeles. We feel it's time to move beyond the talking head panels, to move beyond conventions

that don't have interaction. We feel there are three masters to serve at this convention — sales, management and programming — and that's what we intend to do. The RAB and NAB have done very well with the first two of these but, if you remember, this convention started out as a programming conference, so we feel a need to place real emphasis on the programming area, as well. David Cantor and his people have planned some innovative and exciting things, even nightly showcases where they hope to put programmers together with artists. Not just roundtable discussions with talking heads; we want interaction. We want the people there who are controlling the discussion and who know what they're talking about, from the record industry as well as other industries. And I can assure you that the steering committee of this convention is not just suggesting session titles and panelists and then letting someone else put it together. We started working at the first of the year, and we will continue to work right up to showtime to build what we feel will be a program of value to every Radio broadcaster in America.—**RBB** ☐

“Your salespeople will increase their sales with my tapes. I guarantee it!”*

— Pam Lontos

You can learn from audio tapes in your car, at home, in sales meetings. Everywhere. You can get two complete and different audio courses for less than half the price of most small video courses. *“Guerrilla Tactics for Streetwise Radio Selling”* is a 12-session sales course with a 100-page manual. *“Tune into Success in Broadcast Sales”* is a 24-session sales and motivation set. Your station will have these courses in-house permanently. They will pay for themselves the first month and continue to bring in billing month after month. *30 day guarantee or your money back.



Lontos Sales & Motivation, Inc.

P.O. Box 2874 • Laguna Hills, CA 92654 • (714) 831-8861

Circle Reader Service #113

GIZMOS & GADGETS

What You Missed If You Didn't Attend The Spring NAB

Radio is the ultimate gadget garage. Our buildings are bulging with technology. We have more bells and whistles than most gadget freaks hope to acquire in a lifetime. But wait ... if you think you have gadgets now, think again. This spring's NAB convention was loaded with even more new gizmos to make your station more productive, better sounding and more profitable. Radio Ink scoured the halls of the convention to find out what was new. We then contacted the manufacturers for their "official" verbiage on the products we saw. What we saw was a lot of innovation, the maturation of some earlier concepts, and a booming equipment market.

The halls of the NAB convention were ablaze with buyers. Technology companies report record sales from this spring's NAB convention, a refreshing change from the abundance of empty checkbooks during the recession. Manufacturers tell us people were there to buy ... or were very close to buying ... for several reasons: stations have held off on purchases due to the economy and cannot hold off any longer due to equipment failures and needs, stations are on the rebound and cash is more easily available, and companies who have entered into duopolies are combining facilities and adding studios in one location with fresh, new, reliable equipment. Also, after taking a "wait and see" attitude, many stations are more comfortable with the new digital computerized technology and are buying digital editing and control systems. Others, taking what they think is the secure route, are buying the latest versions of tried-and-true equipment.

Whatever your needs, we hope you enjoy our walk through the halls of this spring's NAB convention, and happy shopping.

360 Systems



360 Systems' DigiCart/II

Onscreen/II PC Software For DigiCart/II is a computer software program designed to run play/record functions and build and edit playlists in a Windows environment. AES/EBU interface for DigiCart/II is an optional feature and provides industry standard digital I/O in AES/EBU, IEC 958 Type II format, and conventional analog I/O. Contact Doug Leighton, 818-342-3127.

Acoustical Solutions Inc.

Acoustical Solutions introduces Soundtex acoustical wall fabric. Soundtex is a soft and attractive sound-absorbing wall fabric that reduces ambient room noise (NRC .25). Soundtex is Class 1 fire rated. It received an award from the Institute of Business Design for its attractiveness and cost-effectiveness. Available in 18 colors, Soundtex is applied with heavy-duty wall-paper adhesive. Contact Michael Binns, 800-782-5742.

AEQ

The AEQ Digital Audio Codec ACD-3000 is the audio codec selected for the transmissions of the Soccer World Cup USA games. The ACD-3000 can be used in a wide range of operating modes and combinations. The AEQ Telephone Line Extender (TLE-02) is ideal for remote event transmission, allowing the user to send high audio quality through the telephone line. The main functions are telephone line extender, portable mixer (stereo auxiliary input),

and digital hybrid. It is portable, weighing only 3 pounds, and is designed for the non-technical user. Contact Gerardo Vargas, 602-431-0334.

AIRcorp Systems

AIRcorp Systems introduces AIRcart•mo, a professional digital cartridge machine using magneto-optical disks. Designed by broadcasters across the United States as the exact replacement for existing carts, AIRcart•mo features full digital cart machine operation, no staff retraining, no video screens or keyboards for playback, no data compression and no volatile media, and



AIRcorp Systems' AIRcart•mo

no consumer grade MiniDisc technology. Contact Tammy Engel, 309-454-4900

AKAI International Music Corp.

DR4d Multitrack Hard Disk Recorder is a digital audio recording and editing system with a difference — it's a compact, self-contained, rack-mountable unit that requires no host computer for



AKAI's DR4d Multitrack Hard Disk Recorder

operation. The 4-in/4-out recorder features analog and digital I/O, SCSI, and optional SMPTE and MIDI interfaces. Contact James Martin, 817-336-5114.

AKG Acoustics Inc.

AKG introduces the C3000, a large diaphragm condenser mic, that offers multi-pattern studio quality sound at nearly half the price of the AKGC414. The C3000 has a wide range of applications for vocals and instruments, on the Radio, on stage, and in the studio. An internal windscreen helps make the microphone effective for wind instruments, open air events and the like. Contact Joey Wolpert, 510-351-3500.



AKG's C3000

Aphex Systems

Four-Channel Logic-Assisted Gate Model 105 is a full-featured, easy-to-use, 4-channel noise gate. Features include the Aphex VCA 1001 for pristine audio quality and high-speed performance without clicks or pops; patented detection circuitry assures positive, stable and accurate turn-on regardless of attack time. For more information, call 818-767-2929.

Arrakis Systems

Arrakis Systems, a leading supplier of consoles, hard-disk (Digilink) automation and studio furniture, has introduced several new products designed specifically to assist broadcasters with their satellite, CD automation and live, on-air requirements. Contact Dave Burns, 317-855-2548.

Audio Broadcast Group Inc.

Audio Broadcast Group Inc. introduces the Data Stream Series of its digital-ready studio furniture, redesigned for 1994. The furniture is created specifically for the efficient housing and operation of today's digital hard-drive storage/studio automation systems and workstations. It is designed to combine functional work space and eye-pleasing appearance. Contact Dave Howland, 800-999-9281.

34 ►

SPECIAL REPORT

◀ 33



Audio Technica's AT4050/CM5 Microphone, 500 Series Wireless Microphone and MMS337 Speaker

Audio-Technica

Audio-Technica is introducing the following new products: AT4050/CM5 multi-pattern studio capacitor microphone, AT-MX341 SmartMixer automatic microphone mixer, 300, 500 and 1200 Series wireless microphone systems, ATM27HE and ATM29HE handheld dynamic microphones, AT8520 microphone/cable tester, MMS337 and MMS557 multimedia speakers, and AT961R and AT961RP unidirectional boundary microphones. Contact Garry Elliott, 216-686-2600.

Audio Technologies Inc.

The NANOAMP Series is a compact, convenient and rugged series of low-cost utility amplifiers. Featuring professional XLR or TRS connectors with high-performance circuitry and quiet loop-through external AC or battery power, the NANOAMP Series includes expandable mixers, single and dual microphone and line amplifiers, stereo headphone drivers, IHF to PRO interface converters in four-channel, unidirectional and two-channel, bi-directional models and expandable mic/line input distribution amplifiers. Stackable for desk or three-across rack mounting. Contact Ed Mullin, 215-443-0330.

Auditronics

The Destiny 2000 Program Management System and Audio Console has the capability of integrating music and traffic logs, controlling the integrated log, and playing on-air sources from stand-alone hard-disk storage and CD jukeboxes. It operates

as live-assist (an interactive console under your control) or auto (under computer control or satellite delivery). For more information, call 901-362-1350.

Beyerdynamic

Beyerdynamic offers an enhanced version of the U 700 UHF wireless system with SEM 700 hand-held or TS 900 pocket transmitters, and the new NE 700 TE2 two-channel diversity receiver. A new family of TG-X microphones, the TG-X 30/35 head-worn mics allow for unobtrusive, hands-free applications. Contact Shirley Beyer, 516-293-3200.

Broadcast Electronics Inc.



Broadcast Electronics daBOX™

Broadcast Electronics, Inc. introduces the AudioVAULT OnLine™, digital audio and data networking for Radio stations, daBOX™, a new hard-disk audio/program controller in a single PC, and Broadcast Electronics' FM-3C™, the company's new 3 kW solid-state FM



Auditronics Destiny 2000 Program Management System and Audio Console

transmitter. Contact Kim Winking 800-426-9082.

Communication Automation and Control Inc.

Communication Automation and Control Inc. introduces a new stackable floating point DSP board for the PC/104 Bus. Known as the PC5-DO, the board is based on AT&T's 50-MHz DSP32C, features 512 kbytes of zero-wait-state SRAM, and is available with either an 8- or 16-bit PC/104 interface. Also available for the PC5-DO is a new PC/104 carrier card that offers multiple stereo audio band daughtercard options. For more information, call 800-367-6735.

Communications Data Services Inc.

RFCAD Release 1.2 is the only commercially available propagation analysis package to incorporate land use and land cover data for attenuation due to buildings and vegetation. Coupled with DCS' complete North American 3 Arc Second Digital Terrain Data on CD-ROM, RFCAD produces among the most accurate propagation analyses. Contact Jason Barbour, 800-441-0034.

Computer Concepts Corp.

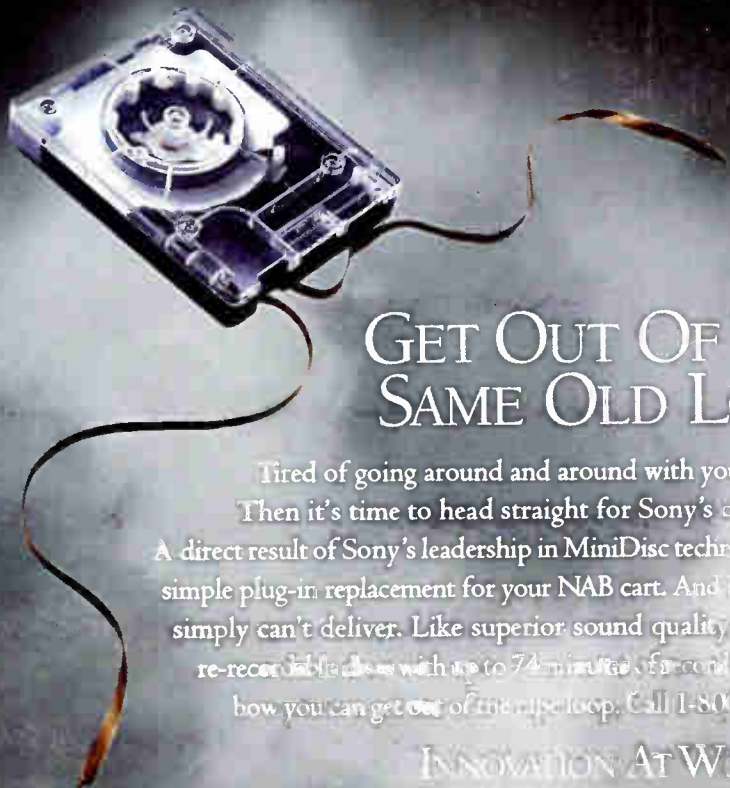


Computer Concepts' Visual Traffic

VT, Visual Traffic, is a Windows-based system that provides trouble-free traffic operation even for inexperienced staff, "drag and drop" for order entry, log scheduling and repositioning of bumped events. DCS Live! is a Windows-based interface for DCS for live and live-assist formats. It provides "drag and drop" carts into a graphic representation of cart machines on screen. Other DCS enhancements include: AES/EBU digital interface, and central data base capability. For more information, call 800-255-6350.

36 ▶

SONY



GET OUT OF THE SAME OLD LOOP.

Tired of going around and around with your old cart machine?
Then it's time to head straight for Sony's digital MiniDisc Cart.
A direct result of Sony's leadership in MiniDisc technology, the MiniDisc Cart is a simple plug-in replacement for your NAB cart. And with its advantages analog simply can't deliver. Like superior sound quality, random access, low-cost/re-recordable discs with up to 74 minutes of recording time each, and more. Learn how you can get out of the tape loop. Call 1-800-635-SONY, ext. MD.

INNOVATION AT WORK.



MD PLAYER MDS-B2P



MD RECORDER MDS-B1

Sony Business and Professional Products Group, 3 Parkson Drive, Marlboro, NJ 07643. © 1997 Sony Electronics Inc.
Reproduction in whole or in part without written permission is prohibited. All rights reserved. Sony and the MiniDisc logo are trademarks of Sony.

SPECIAL REPORT

◀ 34

ComStream

ComStream's leading ABR200 and ABR75/75B digital audio receivers are now offered in a desktop configuration. The desktop chassis measures 16 inches wide by 17 inches deep by 2.5 inches high. The first use of the new models is for the Shanghai Stock Exchange. Contact Doug Dill, 619-458-1800.

Crown Broadcast

Crown Broadcast FM200 is more than an FM exciter or amplifier; it's an integrated transmission system that combines built-in audio processing and stereo generation in a rugged, compact unit. The FM200 is a stand-alone or stand-by transmitter ideally suited for translator or booster operation. Built-in remote I/O interface allows for remote monitoring and controlling. Unit automatically starts after power interruptions. For more information, call 219-294-8000.

Custom Business Systems Inc.

Design Financial Reports, Custom Reports and PowerPlus are new products that enhance Custom Business System Inc.'s Classic and Elite traffic and billing systems and InterAcct account system. Digital Universe is CBSI's developing digital audio management system. CBSI broadcast management software is used worldwide by nearly 1,700 single and multiple stations. Contact Marlene Lee, 800-547-3930.

Cutting Edge

The Cutting Edge Unity AM processor is a complete, multiband AM processor with one-button recall of 50 user settings, automatic processing, modification by daypart, and remote control via modem. Free Unity Remote Software for the Unity 2000i FM and new Unity AM lets AM and FM stations evaluate the sound of their station in "real world" listening environments. For more information, call 216-241-3343.

Dalet Digital Media Systems

Dalet is introducing several new applications, including a multitrack editor with unlimited virtual tracks (eight stereo tracks can be played at one time



ComStream's ABR200 digital audio receiver



Cutting Edge's remote control processor



DIC Digital's CD-R recordable CD



Dielectric Communications' DCR-M quadrapole antenna



Digital DJ's in-dash LCD screen

on one audio board) and a news application for simultaneous editing of text and sound files. Furthermore, Dalet's older applications — cart replacement, satellite automation, walk-away music automation — are being steadily improved. In Paris, contact Astrid Carver at 33 (1) 40 38 01 39.

dbx

A new addition to the dbx Project 1 Series is the 242 Parametric Equalizer (retail \$299), a five-band, parametric EQ with three bands of fully parametric peak/dip equalization and two bands of shelving filters, each with a switchable shelf slope. The configuration of the 242 gives more sound control than any other out-board EQ in this price range, graphic or parametric; and the low noise circuitry, constant Q filters and balanced inputs provide higher performance than more expensive units. For more information, call 206-458-3838.

DIC Digital

DIC Digital's newest generation of professional-quality digital media is the CD-R recordable CD, which is available in 18-, 63- and 74-minute recording times. The new CD-R product meets the Orange Book standard. Contact Kevin Kennedy, 201-692-7700.

Dielectric Communications

The DCR-M quadrapole antenna has been redesigned to significantly increase the usable bandwidth of a high-power, side-mount, ring-style antenna. Bandwidths in excess of 10 MHz with a voltage standing wave ratio of less than 1.1:1.0 are now possible, something previously possible with a panel-style antenna only. Contact Jay Martin, 800-341-9678.

Digital DJ Inc.

Digital DJ Inc. is developing a new system allowing FM Radio stations to provide music, advertising and other text details on an LCD screen on special receivers. DDJ is developing the programming software and transmission system via FM subcarriers. Receivers are being developed by Sharp, Sanyo and others. DDJ will conduct beta tests this summer. Contact Lucille Allen, 408-452-5111.

We Can See You Getting An Enormous Amount Of Money From A Totally Unexpected Place...



Your Audience.



You may not have heard of us, but TV stations all over know us very well. We're Inphomation, the people behind the single most successful infomercial ever created, "The Psychic Friends Network."

Starring Dionne Warwick and psychic Linda Georgian, Psychic Friends has had over one million callers in the past three years. Which has handsomely rewarded us for our efforts.

And as a way of making "friends" with you, we've got a very special, one-time offer.

We're going to cut you in on the action.

But before you ask "What did we do to deserve this good fortune," let us explain one important thing.

We want you to run our "Psychic Friends" direct-response spots for free.

Here's How It Works.

Your station will get its own Psychic Friends telephone number, and for every call generated, you'll get \$.80 per call per minute. The average call is 11 minutes, and lots of people call.

You can run our spots whenever you want. It's your decision. But the more you run, the more money you can make.

All call counts are monitored and audited by AT&T, and you'll get a monthly statement showing how many minutes. Then you get a check from us. *Probably a big check.*

This Is A One Shot Deal, Folks.

Are you starting to get the picture? This could be the single most lucrative proposition you'll ever have. But we're only going to do this once. And only one station in each market gets the opportunity.

You will do *very* well with our offer, but if it's not right for you, we still have a lot to talk about. Because we can **guarantee** that you'll make more money with our offer than if you sold us the time.

Call today before another station in your market does.

INPHOMATION, INC.

Bonnie Lasky at 305-973-0621

SPECIAL REPORT

◀ 36

Enco Systems Inc.

The DAD486x Digital Audio Delivery System from ENCO is DOS-based software coupled with common computer hardware to provide powerful yet flexible digital audio recording, editing, management and multiple output reproduction capabilities for professional broadcast applications. DAD486x may be configured as a stand-alone workstation, or as multiple workstations sharing data on a local area network. Contact Larry Lamoray, 800-362-6797.

Energy-Onix Broadcast Equipment Co. Inc.



The Energy-Onix ECO series of economically priced transmitters are grounded grid FM transmitters available in powers to 11 kW. Features include line surge protection, VSWR (voltage standing wave ratio) foldback and protection, automatic power output control, and a solid-state intermediate power amplifier, which doubles as an emergency transmitter. Contact Ernie

Belanger, 518-828-1690.

Eventide Inc.

The H3000-D/SX Studio Dynamic Ultra-Harmonizer features dDFX-dynamic effects, algorithm construction kit, Mod Factory, a 19-waveform function generator, and more than 300 presets from big-name recording artists, plus true stereo pitch shifting and Eventide's Diatonic Pitch Shifting. H3000-D/SE Studio Enhanced Dynamic Ultra-Harmonizer has all the ef-



Eventide's H3000-D/SX Ultra-Harmonizer



Eventide's H3000-D/SE Ultra-Harmonizer

fects of the H3000SE Ultra-Harmonizer, plus Mod Factory and a wealth of new presets from top-name artists. 3-D speaker-based spatial imaging effects are new for the first time ever in an H3000 Harmonizer. For more information, call 201-641-1200.

Fairlight

Fairlight has introduced a smaller portable low cost version of the MFX Digital Audio Workstation. Based on the latest MFX3 technology, the MFX MINI can be configured from four to eight tracks and is available in a rackmount or compact chassis. The mini is fully compatible with the larger MFX3 mainframe system and will be available in May/June 1994. Contact Graeme Rothwell in Australia, 61 (2) 975 1230.

Fidelipac

Fidelipac's Air Marshal digital audio hard-disk system is a multifaceted audio management system. It will answer most Radio station needs for automation, on-air assist, and cart machine replacement. The system is self-contained, including 486 computer, super VGA color monitor, one-gigabyte (GB) hard drive, and one audio record/play card. List priced at \$8,950. Contact Bob McNeill, 609-235-3900.

Gentner Communications Corp.

Gentner Communications Corp. introduced the TS612 multiline telephone system and the G2700 Superhybrid. The TS612 allows up to 12 phone lines, access from up to three locations, and simultaneous on-air and off-air use. The G2700 can directly connect to business telephone systems. Both products incorporate Gentner's new DCT (direct connect technology) circuitry. Contact Elaine Jones, 801-975-7200.



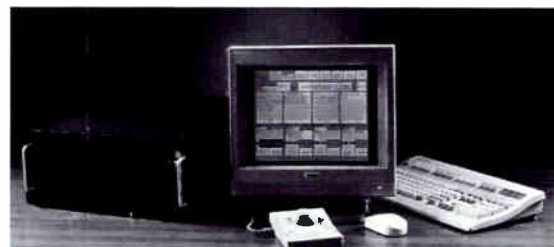
Gentner Communications' TS612 multiline telephone system and G2700 Superhybrid

IDB Communications Group Inc.

IDB has selected the Telos Zephyr as the centerpiece of its new digital audio network, called A/FX, enabling IDB to carry sports transmissions for Radio rights holders of the National Hockey League and Major League Baseball. The Telos Zephyr is the first switched-56 equipment to handle a 15 kHz audio backhaul and 7.5 kHz return/cue audio channels. Contact Lori Gutknecht, 213-240-3758.

Intraplex Inc.

Intraplex offers three high-quality audio coding options in a single digital multiplexer: the PT/R-350, 16-bit linear, the PT/R-355, 14:11-bit compressed, and the PT/R-150, APT-X (4:1) compressed algorithms. Each alternative can transmit either 7.5 kHz or 15 kHz mono or stereo. Intraplex also offers the STL Plus digital studio to transmitter link system which transmits linear, uncompressed audio between the studio and a transmitter using telephone company digital T1 lines. For more information, call 508-692-9000.



ITC's DigiCenter audio management system

ITC Corp.

DigiCenter's audio management system additions include two graphic waveform Editors, Lite, a low-cost, entry-level system, plus expanded networking tools; News-audio/text gathering, editing and on-air script; Traffic/Music file merging/editing; CD library management with music library and real-time scheduling; EZ executive, on-air editor. Call Charlie Bates, 309-828-1381.

Lectrosonics Inc.

The DC1 signal processor is inserted between microphones and the mixing console. It applies microprocessor control to automatically allocate levels in multi-microphone mixing. Especially useful

39 ▶



Lectrosonics' DC1 signal processor

in live production, the DC1 uses an adaptive algorithm (U.S. patent pending) to free the console operator from having to continuously "chase" microphone activity. Contact Bruce Jones, 800-821-1121.

Leitch Inc.

The ASR-16X1 AES/EBU Audio Serial Router module for Leitch's Xplus Series conforms to AES3-1992 specifications for the transmission of stereo digital audio. It provides trouble-free switching of digital stereo audio signals with sample rates of 32, 44.1, and 48 kilosamples per second. For more information, call 800-231-9673.

LPB

The new LPB SALSA Digital Audio System incorporates satellite automation, live studio assist, production, DTMF remote control, full automation, cart machine replacement, spot, liner, music and data record and playback. A proprietary DDS-2 tape system allows digital storage of 660 songs. Contact John Devecka, 215-644-1123.

MARTI Electronics Inc.

MARTI's SR-10 Frequency Agile RPU Receiver covers the entire 450/455 MHz RPU band. Features include: frequency agile, front panel selection, remote frequency selection, scan, AFC lock, monitor speaker, multifunction test meter and modular construction. Contact Dan Rau, 817-645-9163.



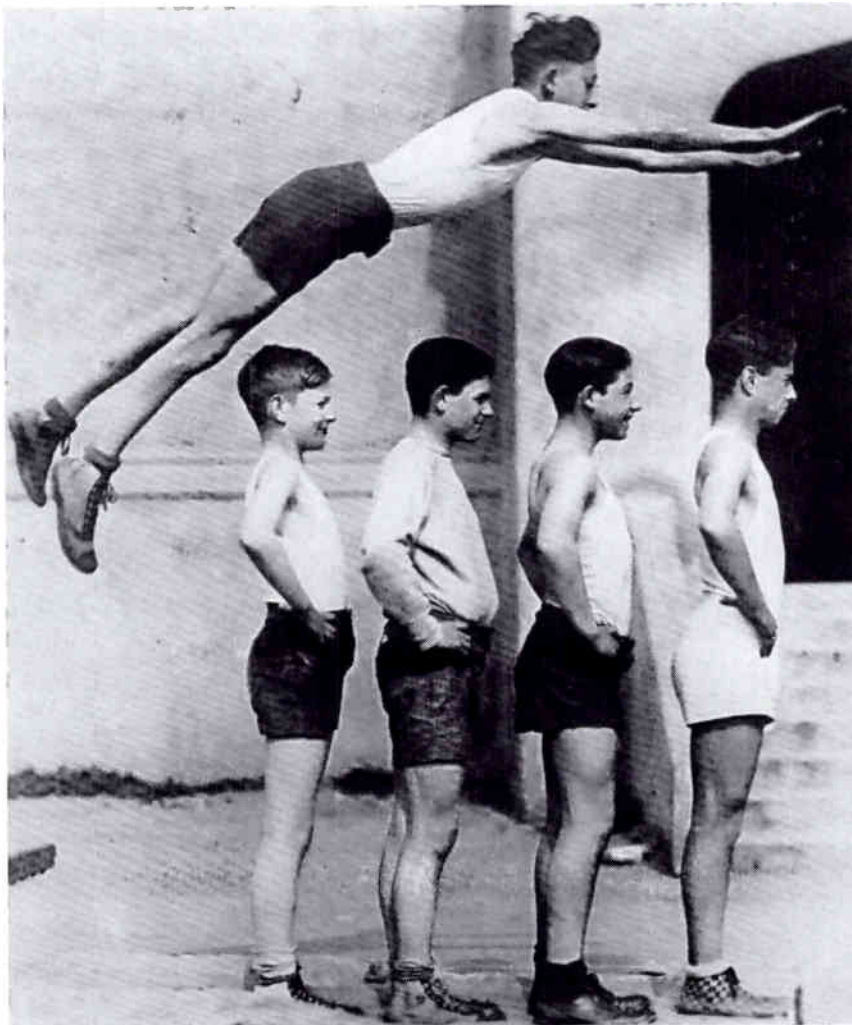
MARTI's SR-10 Frequency Agile RPU Receiver

Myat Inc.

The new DIN to EIA Reducer is a 7/16 DIN Series to 3 1/8 EIA reducer/

40 ▶

Miles Above Your Competition!



Put yourself above the rest with a satellite system from NSN Network Services.

If you want to program distant stations, centralize commercial production and billing, start your own programming network, or expand your existing operation, call us. NSN has established and supports over 60 digital satellite audio systems, with over 1,000 receive sites worldwide.

As authorized distributors for multiple lines of satellite communications products, we'll make sure you have the right system for your needs. Then we'll handle the implementation details: from licensing & lease financing; satellite selection & space segment; to turnkey installation & training. But we don't stop there — NSN maintains a 24-hour Technical Support Center because your network doesn't stand still after five.

Experience and service is why NSN Network Services is the nation's leading distributor of SCPC digital VSAT audio and data networks. Look to us for:

- ☑ *Audio & Data VSAT Network Equipment*
- ☑ *VSAT Network Design*
- ☑ *Domestic & International Spacetime*
- ☑ *Integrated Operations Networks*
- ☑ *24-Hour Technical Support*
- ☑ *Installation & Training*
- ☑ *Lease Financing*

800•345•VSAT
8728

Fax 303•949•9620

303•949•7774



NSN NETWORK SERVICES
SM

Avon, Colorado USA

Circle Reader Service #116

SPECIAL REPORT

◀ 39

adaptor (Electronics Industry Association) for connecting American standard transmission lines to 7/16 DIN cables. Intermodulation producing adaptors have been eliminated in the new design and the Reducer's low voltage standing wave ratio allows it to be used for instrumentation and testing up to cut-off frequency of the larger line. For more information, call 201-767-5380.

Nady Systems Inc.

New products introduced by Nady Systems include: Nady ENG-11, a snap-on VHF transmitter that converts microphones to wireless; Nady ENG-12, snap-on multichannel UHF transmitter with tone squelch; Nady 661VR multichannel UHF wireless microphone system with tone squelch; Nady WQ-4000 VHF wireless IFB system; and Nady WQ-5000 multichannel UHF IFB system with tone squelch. For more information, call 510-652-2411.

Nautel



Nautel's NE50 50-watt Digital FM Exciter

The NE50 50-watt Digital FM Exciter uses 32-bit Direct Digital Synthesis (DDS) to generate the modulated FM carrier. This produces a signal of spectral purity and audio fidelity that does not degrade over time. The DDS-generated FM signal is free from the non-linearity and instability associated with conventional voltage controlled oscillator generated signals. The simple front-panel frequency selection requires no tuning adjustment, and audio performance is not affected by channel selection. The broad-ban, solid-state amplifier is capable of up to 55 watts with adjustable output to 1 watt. For more information, call 207-947-8200.

National Public Radio (NPR)

NPR Satellite Services provides full-time and occasional satellite transmis-

sion services on Galaxy IV and Satcom C-5 to Radio broadcasters. The SCPC (single channel per carrier) transmission system allows for digital audio and analog audio on same transponder. For more information, call 202-414-2626.

Otari Corp.

Otari's MR-10 MiniDisc Recorder will be available midyear in two stand-alone versions, Record/Play and Play only. The recorder features analog and serial I/Os, parallel and serial control, mono/stereo switching, full function remote, extensive editing functions, rehearse, repeat and next play modes, remote titling and more. For more information, call 415-341-5900.



Otari's MR-10 MiniDisc Recorder

Orban

Orban offers a new software update for its DSE 7000 workstation. The software will be sent free, on a self-installing disk, to all registered DSE 7000 owners. Highlights include enhanced editing functions, a faster disk-management system, support for foreign language DSEs, and full controls for a new digital/analog input/output option. Contact Geoff Steadman, 617-789-4673.

Pacific Recorders & Engineering Corporation

PR&E's new ADX BASIC is a desktop version of the ADX Work-Station expandable to the fully loaded ADX WorkStation and MixStation system. Complete with the ADX tape recorder style control panel, it also includes a Macintosh Quadra 610 (1.2 gigabyte internal hard-drive for three track-hours of recording time),



Pacific Recorders & Engineering's ADX BASIC

16-inch monitor, keyboard, mouse and eight-channel digital signal processing unit. Additional SCSI devices can be added. Contact Richard Maddox, 619-438-3911.



Panasonic's SV-4100 Pro-DAT

Panasonic Pro Audio/Ramsa

Panasonic has developed a new Pro-DAT machine, which offers instant start and external sync capability. The new Panasonic SV-4100 is a logical development after the SV-3700 Pro-DAT, which set high standards of reliability and outstanding record/replay quality. For more information, call 714-373-7277.

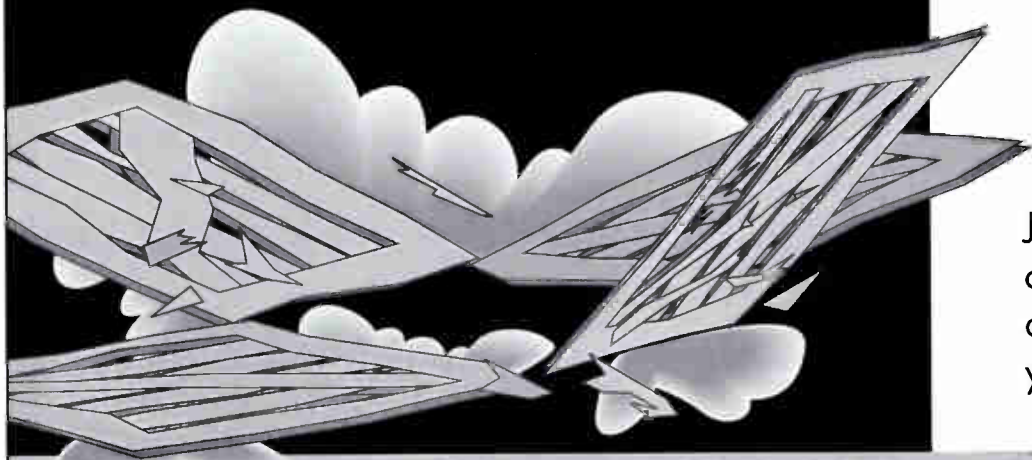
Pristine Systems Inc.

Pristine Systems' complete digital automation system controls CD and DAT or satellite, overlapping hard-disk audio, live assist or unattended playback; uses generic PCs; Pristine Music Plus scheduling software; production with digital editor; provides software updates quarterly; offers completely redundant systems; and traffic system interface. Leasing is available. More than 250 systems have been sold worldwide. Contact William B. (Beau) Sanders, 803-370-2400

Radio Computing Services Inc.

Selector With Sound software can be used with Master Control, the paperless all-digital studio, to actually listen to your log from your office; hear songs, promos, commercials, and every other scheduled event; and play variable hook lengths or entire elements. Contact Tom Zarecki, 914-723-8567.

ADVANCING LEADERSHIP AND CHANGE BREAK OUT OF THE BOX



AMERICAN WOMEN IN RADIO AND TELEVISION'S 43rd NATIONAL CONVENTION

Minneapolis Hilton & Towers
Minneapolis, MN
June 2-4, 1994

Join colleagues
committed to growth
and success at this
year's convention.

REGISTRATION INFORMATION

Name _____
 Nickname for badge _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____

AWRT Member Yes No
 I would like to receive more information about American
 Women in Radio and Television, Inc.

REGISTRATION FEES & DEADLINES:

FULL REGISTRATION:

Please indicate category of registration (check only one):

	Member	Non-Member	Student
Earlybird (Deadline May 6)	<input type="checkbox"/> \$345	<input type="checkbox"/> \$450	<input type="checkbox"/> \$200
Pre-registration (Deadline May 20)	<input type="checkbox"/> \$395	<input type="checkbox"/> \$475	<input type="checkbox"/> \$200
On-Site registration	<input type="checkbox"/> \$425	<input type="checkbox"/> \$500	<input type="checkbox"/> \$200

Full registration fees include tickets to all food functions and the
 Annual Foundation Auction Gala.

DAY RATES:

Full Day \$175 **Half Day** \$100

Full day and half day rates include tickets to food functions which
 fall during that day and time period.

SINGLE TICKET PRICES FOR FOOD FUNCTIONS:

		Member	Non-Member
Thu, 6/2	Silver Satellite Reception & Banquet	<input type="checkbox"/> \$100	<input type="checkbox"/> \$125
Fri, 6/3	Breakfast General Session	<input type="checkbox"/> \$25	<input type="checkbox"/> \$40
Fri, 6/3	Industry Luncheon	<input type="checkbox"/> \$45	<input type="checkbox"/> \$70
Fri, 6/3	Mall of America Reception	<input type="checkbox"/> \$25	<input type="checkbox"/> \$25
Sat, 6/4	Breakfast Diversity Session	<input type="checkbox"/> \$25	<input type="checkbox"/> \$40
Sat, 6/4	Leadership Showcase	<input type="checkbox"/> \$25	<input type="checkbox"/> \$50

Package Plan for Meals Only: \$150
 (Offered to those who wish to accompany full registrants. Limited
 to one package plan per each full registrant.)

TOTAL AMOUNT ENCLOSED: \$ _____

PAYMENT

Payment must accompany this registration form. Payment for all reg-
 istrants from one organization may be covered with one check,
 VISA or MasterCard, but separate registration forms must be includ-
 ed for each registrant (please copy this form).

Check MasterCard VISA American Express

Name on card _____

Signature _____

Credit card Number _____ Exp. Date _____

Mail or fax completed registration form(s) and payment to AWRT
 1994 Annual Convention, Suite 200, 1650 Tysons Boulevard,
 McLean, VA 22102, Phone: 703-506-3290, Fax: 703-506-3266

SPECIAL REPORT

◀ 40



Radio Systems'
Digital Delivery System

Radio Systems Inc.

DDS, for Digital Delivery System, is a digital audio system designed specifically for live talent operations. Via unique, simple-to-use interface panels, talent can call up and air cuts without having to use computer terminals, mice or keyboards. DDS is built around a UNIX-style, multiuser, real-time operating system that allows simultaneous access to the system by many users. It stores audio on its internal hard disk or controls CD jukeboxes and other sources. For more information, call 609-467-8000.

RE America

RE America is introducing three new video codecs. The RE 4500 45 Mb/s component video codec, the RE 3400 34 Mb/s ETSI video codec, and the RE 8860/8870 140 Mb/s composite video codec. Flexible and cost-effective, the codecs transfer high-quality video and audio data via standard telephone lines. For more information, call 216-871-7617.



RE America's video codec

SADiE Inc.

SADiE is a professional digital audio disk editor running on the 486 PC plat-

form under Windows 3.1. SADiE performs real-time editing, mixing, cross-fading and processing functions and provides digital inputs and outputs. The editor also provides dynamics, equalization, noise reduction, resampling, time stretching, multitake recording and overdubbing, automation, and CD-R support. Contact Jeff Boggs, 615-327-1140.

Scott Studios Corp.

Scott Studios offer an eight-track graphic waveform digital audio editor for CompuCarts, a touchscreen digital audio player. The system provides announcers six cart players on a computer with legible outcues, countdown clocks, and an "end" light. 10 "always ready" buttons can start predefined jingles, etc. Contact Dave Scott, 800-330-3004.

Shure Brothers Inc.

Shure's FP32A Portable Stereo Mixer is an updated version of the FP32. The new, low-noise mixer offers more than 40 improvements. Additional features include peak limiters for the left and right outputs, a 1-kHz tone oscillator to help set reference levels, two compact VU meters, and "soft touch" knobs with raised position indicators. For more information, call 708-866-2542.



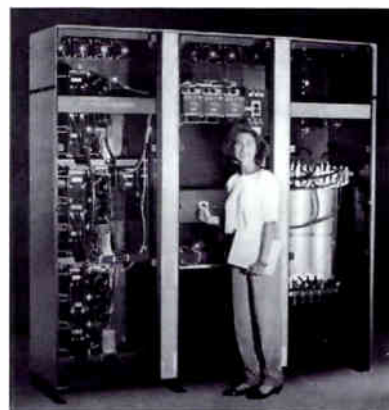
(clockwise) Sony's HR-MP5, ProDAT audio cassettes, F-710 microphone, and minidisc recorder and player

Sony

Sony Electronics' professional audio division has introduced the MDS-B1 minidisc recorder and MDS-B2 minidisc player; a high-quality multi-effects processor, the HR-MP5, which offers 100 user-definable presets; the F-700 series of dynamic hand-held microphones; and the DMA-2000 mic line input unit for voice-overs. Sony's professional media division introduced a new 15-minute Pro DAT Plus digital audiocassette, and re-

cordable CD-R media — the CDQ-74 and CDQ-63 discs. For more information, call 212-505-9900.

Superior Electric



Superior Electric's WHC Series
STABILINE Power Conditioners

Superior Electric's WHC Series STABILINE Power Conditioners, for AC power systems up to 600 VAC, correct wide input voltage variations and maintain output voltage within a selectable 1 percent to 9 percent. They feature ratings from 12 to 33 kVA single phase, 10 to 125 kVA three phase; single and individual phase control and 95 percent efficiency. For more information, call 203-585-4500.

Symetrix Inc.

The 420 Stereo Amplifier features 20 watts RMS per channel/40 watts bridged mono, front-panel headphone jack, "dual tracing" mode, and mono mode. The 602 Stereo Digital Processor simultaneously provides multidynamics processing, delay effects, and parametric equalization with digital and analog stereo I/O, real-time MIDI, and 256 presets. For more information, call 206-787-3222.

Tectan Inc.

The new Tectan RBDS encoders provide an opportunity for stations to enter the world of smart Radios for a low cost without sacrificing future capabili-



Tectan's RBDS encoder

43 ▶

ties. They provide complete hardware implementation of the RBDS standard, and features can be added with software upgrades. The introduction price is less than \$1,000.-Contact Judi Pendleton, 800-TECTAN-1.

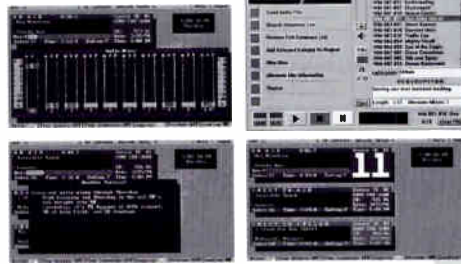
Telos Systems

The Telos Zephyr Digital Network Audio Transceiver is capable of transmitting 15-kHz stereo audio on a single dial-up ISDN (Integrated System Digital Network) phone line. Able to send broadcast-quality audio via terrestrial transmission virtually anywhere in the world, Zephyr is ideal for remote broadcasts, ad hoc networks, backup microwave and satellite links. For more information, call 216-241-7225.



Telos' Zephyr Digital Network Audio Transceiver

TM Century



Screens from TM Century's new products

Among TM Century's new products is the Ultimate Digital Studio II for live assist or full automation of Radio stations. Many enhanced features make the new software both powerful and easy to use. Also new are the CD-ROM products for Radio and audio visual production, called "Playback." For more information, call 800-375-1026.

Ward-Beck Systems Ltd.

Renaissance Series Radio Consoles are the New Age approach to the design and function of Radio broadcast con-

soles. The consoles feature illuminated electronic switching and VCAs throughout; digital shaft encoder controlling monitor VCAs; modular with extensive choice of modules; and eight-, 16- and 24-channel mainframes. The M405P Portable Extended Range Meter is back in production. For more information, call in Ontario, Canada, at 416-438-6550.

Wheatstone Corp.

Wheatstone's latest introduction is the A-6000 On-Air Console with 125 module feature combinations. The A-6000 includes four mix-minus buses, individual channel on-air indicators, four stereo master buses and some options such as auxiliary sends, Wheatstone's Bus-Minus™ system, and production equalizers. The A-6000 allows placing modules in any location in the frame. For more information, call 315-452-5000.



Wheatstone's A-6000 On-Air Console

Representing only the *best* in broadcasting.



Call us for additional information on how these companies can improve your station. (800) 800-0107

- MANAGEMENT/FINANCIAL CONSULTING Patrick Communications
- INTERACTIVE MARKETING CAMPAIGNS Impact Target Marketing
- SATELLITE CHR PROGRAMMING Music Channel One
- INDUSTRY / FCC UPDATES The M Street Journal
- DIGITAL AUDIO EQUIPMENT DigiStar
- SALES PROMOTIONS The Goal Line Guide
- PROGRAM CONSULTING McVay Media

New
Each
Issue!

COPY CLIPS™

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

RESTAURANT

:60 HOSS'S STEAK & SEA HOUSE

Anncr: We're here in the barnyard of Farmer Jones, to do a story on Hoss's Steak and Sea House. Just look at these healthy cattle. They are fed only the finest grains and ... W1: (interrupting) Mooooove over Mr. Anncr.! Anncr: Oh my goodness! Is that cow talking? W1: Mmmmmust be so! Anncr: As I was saying, the best reason for going to Hoss's Steak and Sea House is the ... W1: Mmmmm the salad bar! with over 100 fresh items. Anncr: But I thought we would talk about the ... W1: Mmmmmseafood, sweet succulent, the ocean's bounty. Anncr: No, no, no! We're here with you cattle to talk about the thick, juicy, hand-carved ... W1: Desserts! The perfect end to a satisfying meal at Hoss's. Anncr: Look, we came here to do a story on ... W1: Mmmmm look why don't you go over and bother the chickens. Cows: (ganging up) Yeah, go bother someone else. Anncr: It looks like the best reason to go to Hoss's (gulp) Steak and Sea House will remain a secret! Hoss's in Hummelstown, Mechanicsburg, Carlisle, York and Lancaster!

Stephanie Peddrick & The River Crew,
WRV-FM/WHP-AM Harrisburg, PA

RADIO
INK

CAR DEALER

:60 GEORGE COLEMAN FORD

Barney Fife (thinking): Wow, the mountains really look nice up here in Traveler's Rest. George Coleman should be right up here ... (sfx: car zooms by) Fife (aloud): Watch it, buddy! Fife (thinking): There it is ... Hey, it only took about 10 minutes from Greenville. Oh, no! Here comes one of those sleazy salespeople! Salesman: Can I help you, or are you just looking? Fife (thinking): Hey, no high pressure! Fife (aloud): Well, I really like this Ford Station Wagon ... Fife (thinking): But, it probably costs an arm and a leg! Salesman: This Escort Station Wagon is just \$9,999 after Ford factory rebate. It comes with AM/FM cassette, air-conditioning, and power steering. Fife (thinking): This car is loaded!! Fife (aloud): Well, I'd like to go for a test drive. Salesman: Sure! And you know, with every test drive, you get five free quarts of Motorcraft Oil and a filter. Fife (thinking): This is like car-buying heaven! Fife (aloud): Yeah, I think I heard something about that. Anncr: George Coleman Ford, just up the road in Traveler's Rest.

Richard Breen, WROQ-FM Greenville, SC

RADIO
INK

PET STORE

:60 PUGH'S PETCETERA

Anncr: There's something "fishy" going on at Pugh's Petcetera ... (sfx: aquarium, bubbles) 1: Hey, watch where you're going! 2: Quit following me! 3: Hey, watch where you're putting your fins, Moby! 1: Ah, here comes the food!! 2: Me first, me first!! 3: No, me! ... Mmm, this stuff is good. They really know how to take care of us fish here at Pugh's Petcetera! 1: They sure do! Wouldn't it be nice to have a home, though? 2: Yeah, it would. 3: Hey, here comes Mr. Pugh. Look, he has the big net and there's a nice family with him! We got a home, we got a home!!! (Music under) Anncr: Pugh's Petcetera is full of fish! That's right, they have a unique selection of beautiful, healthy saltwater and freshwater fish ... marine and tropical fish ... and all the aquarium and tank accessories you'll need. Think about it ... wouldn't a new aquarium look great in your home or office! And fish make the perfect pets! Swim on by Pugh's Petcetera today, with locations in Hagerstown, Waynesboro, and Chambersburg. Pugh's Petcetera ... the store with a heart.

Jeff Wine, WIKZ/WCHA Chambersburg, PA

RADIO
INK

MEN'S CLOTHING & SHOE STORE

:60 PANACHE COUNTRY

(:05 Last of *Do You Hear The People Sing*) Anncr: Today is Bastille Day ... France's Independence Day. Panache ... is French for style ... and Panache is the men's store in the Camp Hill Mall. What is the connection? Panache is flying the white sale flag. They've surrendered the entire store to you at "cut-throat prices!" Linen blazers and silk sport coats regularly up to \$250, now all \$89.99! Linen, cotton and tropical wool slacks regularly \$145, now all \$49.99! Handmade Italian shoes and sandals all 50 to 75 percent off. Dress shirts regularly \$98, now all \$39.99. Italian silk ties now all \$29.99! Ralph Lauren boxer shorts \$9.99 ... The event of the summer starts today at 6 p.m. Panache — the men's store — where the hottest thing in central PA isn't the weather ... it's the revolutionary sale prices at Panache. So don't be *les miserable* — declare your independence — starting the dawn of a new era at Panache in the Camp Hill Mall.

Stephanie Peddrick & The River Crew,
WRV-FM/WHP-AM Harrisburg, PA

RADIO
INK

PORTRAIT STUDIO

:60 DAYSTAR STUDIO

(sfx: phone) (2 girls) Vc. 1: Hello. Vc. 2: Omigash, she's back ... she's home from college. Vc. 1: Who? Vc. 2: Penelope Parker. Vc. 1: Oh no! ... Miss Prom Queen herself ... Vc. 2: Don't forget Science Club president ... Vc. 1: Cheerleading captain ... Vc. 2: Then ... that day ... Vc. 1: It was just horrible. Vc. 1: It was the day we got yearbooks. Vc. 2: The first part was the senior section. Vc. 1: And then, it happened. Vc. 2: Someone from Miss Bower's class was the first to see it. Vc. 1: You could hear the scream the whole way down to the gym. And before you knew it, the whole entire school was in a total uproar! Vc. 2: All because of Penelope Parker's senior picture. Vc. 1: It was awful. Vc. 2: Indescribable. Vc. 1: She was the only senior not to get her portrait done from Daystar Studio. Vc. 2: Everyone knows Daystar makes your senior portrait special. They even provide make-overs and hair touch-ups. Vc. 1: And Daystar lets you express yourself the way you want to! Anncr: Nobody puts it all together like Daystar Studio, 12 E. King St., Shippensburg ... Go ahead ... your senior year could depend on it!

Jeff Wine, WIKZ/WCHA Chambersburg, PA

RADIO
INK

REALTOR

:30 ANN LAWYER, COLDWELL BANKER ANDERSON BENDER REALTY

Did you ever hear the real story about Goldilocks and the 3 bears? Goldilocks was not truly breaking and entering, as the story suggests, she was house hunting and the bears were trying to sell their own house. Goldilocks was not the only visitor who came at odd hours, disturbing meal times and bedtimes, but she was the last. After Goldilocks, Papa and Mama Bear called Ann Lawyer of Coldwell Banker Anderson Bender Realtors and asked her to list their house. They knew that Ann Lawyer had sold every house that she had listed in the forest and would sell theirs, too. They also knew that she would qualify buyers and show their home when it was convenient for them. For your happily ever after, call Ann Lawyer of Coldwell Banker Anderson Bender.

Rosemary Roelf, KCJJ-AM Iowa City, IA

RADIO
INK

DRY CLEANERS

:60 RIVER CITY CLEANERS

Great Moments in Dry Cleaning History — sponsored by River City Cleaners — Today's guest, Lady Godiva. Anncr: Good day. Today I'm speaking with Lady Godiva, and Ms. Godiva, I must say you're looking pretty darn good. Lady G.: Thank you, but I look even better in my clothes. Anncr: I don't mean to pry but ... where are your clothes? Lady G.: That's a good question. I told my husband to take them to a dry cleaner and he took them to one of those chains! Anncr: Oh, no! Lady G.: Oh, yes, and I don't know if I'll ever see them again! Anncr: He should have taken them to River City Cleaners. They are the best! Lady G.: Ah choo! I'm getting cold! River City Cleaners — They'll make you look like a million bucks!!!

Tom Suter, KCJJ-AM Iowa City, IA

RADIO
INK

NIGHTCLUB

:30 NORTH HILL INN/SILVER BUCKLE

Anncr: Remember that timeless TV classic ... *Fantasy Island*? (sfx: propeller plane roars overhead) Tattoo: Da plane! Da plane! Ricardo: Welcome to Fantasy Island, the home of rich Corinthian leather. Anncr: Fantasy Island's long gone, but here comes Florida Fantasy Nights! A fantastic team of male exotic dancers, putting on their best for the girls. Show starts tonight at 9 — be there early — the best seats go fast. No cover charge. Florida Fantasy nights, tonight at the world famous Silver Buckle in the North Hill Inn. Live the fantasy.

Morris Brese, CKGY-AM/CIZ-FM Red Deer, Alberta, CN

RADIO
INK

FURNITURE

:60 AL'S FURNITURE WAREHOUSE

Imagine this: You're trying to buy a piece of furniture for that someone special this Christmas — and every piece you look at seems to have the same shadow on it. You realize it's from the salesperson who has been following you since you walked through the door. This will not happen at Al's Furniture Warehouse in North Clarendon, they want you to come in and browse for that special holiday purchase. Al's Furniture Warehouse has some great specials this season. For example, gun cabinets starting at \$199. Sofa with chair set starting at only \$575. And here's a great deal: a Canadian gliding rocker from \$129 to \$275. And that's not all — they have a whole warehouse full of fabulous deals just waiting for you. Al's Furniture Warehouse has free delivery within 100 miles and Christmas layaway. Need that special gift delivered no earlier than Christmas Eve? Not a problem. So come in and browse without sales pressure at Al's Furniture Warehouse, Rte. 2-B, N. Clarendon. Open daily 10-6, Sunday, noon-5.

Debbie Beliveau, WSYB-AM Rutland, VT

RADIO
INK

CLASSIFIEDS

1-800-226-7857

All orders and correspondence pertaining to this section should be sent to: **RADIO INK**, 8000 North Federal Highway, Boca Raton, FL 33487

Call (407) 995-9075 or fax to (407)995-8498. All ads must be prepaid and if not paid by deadline may be subject to cancellation. Checks, Mastercard, Visa and American Express cards accepted.

Deadline: Ten days before the issue date. Ads received after the deadline will be placed in the following issue unless you are otherwise notified.

Rates: Classified Listings (non-display). Per issue \$1.50 per word. Situations wanted: first 10 words are free, additional words: \$1.50 per word. **Blind Box:** \$15 per issue. **Word Count:** Symbols such as GM, GSM, AE, etc., count as one word each. Each abbreviation, single figure, group of figures, letters and initials count as one word. We also count the phone number with area code and the zip code as one word. **Rates: Classified Display (minimum 1 inch, upward in half-inch increments):** \$130 per inch. **Blind Box Numbers:** The identities of **RADIO INK** Blind Box holders are never revealed. When responding to a blind box, mail your reply to the box number c/o **RADIO INK**, 8000 North Federal Highway, Boca Raton, FL 33487. If you do not want your reply to reach a certain company, simply indicate the company on the outside of your envelope. If the company named on your envelope corresponds with the box holder, your reply will be discarded.

CATEGORIES:

- SITUATION WANTED
- SITUATION WANTED PERSONALITY/TALENT
- SITUATION WANTED NEWS
- SITUATION WANTED PROGRAMMING AND PRODUCTION
- HELP WANTED
- HELP WANTED MANAGEMENT
- HELP WANTED SALES
- HELP WANTED ON-AIR
- HELP WANTED TECHNICAL
- HELP WANTED NEWS
- HELP WANTED PROGRAMMING AND PRODUCTION
- MISCELLANEOUS RELATED INDUSTRIES
- HELP WANTED BROADCAST SCHOOLS AND SEMINARS
- EMPLOYMENT SERVICES
- WANTED TO BUY EQUIPMENT
- FOR SALE EQUIPMENT
- STATIONS FOR SALE

HELP WANTED MANAGEMENT

General Sales Manager. You're reading this ad because you've started to think of making a move. Your current station isn't as much fun to work at as it used to be. Do you have an ability to lead a seasoned sales staff at a Southern market dominant AC, to manage rates and inventory, to create an environment where success is guaranteed? We offer an excellent compensation package, all the tools needed to win, and advancement opportunities. All inquiries treated with extreme confidence. Send resume and a brief outline of your philosophies to Blind Box 747 c/o *Radio Ink*.

General Sales Manager needed for AC on the East Coast. We are looking for a person with strong people skills and a great sales track record. This is a great opportunity for the right person. Please send your resume, references and sales management philosophies to Blind Box 606 c/o *Radio Ink*.

Rare National Sales Manager position available. Station is huge national biller in Top 30 size market in western U.S. Experience as National Sales Manager a must, ability to work local contacts and proven track record required. Vendor co-op knowledge a plus. Great opportunity. Send us your best. Reply to Blind Box 748 c/o *Radio Ink*.

HELP WANTED SALES

WARW-FM, Washington, D.C.'s new ARROW radio station, is looking for an AE to sell advertising. Minimum three years radio sales experience is required, college education preferred, local travel necessary. Vendor knowledge also preferred. Qualified candidates may submit resumes to Jim Zagami, LSM, WARW-FM, 5912 Hubbard Drive, Rockville, MD 20852. WARW is a CBS Owned Station and an Equal Opportunity Employer.

Wanted: Go-getter with positive attitude to sell/service sizable-billing account list at WLNH, the #1 Radio station in beautiful Lakes Region of New Hampshire. Progressive commission structure. Excellent benefits package. Minimum of 1 year radio sales experience required. Send resume to Craig Sikoski, WLNH, P.O. Box 7326, Gilford, NH 03247 EOE.

HELP WANTED PERSONALITY/TALENT

WANTED WORLD CLASS TALENT...Radio Express, the world's leading distributor and marketer of international radio programming, announces a search for the host of a new show designed for worldwide coverage. If you are the experienced, tuned-in radio entertainer ready and able to help launch this exciting new project, please call 1-310-575-5072 from anywhere on the planet (on a fax machine touch tone-phone) to order voice test copy and mailing instructions.

MISCELLANEOUS RELATED INDUSTRY

American Women in Radio and Television's Careerline, a member service, provides new job listings each week to our 47 chapters nationwide. Call or write AWRT at 703-506-3272, 1650 Tysons Blvd., Suite 200, McLean, VA 22102 for more information.

**Fresh and proven ideas
on your desk every other
week!**

MISCELLANEOUS RELATED INDUSTRY

AMs LMAs Duopolys Is there an MOR/Pop-Standard format opportunity in your future? M.O.R. Media consults MOR stations, exclusively. Call Steve Warren now for Las Vegas meeting 1-800-827-1722.

MISCELLANEOUS RELATED INDUSTRY

HOT MOR? "The Great Entertainer," today's bright upbeat approach to MOR/Pop Standard. Free demo. Steve Warren MOR Media 1-800-827-1722.

SITUATION WANTED MANAGEMENT

Experienced Sales Manager, 15 years radio experience. Looking medium/large markets. Prefers Western states. Call Paul: 909-783-8373.

SITUATION WANTED PROGRAMMING AND PRODUCTION

P.D. with incredible references! Excellent production/on-air skills! Call (803) 464-4747.

Veteran major market PD available. Country, AC, CHR. Jon (303) 340-8363.

**Classified
Ads & Directory
Listings
WORK!
Call
1-800-226-7857
TODAY!**

RESOURCE DIRECTORY

COLLECTION CONSULTANTS

CCR 
COMMUNICATIONS CREDIT & RECOVERY CORP.

1-800-32-REMIT

Media collections is our only business.
Fast resolution of ad sales
payment disputes.
NY location/World-wide capabilities.
Superior track record.

Call: George Stella, Attorney.
Former NBC/Katz/Petry Sales Manager.

Circle Reader Service #188

More Resource Directory

LISTING AD RATES 13 Issues 25 Issues
Listing (Name & Phone) \$195 \$300
Additional per extra line 65 100

BOX AD RATES

AD SIZES	13 Issues	25 Issues
1"	\$ 975	\$1,750
1 1/2"	1,433	2,572
2"	1,872	3,360
2 1/2"	2,291	4,112
3"	2,691	4,830
3 1/2"	3,071	5,512
4"	3,432	6,160

RESOURCE DIRECTORY continued

COMPUTERS AND SOFTWARE

Jefferson-Pilot Data Services, Inc. 901-762-8000
Offers computer software products for single/combo/
network radio to handle sales, traffic, accounting and
more. Contact Susan Harris for more information.

StationBase 1-800-359-2818 or 602-545-7363
Provides mailing lists on computer diskette or
labels of AM, FM and television stations in the
United States.

EQUIPMENT/SUPPLIES

THE SECRET'S OUT—DIGITAL FURNITURE



STEALTH SERIES
MODULAR FLEXIBILITY WITH A CUSTOM FIT
We Offer Six Elegant Lines of Studio Furniture
4153 BONITA STREET SPRING VALLEY, CA 91977
PHONE 619/698-4658 FAX 619/698-1268

MURPHY
STUDIO FURNITURE

Circle Reader Service #176

Sentry Systems 1-800-426-9082
or 206-728-2741 Compact Disc Automation for 24-
hour walk-away. Digital Commercial Audio Systems.

FINANCIAL/BROKERS

Broadcast financing is available! Call Greg
Thomas. (800)-588-7338

THE END OF RESTRICTED CASH FLOW



Call Your Personal Consultant
Denise Smith

1-800-553-5679



We specialize in operating capital
for the radio industry

Circle Reader Service #170

Gary Stevens & Co. 203-966-6465
America's leading independent radio broker.
Fax 203-966-6522

Media Services Group, Inc. 904-285-3239
Brokerage, Valuations, Financial Services,
Asset Management, and Due Diligence. George
R. Reed.

FINANCIAL/BROKERS

FINANCING

"Loans By Phone"
(800) 699-FLEX



- ⇒ FAST, EASY APPROVALS
- ⇒ We Specialize in Broadcasting Equipment
- ⇒ No Tax Returns/Financial Statements Necessary
- ⇒ You Choose Equipment and Dealer
- ⇒ New or Used Equipment

For Information Call Jeff Wetter Toll-Free.
24hr. fax: (214) 578-0944

FLEXLEASE, Inc.
COMMERCIAL EQUIPMENT FINANCING

Circle Reader Service #165

Satterfield & Perry, Inc. 303-239-6670
Radio, TV and Cable Brokers, Appraisers, Con-
sultants and A/R Funding — nationwide.

Star Media Group, Inc. 214-713-8500
Radio's Full-Service Financial Specialists. Bro-
kerage, Investment Banking and Merger &
Acquisition Consulting.

INDUSTRY ORGANIZATIONS

Country Radio Broadcasters ... 615-327-4487
Presenters of the Country Radio Seminar. For more
info call 615-327-4487. Fax 615-329-4492

NAB 1-800-545-5728
National Association of Broadcasters provides
management, research, legal, technical, sales and
marketing help to members, lobbies for radio and
holds the NAB Radio Show.

N.A.R.T.S.H. 617-437-9757
National Association of Radio Talk Show Hosts,
a non-profit organization of professionals en-
compassing all aspects of talk broadcasting.

PROMAX 213-465-3777
PROMAX is an international association of
professionals in the electronic media dedi-
cated to increasing the effectiveness of pro-
motion and marketing.

RTNDA 202-659-6510
Radio-Television News Directors Association is a
non-profit, professional organization dedicated to
improving the quality of radio and television jour-
nalism and defending the rights of radio and television
journalists. Fax 202-223-4007

We exist to help you make \$\$\$\$

Call for Details
1-800-998-2153

Radio
Radio Advertising Bureau

Circle Reader Service #196

Sell your products or service
in Radio Ink!

MANAGEMENT/SALES CONSULTANTS

Dave Gifford International...505-989-7007
Sales turnarounds and troubleshooting. In-
station and group owner sales training. Sales
management & advertiser seminars. New ac-
count sales and client development. Takeover
counsel to first station owners.

Star Media Group, Inc. 214-713-8500
Radio's full-service Financial Specialist. Invest-
ment marketing and promotion.

LEGAL

Protect Yourself.

Call the
Industry's Lawyer.

**BARRY
SKIDELSKY**

Attorney at Law

655 Madison Avenue
New York, NY 10021
(212) 832-4800

MARKETING AND PROMOTION



COMPLETE TARGET MARKETING,
SALES AND PROMOTIONAL CAMPAIGNS

- Database & List Management
- Direct Mail • Market Research • Telemarketing
- Sales Consulting • Sweepstakes
- Media Placement • Integrated Campaigns
- Creative & Design Services
- Printing & Print Production

2041 S.W. 3rd Ave. • Miami FL 33129-1449
Phone (305) 858-9524
Fax (305) 859-8777

Circle Reader Service #195

Broadcast Products, Inc. 1-800-433-8460
Custom promotional vehicles and portable dis-
plays for broadcasters. The Remote Booth™,
Thundertruck™, Super Roving Radio™ and Proset™.

Communication Graphics Inc...1-800-331-4438
Your decals are one of the best visual images
you have that your listeners see each and every
day. Communication Graphics can offer you
design & consulting as well as great bumper
stickers that last. Producing a product you're
proud of is one of the most important things we
do. It lets you build instead of replace.

RESOURCE DIRECTORY continued

MARKETING AND PROMOTION

CASH CUBE

"Money Machine"

Gives your station instant impact ...
Create excitement
with cash
or coupon
promotions



Call Toll Free
800-747-1144

Circle Reader Service #194



The Mystery
Files of Simon Q[®]
Radio's Most Famous
One Minute Mysteries



1-800-845-8477

Circle Reader Service #166

Creative Media Management, Inc. .. 813-536-9450
Direct mail and telemarketing for radio...business
mailers, personalized letters, post cards, sweep-
stakes and database creation/management.

THE INTEREP RADIO STORE

Selling Today...Innovating for Tomorrow

1-800-INTEREP

DRAW CROWDS TO YOUR REMOTES with the JACKPOT MACHINE!



This Las Vegas style one-armed bandit
distributes custom printed "coupons,"
"incentive offers" or "prizes."
WIN NEW BUSINESS!!

- Riverboat Casinos
- Indian Gaming Facilities
- Shopping Malls
- Car Dealers

Call today for information on how you can
start winning new business
with the Jackpot Machine



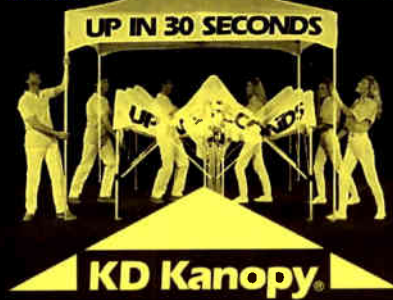
PROMOTIONS 619/360-4266

Circle Reader Service #171

Think **RADIO**
INK

MARKETING AND PROMOTION

It's better than
Brand 'Z'!



KD Majestic—
Aluminum frame is 25%
lighter and 40% stronger
than the Originals.
10' x 10' or 10' x 20' includes
a heavy duty carry bag.



1-800-432-4435

Circle Reader Service #177

The Radio Marketing Dept., Inc. 201-993-8717
Direct Mail, Telemarketing and Database Ser-
vice. Serving the Broadcast Industry since 1981.

BILLBOARD & MEDIA PLACEMENT

We specialize in
trade agreements.
Let us do your placements and
YOU KEEP YOUR CASH CLIENTS
We place Billboards, TV,
Taxi-cab and Bus signs.

Call T.J. Donnelly at
817-595-4550
West End Media

Circle Reader Service #179

NETWORKS

Satellite delivered
CHR
service for \$495 a month.

MUSIC
CHANNEL
ONE

Yes, \$495 a month!

America's only satellite delivered CHR service.
Available 6PM-6AM Monday-Friday and all weekend!

Call Music Channel One today
for market availability.
1-800-800-0107

Circle Reader Service #193

PRODUCTION

Bob Wood 315-682-7446
A/C VOICEOVER SPECIALIST. Fax script (315-699-
8484) for free demo cassette test drive. Limited
time offer.

Jeff Davis Productions 310-288-7944
The voice of Jeff Davis (WLS/Chicago, K-EARTH 101/
Los Angeles) on your station's promos. Fax 818-763-
4800

PROGRAMMING

Broadcast Programming 1-800-426-9082
or 206-728-2741
Radio Music formats on CDs and tape. The local
alternative to satellite programming.

PROGRAMMING CONSULTANTS

BP Consulting Group 1-800-426-9082
or 206-728-2741 Radio music format consult-
ing. Music and audience research.

David Paul McNamee 813-576-8958
Customized. Programming, personality,
promotion.

IS SPANISH RADIO FOR YOU?...

We can help! Call TOP SOUND
Spanish Consultants (818) 841-0078
Ricardo Salazar

RESEARCH

Center for Radio Information 1-800-359-9898
Radio/TV station databases, labels, radioscan.
All types of Arbitron analysis. Fax 914-265-
4459

THE INTEREP RADIO STORE

Selling Today...Innovating for Tomorrow

1-800-INTEREP

Stadlen Radio Associates, Inc. . 319-365-0410
Specializing in AC and Lite AC programming...top
100 markets, limited client base; highly indi-
vidualized service and attention. Fax 319-365-
0567

SERVICES

Accu-Weather, Inc. 814-237-0309
The Worlds' Weather Leader, 619 W. College Avenue,
State College, PA 16801 Fax: 814-238-1339

FREE NEWSLETTER

THE BUSINESS OF BROADCASTING
IS FAXED MONTHLY, FREE-OF-CHARGE.
INFORMATIVE, TIMELY ARTICLES ON
RESEARCH, PROGRAMMING, SALES,
RADIO TRENDS AND MORE.
WRITTEN BY RADIO PROFESSIONALS.
FAX (719) 579-6664 OR
CALL (800) 800-0107
FOR A SAMPLE ISSUE.
NO OBLIGATION!

EXECUTIVE BROADCAST SERVICES

Circle Reader Service #187

RESOURCE DIRECTORY continued

SERVICES

**FORMAT CHANGE?
NEED A LOGO FAST?
LOGO DESIGN
FROM \$249!**

We can offer you design & consulting as well as bumper stickers that last.

Call Today!

Toll Free 1-800-331-4438

**Communication
Graphics Inc**

Circle Reader Service #183

THE INTEREP  RADIO STORE
Selling Today...Innovating for Tomorrow
1-800-INTEREP

THE M
1994 EDITION
STREET RADIO DIRECTORY
**Comprehensive
Market Data**
by the Editors of
The M Street Journal
\$36.⁹⁵ ppd.
call:
(800) 248-4242

National Supervisory Network . 303-949-7774
Satellite services including digital audio networks, off premise control services, data networks and space time.

Remote Equipment Rentals . 410-252-8351
Hear 50-8000 Hz audio response from your next remote for much less than costly TELCO loops by renting GENTNER EFT-3000 or COMREX 3XP/3XR

Skywatch Weather Center 1-800-759-9282
Rain or shine, here's a custom formatted, personalized and localized weather forecasting system your audience will stay tuned for every day.

SPEAKER/TRAINING

Bill Burton 313-643-7455
Radio's most enthusiastic speaker/motivator. Outstanding sound and slide presentations on Radio. Fax 313-649-3180

Jim Doyle 813-378-4898
Jim Doyle's UPGRADE STRATEGY shows salespeople how to dramatically increase the spending of already large accounts. It's high impact, innovative training for stations, management meetings, and associations.

SPEAKER/TRAINING

THE INTEREP  RADIO STORE
Selling Today...Innovating for Tomorrow
1-800-INTEREP

Dave Gifford International...505-989-7007
Sales turnarounds and troubleshooting. In-station and group owner sales training. Sales management & advertiser seminars. New account sales and client development. Takeover counsel to first station owners.

Chris Lytle. 800-255-9853
Power Selling. Chris Lytle's newest video sales training program. Call for details on both programs. Special pricing available NOW.

David Paul McNamee 813-576-8958
Customized training seminars specializing in talent training, promotion, production, localization programming, talent management, community involvement.

Revenue Development Systems 617-689-0695
Co-op/Vendor training seminars and custom consulting. The only ongoing vendor sales training course in the U.S.! In three days you'll be vendorized! Call for information, locations and dates. Kathryn Biddy Maguire.

Bob Weed, Master Trainer 203-227-1762
RELATIONSHIP MARKETING MAKES BIGGER SALES! Over 10,000 radio professionals trained in relationship marketing. "The best meeting we've had in 20 years." Sales department startups, turnarounds and advertiser seminars. Call today for RADIO INK discount.

**WHAT WOULD YOU
GIVE TO DOUBLE
YOUR BILLING?**

**PAM LONTOS' PROVEN TECHNIQUES
WILL MAKE YOUR STATION MORE
MONEY...FAST!**
• SEMINARS • SPEAKING • AUDIO TAPES
"PAM LONTOS IS #1 AT TRAINING"



**NEW AND EXPERIENCED
SALESPEOPLE ... SHE KNOWS
WHAT WORKS ON THE STREETS AND
CAN TEACH YOUR SALESPEOPLE."**
— GEORGE GREEN,
KABC/LOS ANGELES

714-831-8861



Circle Reader Service #186

SPEECHES/CREATIVE WRITING

Katy Bachman 203/353-8717
Communications that work. Copy that compels. Promotions that build both your bottom line and image. Experienced, published writer with more than 13 years in broadcasting and more than 9 years in radio research promotions. Call now. Let me help your station get its voice heard and remembered.

SYNDICATED PROGRAMS

**NOW AVAILABLE
FOR RADIO**



Dr. "Red" Duke's Health Report
has been a TV success for more than a decade. By popular demand it is now available for radio as 5 segments weekly of 40-seconds each. For complete details, call
**Mark Carlton,
713/792-4633.**



Circle Reader Service #167

TRAVEL

Carlson Travel Network/Media Travel USA
..... 1-800-283-8747
CTN Media Travel USA specializes in the travel needs of broadcasters. Call to save time and money on your next corporate meeting or incentive trip.

**Classified
Ads &
Directory
Listings**

WORK!

Call
1-800-226-7857
TODAY!

INTRODUCING!

31100

31300

31200

31600

31400

31500

Our vintage models replicate color and shapes from the best "turn of the century" designs. Perfect detail and finishing with chrome and marbled effects. AM/FM battery operated. Approx. 5" x 2" x 3-1/2". Limited Supply.

Short Waves

pint-sized radios deliver giant sound!

Quantity Discounts Available for Orders Over 100!

Special Introductory Offer!

\$21 each or all six for \$116 — SAVE \$10!

Add \$6 for shipping & handling plus 6% sales tax for Fla. residents.

Name _____

Address _____

City/State/Zip _____

MC VISA AMEX Card # _____

Exp Date _____ Signature _____

Model	Price	Quantity	Total
31100	\$21.	_____	_____
31200	21.	_____	_____
31300	21.	_____	_____
31400	21.	_____	_____
31500	21.	_____	_____
31600	21.	_____	_____
Set of 6	116.	_____	_____
DISPLAY CASE	25.	_____	_____
Shipping & Handling \$6		_____	_____
GRAND TOTAL		\$	_____

DISPLAY CASE



1-800-226-7857

or Fax Order Form to (407) 995-8498



Shipping out of US will be billed if higher than standard S&H. Mail to 8000 N. Federal Highway, Second Floor, Boca Raton, FL 33487

World Radio History

UPCOMING IN

RADIO INK

A GLANCE AT RADIO INK SPECIAL REPORTS

Sales Strategies of Top Billers

Issue Date: May 23

Ad Space Deadline: May 5

10 Hottest Sales Promotions

Issue Date: June 6

Ad Space Deadline: May 19

How Much Is Talent Worth?

Issue Date: June 20

Ad Space Deadline: June 2

A Manager's Guide To Regulation

Issue Date: July 11

Ad Space Deadline: June 23

Is There Anything New in Radio Research?

Issue Date: July 25

Ad Space Deadline: July 7

Hot Programming Trends

Issue Date: August 8

Ad Space Deadline: July 21

Budgeting and Planning Guide

Issue Date: August 22

Ad Space Deadline: August 4

Software (Sales, Traffic & Billing)

Issue Date: September 5

Ad Space Deadline: August 18

Does Value-Added Add Value?

Issue Date: September 19

Ad Space Deadline: September 1

Industry Organization Report Card

Issue Date: October 3

Ad Space Deadline: September 12

Radio in the U.K.

Issue Date: October 17

Ad Space Deadline: September 29

Reach Radio's top executives
with an advertising campaign in
Radio Ink.

For information call
Yvonne Harmon at
407-995-9075

GRAPEVINE

• **Media Touch Systems** of Salem, NH, has won a preliminary injunction in a \$9.6 million copyright infringement lawsuit against a British computer firm and a Maine equipment agent. The suit claimed infringement of Media Touch's Computer Touch Screen Radio Station Control System and Program Display, a highly specialized program. The company charged Ranson Audio Ltd. of London and former Media Touch employee Norman R. Buck of unfair trade practices, unfair competition, trade secret violations and breach of contract. Ranson was manufacturing and marketing a product called Cartouche and is now prohibited from further manufacturing, reproduction, sale, lease or distribution of the product.



This colorful scratch-and-win card comes from KSSK Honolulu. Listeners are told to save the DJ faces and listen to win if they have the right combination on their card.

• **Terry Jacobs has moved** his newly formed Regent Communications Inc. to Covington, KY. The address is 50 East River Center Blvd., 41011. The new phone: 606-292-0030. Fax is 606-292-0352.



PBS' "Red Green" stopped by the studios of WFMS Indianapolis to promote his show, which runs on PBS affiliate WFYI. Shown (l to r): Co-host Jim Denny, News Director Kevin Freeman, "Red Green," and Co-host/Operations Manager Charlie Morgan.



The airwaves may never be the same again following a week of Alice Cooper on the air hosting "Alice's Attic" on ABC/SMN's Z-Rock format. Cooper is seen here with guest and rock media entrepreneur Lonny Friend.

• **Doctor Ruth step aside**, GMN Networks is hitting the air with MTV's Norman Korpi, who will be host of the first of several nationally syndicated programs to be offered by the network.

The show will air Sundays at 11 p.m. Eastern. For information call Steve Doggett at 513-333-6380.



WBLI-FM Medford NY's Len Rothberg has been named the Red Cross 1994 Humanitarian of the Year in Suffolk County. Celebrating with Rothberg is Gary Tee, GM of WGBB-AM; Samantha Baltzer, VP/Sales WBLI-FM; attorney Howard Blau; Rothberg; David Feinblatt, GM of WRCN-FM/WRHD-AM; Bill Terry, PD of WBLI-FM; and Paul Fleishman GM of WMJC-FM/WGSM-AM.

• **To help you combat** the recent proliferation of FCC fines, Wind River Broadcast Center is offering a 1994 Station Guide To FCC Compliance. The booklet is free for the asking at 800-669-3993.

SEND PHOTOS

of your organization's major events to:
Grapevine, c/o Radio Ink, 8000 N. Federal
Highway, Boca Raton, FL 33487.

BUILD YOUR SALES WITH *Classic Greenwood*

Radio has never been the same since Master Trainer Ken Greenwood trained thousands of



radio salespeople with his original *Selling Radio* tape series! After receiving hundreds of requests, Greenwood re-releases an updated version of the original *Greenwood Selling Radio* eight audio tapes series!

The series originally sold for \$3,500. We are offering the updated series again so that those who have never been exposed to the fabulously successful techniques will now have their chance! As a **SPECIAL BONUS**, the first 100 orders will receive "How To Deal With The Four Great Fears" —a six cassette series—**FREE!**

Topics Covered in the Program:

- Time Management • Account Management
- How To Handle Interruptions • Listening • How To Overcome Strong Opinions • What To Do If You Are Early For An Appointment • How To Get Your Foot In The Door • Making It Easy For People To Communicate • Self-Management • A Professional Attitude • How To Learn The Advertiser's Budget • Getting Facts Right • How To Use The Phone In Prospecting • What To Do If The Client Is Pressed For Time • Asking: Who, What, When, Where • How To Position Yourself To A New Prospect

What You'll Get:

- 8 cassettes • Approx. 40 min. per tape • 26-page workbook, which is not just reading material; it contains exercise sheets to use with the tapes • Brand new salespeople really benefit • Individual use for personal sales growth • Tapes include role plays to practice new techniques • Can be used as part of a sales meeting

**All
14 Tapes
ONLY
\$249**

CALL NOW!
800-331-9115

First 100 orders also receive
"How To Deal With The
Four Great Fears"
— a six cassette series —
FREE!

GREENWOOD
Performance Systems

3010 S. Harvard Ave., Suite 210
Tulsa, OK 74114 (918) 743-4152

EVENTS CALENDAR

1994

April 24-28—National Christian Radio Seminar, Nashville, TN. 615-373-8000

April 27-30—Classical Music Broadcasters Association Convention, Los Angeles. 415-986-2151

April 28—Gospel Music Association Dove Awards Show, Grand Ole Opry, Nashville. 615-242-0303

May 3—Academy of Country Music Awards, Los Angeles. 213-462-2351

May 10—NAB License Renewal Seminar, Charlottesville, VA. 202-775-3511

May 11-13—Third Annual Music Row Industry Summit, Nashville. 615-269-7073

May 11-14—4-A's Annual Convention, White Sulphur Springs, WV. 212-682-2500

May 17—NAB License Renewal Seminar, Charleston, WV. 202-775-3511

May 20-22—RAB Certified Radio Sales Manager program, Denver, CO. 800-RAB-SELL

May 22-25—Broadcast Cable Financial Management Association and Broadcast Cable Credit Association 34th Annual Conference, San Diego, CA. 708-296-0200

June 2-4—American Women in Radio and Television 43rd National Convention, Minneapolis, MN. 703-506-3290

June 8-11—PROMAX International and Broadcast Designers Association Conference and Exposition, New Orleans. 213-465-3777

June 9-11—2nd Montreaux International Radio Symposium and Technical Exhibition, Montreaux, Switzerland. 213-938-3228

June 15—1994 Radio Mercury Awards Event, New York. 212-387-2156

June 11-17—NAB Executive Management Development Seminar, Notre Dame. 202-775-3510

June 16-18—Missouri Broadcasters Association Annual Convention, Branson, MO. 314-636-6692

June 23-26—National Association of Radio Talk Show Hosts Sixth Annual Convention and Exhibition, Los Angeles. 617-437-9757

July 7-10—Annual Upper Midwest Communications Conclave, Minneapolis, MN. 612-927-4487

July 15-16—Oklahoma Association of Broadcasters Summer Meeting, Checotah, OK. 405-848-0771

July 17-18—California Broadcasters Association Annual Summer Convention, Monterey, CA. 916-444-2237

July 17-20—Annual SkyLight Satellite Network Radio Conference, St. Paul, MN. 612-631-5000

Aug. 1-4—TS2 Exhibit Industry Conference & Exposition, Chicago. 703-876-0900

Aug. 14-16—Arkansas Broadcasters Association Annual Convention, Little Rock, AR. 800-844-3216

Aug. 18-20—Morning Show Bootcamp, presented by Talentmasters, Atlanta.

Aug. 25-27—48th Annual West Va. Broadcasters Association Convention, White Sulphur Springs, WV. 304-744-2143

Sept. 9-11—Oregon Association of Broadcasters 54th Annual Fall Conference, Bend, OR. 503-257-3041

Sept. 23-25—North Carolina Association of Broadcasters Annual Convention, Pinehurst, NC. 919-821-7300

Sept. 24-25—Texas Association of Broadcasters/Society of Broadcast Engineers Regional Exhibit Show, Arlington, TX. 512-322-9944

Oct. 4-6—CES® Mexico '94, Mexico City. 202-457-8728

Oct. 6-8—45th Annual Minnesota Broadcasters Association Convention, Willmar, MN. 612-926-8123.

Oct. 12-15—Radio '94 Convention, sponsored by NAB, Los Angeles. 202-429-5409

1995

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

July 21-23—North Carolina Association of Broadcasters Annual Convention, Asheville, NC. 919-821-7300

1994 Arbitron Survey Dates

- Spring March 31-June 22
- Summer June 23-Sept. 14
- Fall Sept. 22-Dec. 14

FAX YOUR ORGANIZATION'S EVENTS TO:

Events Calendar, c/o Radio Ink, 407-995-8498.

RADIO INK

Radio's Premier Management
& Marketing Magazine

Editor-In-Chief/Publisher
B. Eric Rhoads, CRMC/CRSM

Executive Editor
Reed Bunzel

West Coast Office:

Office: 408-625-3076 FAX 408-625-1960

Executive Editor Emeritus/Los Angeles
Dwight Case

Managing Editor
Anne Snook

Copy Editor

Wendy Carr McManamon

Contributing Writers

Dan Acree, Dave Anthony, Ellyn Ambrose, Katy Bachman, Corinne Baldassano, Rob Balon, Cliff Berkowitz, Ted Bolton, Rhody Bosley, Bill Burton, Holland Cooke, Sharon Crain, Vincent M. Ditingo, John Fellows, Chris Gable, Dave Gifford, Ray Holbrook, E. Karl, Bob Keith, Philip J. LeNoble, Pam Lontos, John Lund, Chris Lytle, Kathryn Maguire, Val Maki, Mike McDaniel, Rick Ott, Bob Pedder, Roy Pressman, Mark Ramsey, Jack M. Rattigan, Walter Sabo, Victoria Seltz, William P. Suffa, Jack Trout and Guy Zapoleon

Art Director

Linda DeMastry

Press Photographer

Bruce "Flash" Cooley

Marketing/Circulation Director

Tom Elmo

General Sales Manager

Yvonne Harmon, CRSM

National Sales Manager

Chuck Renwick

Marketing Consultants

Helen R. Brown

Nancy Rehling

Office Manager

Joan Benca

Credit Manager

Janet Goodfield

Receptionist/Office Clerk

Tonya Hicks

Washington, D. C. Counsel

Michael H. Bader

Haley, Bader & Potts

Radio Ink Mission Statement For Readers:

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

Radio Ink Mission Statement For Advertisers:

Radio Ink provides an upbeat, first-class, pro-Radio environment for advertisers wishing to associate their product with positivism, productivity and quality. Radio Ink strives to provide enhanced results and added value by offering strong, widespread, loyal readership of industry decision-makers. We make our customers our most important asset by providing services which focus on their needs.

To Subscribe Call: 1-800-226-7857
407-995-9075

J * U * M * B * O

EVENT TAPE™

Be Everywhere!

Dominate events, remotes, concerts and promotions!



Multi-purpose... as many uses as there are great ideas!

- Create walls of logos, call letters & theme graphics
- Promotion streamers & snipes
- Valance for tents, tables & displays
- Wrap large giveaways... entire buildings
- Registration area signage & boxes
- Barricades for people movement & crowd control

Budget-priced on continuous rolls!

- Add value to client promotions with sponsor logos and event themes
- Call letter signage always clean & ready on a moment's notice
- Low cost & low minimum orders



CALL NOW TO ORDER!
 3,000 ft. / \$299
 Plus Shipping Cost
 Low one time set up charge

FIRST FLASH™

USE IT & LOSE IT
 PLEASE RECYCLE
 PLASTIC

6307 Constitution Drive • Fort Wayne, IN 46804 • U.S.A. • Fax: (219)432-8464

1-800-21 FLASH
 (1-800-213-5274)

BLAST FROM THE PAST™



Hello ...
 This man is dreaming of someday receiving a gold watch ... and he deserves it! Thirty-seven years on the air at KRDF Abbeville, LA (since 1957). This is Hugh Darby at age 23 during his first (and only?) job in Radio. The transmitter and board are Western Electric. The mic is Atek. The tape recorder a Wollensack. The glasses and shirt ... Armani. The haircut ... Sasson.

SEND US YOUR OLDIES!

We're looking for old photos! (They will be returned.) Send them to: "BLAST," c/o RADIO INK, 8000 North Federal Highway, Boca Raton, FL 33487. Put your name and address on the back of each photo with "please return." Include a description of the photo and any people pictured.

Byte it with



A Digital Recorder specifically designed to record phone calls and play them back quickly and easily.

Fast nondestructive editing.

Easy access and fast stacking of bits.

The most powerful way to record and air phone-bits.

The Blue Group

1001 Ridge Avenue
 Clearwater, FL 34615
 TEL 813. 442.1665

ADVERTISER INDEX

AKG Acoustics/Orban	2, 55
American Women In Radio & Television	41
BIA Publications	14
Blue Group, The	54
Broadcast Products, Inc.	27
Chris Lytle & Associates	28, 29
Classic Greenwood	51
Dave Gifford International	10
Executive Broadcast Services	43
First Flash	53
Group W Radio	23
Inphomation/ICN	37
Klint Reid Associates	4
Lontos Sales & Motivation	31
Media Venture Partners	11
National Supervisory Network	39
Orbotron	30
Packaged For Progress	21
Research Director, Inc.	7
Scott Studios Corp.	6
Short Wave Miniature Radio	49
Sony Business & Professional Products Group	35
Tapscan	3
TM Century, Inc.	56

A 60 Second Look at the Last 25 Years in Commercial Radio.

The DSE 7000.

*The fastest
digital
workstation
for radio
production.*

Simplest to use.

*And still the
best way to get
sixty seconds
of history
on the air.*

Orban.

Celebrating

*25 years
in broadcast.*



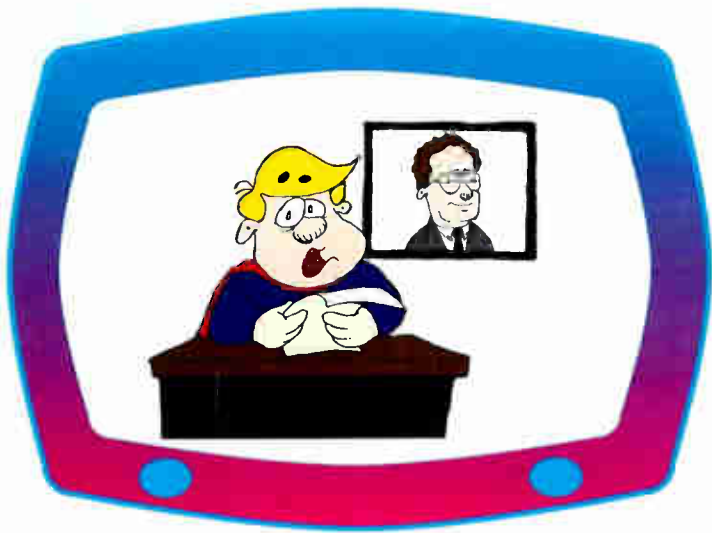
*The Eagle has landed...New York
State Thruway is closed, man...And
Pepsi's got a lot to give...Wake Up,
Maggie, I think I've got something to
say to you...Peace is at hand...Bye, Bye,
Miss American Pie...I am not a crook...
I shot the sheriff...Plop Plop, Fizz Fizz...
Tramps like us, baby we were born to...
Hi, I'm Jimmy Carter...Ah, Ah, Ah, Ah
Stayin' Alive, Stayin' Alive...No
Nukes...Are you better off than you
were four years ago?...Have a Coke
and a smile...She's got, Bette Davis
eyes...Where's the beef?...Beat it!...Beat
it!...Four more years...What's love got to
do with it?...Gorby! Gorby!..We are the
world, we are...The ultimate driving
machine...The Dow fell over 500 points
today...I'm Tom Bodette for Motel
Six...we'll leave the light on for ya...
That's "potatoe" with an "E"...You got
the right one baby, Uh Huh!*

There is just no faster way to slice through 25 years of radio, or your next sixty seconds, than the DSE 7000. *The New Speed Of Sound.*

orban[®]

H A Harman International Company

© 1994 AKG Acoustics, Inc. Orban and OPTIMOD are registered trademarks of AKG Acoustics, Inc.
All other trademarks are property of their respective companies. 1525 Alvarado St., San Leandro, CA 94577 USA Phone 1•610•861•8500 Fax 1•610•861•0500.



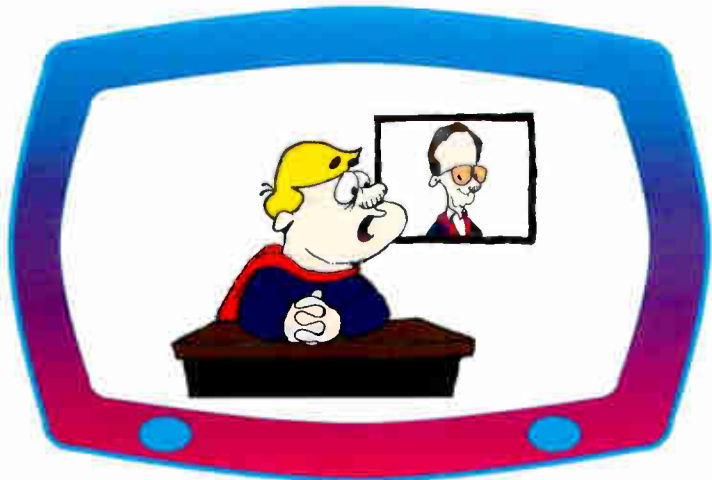
Audio: I'm TM Man, and this is TM Century Television. We're here today to ask a few of our clients about TMTV.

Audio: "Our TM Century TV spot was well planned, well done, delivered on time and helped propel KHFI to the highest 12+ share in years."



Audio: "TMTV designed a creative campaign for us. From storyboarding to copy, TMTV met all of our goals within our budget and time constraints."

Audio: "TMTV did an outstanding job animating our mascot, especially with an impossible deadline! The listener feedback is nothing but positive."



Audio: This is TM Man saying GOOD DAY and GOOD RATINGS!!

Audio: Call (800) TM Century and speak to the TV SPECIALISTS about our NEW '94 DEMO!