

# RADIO INK®



## RADIO AND THE WEB

## WOR RADIO NETWORK

Vol X, Number 24

U.S.A. \$4.95  
CANADA \$5.95



12

# "Adding a TFT FM Synchronous Booster helped increase my Market SHARE"

Gordon Zlot  
CEO/President

**KZST**  
**fm100**



## What is it worth if you could increase YOUR market share?

"For KZST, TFT's FM Synchronous Booster/Reciter solution helped open up problem areas previously suffering from low signal strength. It helped increase our potential market during peak drive times! Signal strength is up & our Market Share is climbing!"



TFT's 8900 Reciter® STL Receiver/FM Exciter offers a cost-effective solution to easily increase signal strength in problem terrain market areas!

## "Why KZST chose TFT!"

"We installed the country's first booster system many years ago. Our new TFT FM Synchronous Booster System helped solve interference problems and increase signal coverage in problem areas where our first system could not. We're very pleased."

**TFT** INC

Sound Quality for Over 25 Years!

3090 Oakmead Village Drive  
Santa Clara, CA 95051-0862  
Fax: (408) 727-5942  
Phone: (408) 727-7272

## Eliminate terrain shielding problems, & stop leaving \$\$\$ on the table!

For years broadcasters have relied on TFT's solutions for innovation & direction. Call or fax TFT now for assistance on how your station can benefit from a TFT Booster System.

**1-800-347-3383**



Celebrating 25 years of providing our customers with innovative technology they can count on.



# The complete list of reasons **not** to integrate your station with advanced digital software from **Computer Concepts.**



A partial list of  
reasons why  
you **should.**

- Integrated for peak efficiency, each area of your station operates better than ever before. Talent, managers, producers and engineers all enjoy instant communications.
- Complete on-air audio and information control with Maestro™.
- Comprehensive digital multitrack recording, editing, and mixing environment with StudioFrame™.
- Instant access to news as it breaks with Newsroom™.
- An end to cart-clutter with touchscreen control of sound FX, music beds and more with Cartrack™.
- System flexibility. Choose one or two components, or a complete system, and expand any time.
- Prompt, personal service, day and night.
- Reliable performance. Computer Concepts is proven in stations like yours.

Want  
the full list?  
**Please call  
today.**



**Computer Concepts**  
CORPORATION

8375 Melrose Drive, Lenexa, Kansas 66214 • Phone 800-255-6350 • Fax 913-541-0169

Circle Reader Service #104



## FEATURES



### INTERVIEW

26

Rich Wood discusses the success and future of WOR Radio Network, and its personalities.

### SPECIAL REPORT

30



Why have many Radio stations already embraced the Web? Promotion comes to mind foremost. But, there's something else about the Web that proves to be so attractive: image positioning. A look at some of the stations that have Web pages, how to design them yourself, and audio on the Net.

Why have many Radio stations already embraced the Web? Promotion comes to mind foremost. But, there's something else about the Web that proves to be so attractive: image positioning. A look at

## DEPARTMENTS

Publisher's Notes .....	6
News .....	10
Million Dollar Club™ .....	11
Reader Letters .....	12
People In Ink™ .....	13
Forum .....	14
Case Study .....	16
PD Forum .....	23
Sales Promotion Planner .....	40
Product News .....	41
Movers & Shakers .....	42
Grapevine .....	44
Events Calendar .....	44
Blast From The Past™ .....	46
Advertiser Index .....	46

## COLUMNS

Management .....	15
What's your success style? by Sharon Crain, Ph.D.	
Marketing .....	17
Increase profits with telemarketing. by Alan Fendrich	
Sales Management .....	18
25 ways to improve your prospecting. by Dave Gifford	
Promotion .....	19
When to promote outside your station. by Cliff Berkowitz	
New Business Development .....	20
Is a vendor program right for you? by Bob Keith	
Engineering For Management™ .....	21
A challenge to the FCC and the industry. by William P. Saffa	
Programming .....	22
Ratings insurance for the new year. by John Lund	

**COMING  
NEXT  
ISSUE!**  
December 11

## • The Year In Review

Cover photo by Steve Friedman

Copyright © 1995 by Streamline Publishing, Inc. and Radio Ink. ISSN 1064-587X. All rights reserved. Radio Ink is published biweekly January through June, semi-monthly in July, biweekly August, November and monthly in December, 25 issues each year. By Streamline Publishing, Inc., 224 Datura Street • Suite 701, West Palm Beach, FL 33401. © Radio Ink is a registered trademark of Streamline Publishing, Inc. POSTMASTER: Send changes of address to Radio Ink, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Second Class Postage paid at West Palm Beach, FL and additional offices. Subscriptions: Mail subscription rate: Two years \$225.00, One Year \$125.00. Six Months \$75.00. Canadian subscribers \$350.00 for two years, \$175.00 for one year, or \$100.00 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, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Copying done for other than personal or internal reference without the express permission of Radio Ink is prohibited. Address requests for special permission to the Managing Editor. Reprints and back issues available upon request. Printed in the United States. Permit #1039 for third class enclosure.

Editorial Offices:  
224 Datura Street • Suite 701  
West Palm Beach, FL 33401  
Phone (407) 655-8778  
Main FAX (407) 655-6164  
Editorial Dept. FAX (407) 655-6134  
Subscription Information/  
Advertising/Classifieds/Resource Directory  
Phone (407) 655-8778  
Main FAX (407) 655-6164



CAPITOL RADIO NETWORKS

KNOWS RADIO.

THAT'S WHY THEY GOT  
TO KNOW US.



Capitol Radio Networks knew that International Datacasting's FlexRoute Satellite Digital Audio System would be the heart of their operation for years to come.

The key component, the FlexRoute receiver, is dual speed and can be configured via satellite for 128 or 256 kb/s of MPEG encoded audio or data. With the FlexRoute system's unique data rate partitioning, Capitol Radio Networks can transmit up to four channels per carrier and simultaneously transmit digital audio *and* high speed data. The receiver is factory configured for either QPSK or BPSK operation; MPEG data and digital audio outputs facilitate interconnection with digital studio facilities or other MPEG compatible products. And every FlexRoute receiver contains a unique, secure address, enabling individual control and authorization of the unit from the head-end network control computer.

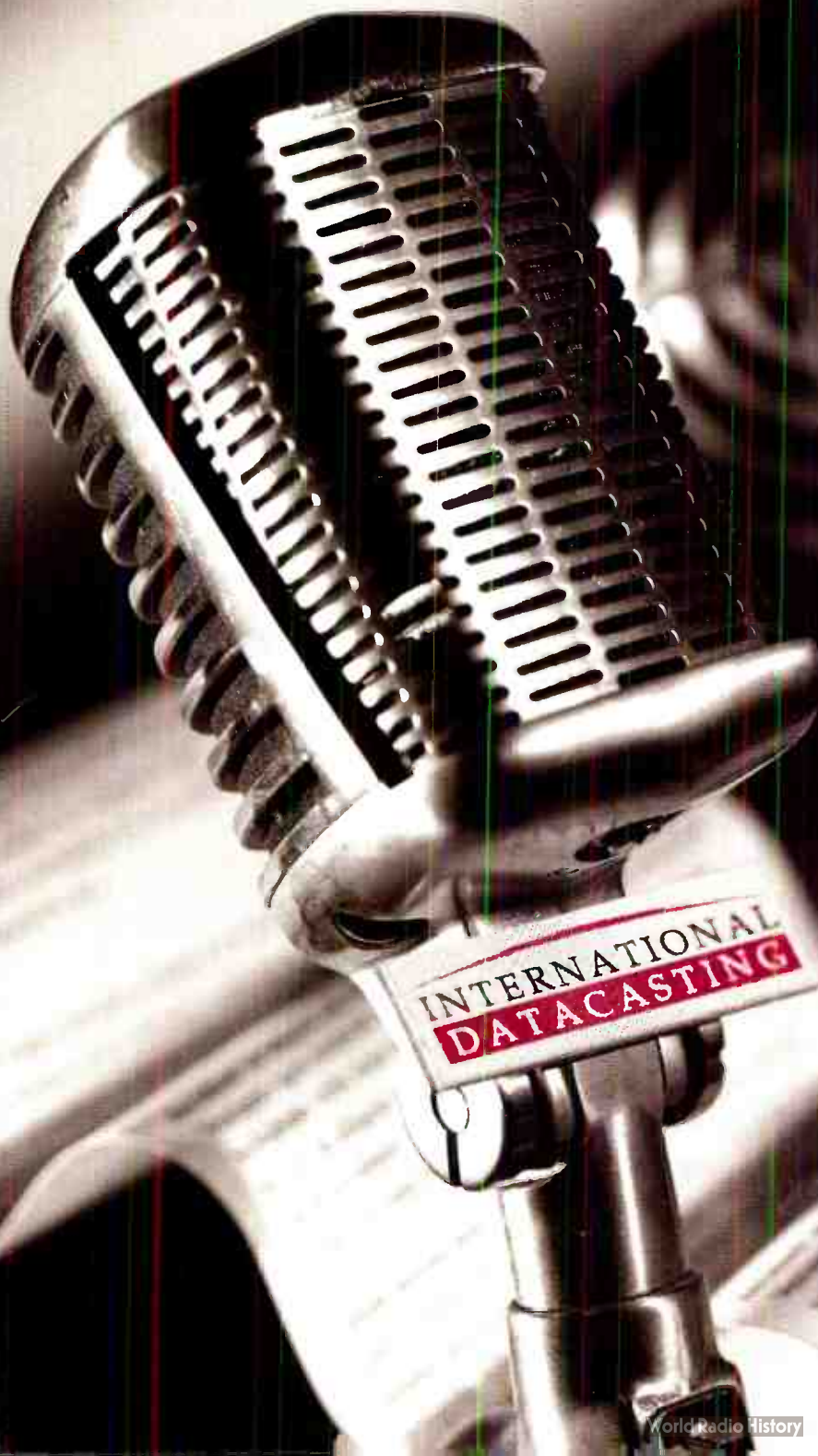
Give us a call to find out about our full line of satellite digital audio and data broadcast solutions. We're International Datacasting. The new horizons company.

**INTERNATIONAL  
DATACASTING**

Corporate Headquarters: 2680 Queensview Drive, Ottawa, Ontario, Canada K2B 3H6 Tel: (613) 596 4120 Fax: (613) 596 4863

US Sales and Marketing: 3850 Holcomb Bridge Road, Suite 420, Norcross, Georgia, USA 30092 Tel: (770) 446 9684 Fax: (770) 448 6396

Circle Reader Service #105



# The Web: Radio's Next Revolution?



**B**y now, if you don't know about the Internet and the World Wide Web, you've probably not been paying very close attention. The Web is unavoidable. But is the Web really going to revolutionize the world? And if so, how will Radio play a part?

About 400 Radio stations today have Web sites and home pages. That number will double five times within the next 12 months, but that's not where I see the Radio revolution.

RealAudio, which offers actual real-time audio on the Web, will serve a wonderful purpose once the currently poor audio improves. The real value will be in very tightly niched formats that do not make sense to broadcast over the airwaves. Imagine this ... you're a teen from Teheran living in Tyler, Texas. You want to hear your country's music, for your age group, in your language. You could dial up the Web, choose from any of 2,000 specific formats, and listen. But who wants to sit at the computer and listen? That problem has been solved by Taylor Satellite in Tulsa. They have developed an inexpensive FM transmitter that plugs into your computer and transmits its signal throughout your house and yard. This is revolutionary!

The Web will provide specialty formats for every imaginable demographic in every possible language, and for every club, profession or obsession. There will be Radio stations for paraplegics, paralegals and police. It will be like going to the newsstand for a magazine on your favorite subject, only it will be a viable Radio station with a national audience. Small and specific, but big

enough to provide advertising income.

Will Web Radio kill Radio as we know it? Not likely. But it will serve a very important purpose and generate a lot of money. If "Radio" doesn't get it, someone else will. Other purposes for the Web are still in question. Too many national advertisers and big companies have invested in the Web to have it go away.

If you haven't noticed all the hype about the Web, and you haven't yet been online and checked out a few dozen home pages, take the time to try it.

Rather than looking at it in its current form, try to imagine the possibilities of Radio's involvement with 1.5 billion online by the year 2000 worldwide. The potential is staggering and should not be ignored.

*Eric*

To reach me, write:  
**RADIO INK,**  
B. Eric Rhoads, Publisher  
224 Datura Street • Suite 701  
West Palm Beach, FL 33401  
Phone: (407) 655-8778  
Fax: (407) 655-6164  
EMAIL: Radiolnk@aol.com  
102404,2604@compuserve.com



## Renaissance by Ward-Beck *the audio console that answers the needs of contemporary radio broadcasters.*

Contact Ward-Beck for information or pricing on **Renaissance** or any other renowned WBS products by calling toll-free now at **1-800-771-2556** and ask for Eugene Johnson, Michael Jordan or Scott Miller.



Thoughtful design, sleek styling and legendary Ward-Beck craftsmanship makes Renaissance the perfect choice for today's "desk-top" environment. Renaissance functions superbly and transitions smoothly through live, live-assist and walk-away on-air operating modes.

- Integrates easily with most automation systems
- Includes four telephone send outputs
- Fully modular to simplify expansion and service
- 8, 16 and 24 input channel mainframes available

**Value priced to fit most budgets!**

### **WARD-BECK Systems Ltd.**

841 Progress Avenue, Scarborough, Ontario M1H 2X4 Canada  
1-800-771-2556 416-438-6550 Voice 416-438-3865 Fax

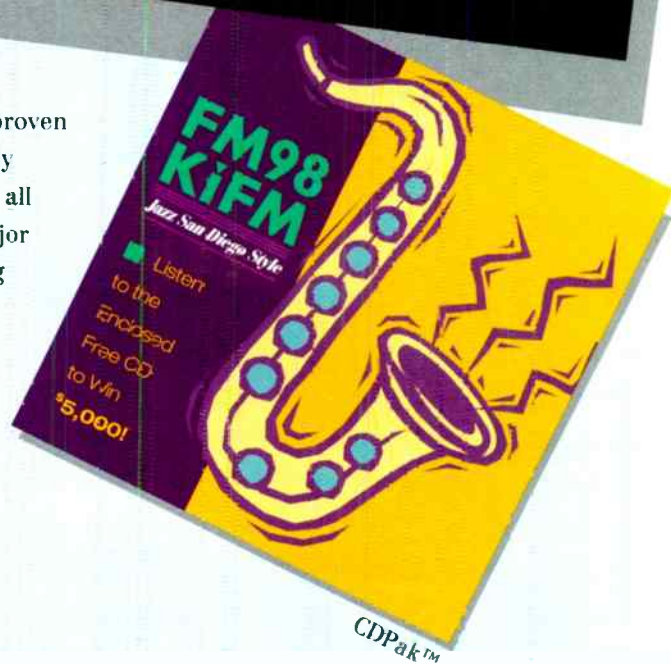
Circle Reader Service #106



From the company that brought you **Cassette Pak™**, **Cassettevelope™**,  
and **CassettePillow Pak™** Samplers and Mailers comes  
**Video Pak™**, **CD Pak™** and **CD Sampler™**.



**T**ogether, with our clients we've proven that Free Samples in the form of highly targeted mailers really delivers increased Cume, TSL and enhanced brand awareness, all which translate into ratings and revenue. Now through a major price breakthrough with our duplicator we are proud to bring you VideoPak™, CD Pak™ and CD Sampler™ at prices you'll find better than attractive. Coupled with Smart Targets™, the industry's most advanced audience profile/segmentation and targeting tool - it's a one-two punch knockout. **CALL US TODAY TO LEARN MORE!**



**BROADCAST DIRECT MARKETING INC.**

- Direct Mail • Database & List Management • Market Research • Inbound/Outbound Telemarketing • Sales Consulting • Sweepstakes & Contests • Media Placement • Integrated Campaigns • Creative & Design Services • Printing & Print Production • Custom Publishing • Smart Targets™ Customer Profiling • Broadcast FAX • On-Line Internet Marketing • Smart Maps™

**MIAMI 305-858-9524 • CHICAGO 708-382-5525 • LOS ANGELES 818-782-9524 • SACRAMENTO 916-757-2272 • DENVER 303-594-8000**

On Air  
Screen

**Navigator (KDLT)**

Track A: 00:04:14 intro: 109

Track B: 00:00:00 intro: 100

All Around The World

11:00:00 -> 11:49:10 00:49'02

"Hot Keys"

**Carts**

ON

1

Applause

2

Window Crash

3

Roar!!

4

Plane & Car Crash

04'23 All Around The World - Lisa Stansfield 19"

04'10 I Wish - Stevie Wonder 18"

04'29 Set Them Free - Sting 35"

C START DAT2

01'19 [Bottom of the Hour]

00'03 R-r-r-Radio -

00'45 Casual Furniture -

00'30 Harley Davidson -

00'35 News Call 1 -

00'34 Cancer

00'34 Japan

**Inflight M**

10 s 5 s

All Around The World I Wish

fade out... 00:04:108 fade in...

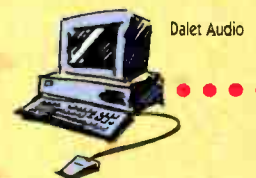
xfade..... 00:03:459 begin off...

end off... 04:23:280 att. [dB]: 1

Programming Segues  
and Voice-Overs



# The Elegant Solution



Satellite  
Automation





**Production**

## Broadcasting Solutions For:

- Cart Replacement
- Live Assist
- Satellite Automation
- Multitrack Editing
- Music Automation
- Text and Audio for News

## Elegant Architecture:

- Windows™ Multitasking
- Unlimited Storage / Users
- Standard PC Networks
- Expandable
- Central Storage
- User-Configurable

## More Than 1000 Users Worldwide!



**KKND**  
Tucson, Arizona

**Kerry Fink, GM, Mix 106**  
Gainesville (Atlanta), Georgia

"We have been using the Dalet System since June 1993. We have been so pleased with its performance and development that we are implementing the system in our network studios for the "Music Of Your Life" satellite network that we are currently developing."

Kerry Fink

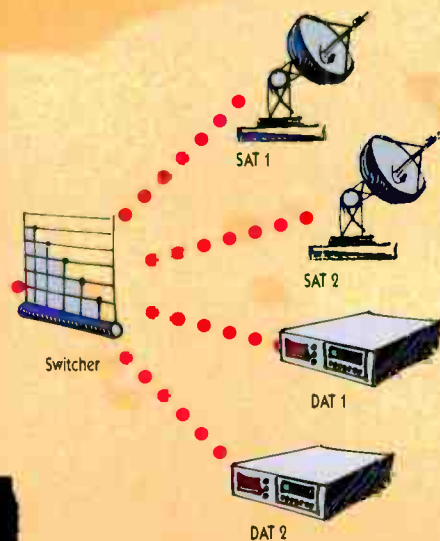
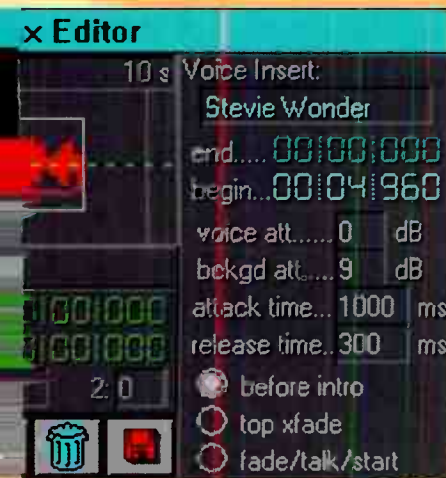
### Dalet Digital Media Systems

285 West Broadway, Suite 605 - New York, NY 10013

Phone: 1 (212) 370 0665

### Dalet Express Fax Line:

**1 (800) 257 1223**



## New Leadership Institute Dates Announced

New dates for The Leadership Institute for Management have been announced: Jan. 9-12 and March 19-22.

Norm Goldsmith founded The Leadership Institute in Dallas in 1990. Consultant Ken Greenwood has been involved since the beginning but now has a greatly expanded role. And consultant Chris Lytle became a partner in January 1994. The Institute's objectives are as follows: To help managers ...

- understand the difference between leadership and management and why they must be leaders in today's rapidly changing and highly competitive marketplace.
- spend more time developing people rather than managing things.
- position change so that it is not perceived as a problem or threat ... if you wait until it's broke, it's too late to fix it.

- get people to be accountable for what management needs them to do rather than just what they want to do.

- develop and implement standards and expectations.

- design compensation systems that reinforce the standards.

- know the importance of team building, particularly in duopoly situations when different cultures are integrated.

- get people to accept the fact that they are responsible for trying and accountable for succeeding.

- learn the most effective ways to deal with conflict.

To date, more than 300 group heads, owners, GMs, GSMs, LSMs, NSMs, PDs and business managers have completed the course taught by Greenwood, Goldsmith and Lytle.

Yvonne Harmon, president of *Radio*

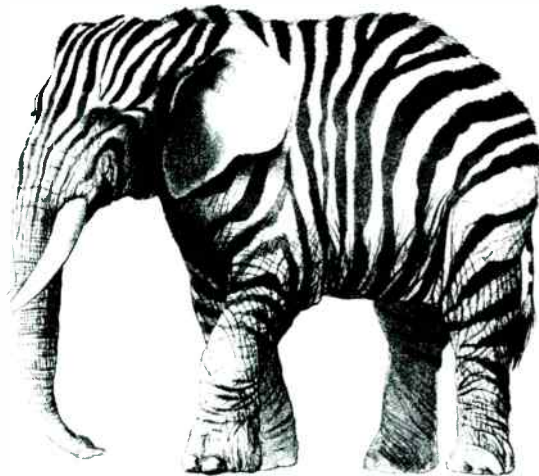
*Ink*, recently attended the Institute and says the most important thing you learn is why you do what you do and not just how.

"At the Institute I realized a few things that will benefit our company far beyond the investment of this conference ... It's budgeting time. What would you give to spend three or four days strictly on where you are, where you want to be, and how to get there ... Or you have a senior salesperson you just don't know how to get to do things your way? Have you been considering your compensation plan for sales and wondering why you cannot change your current staff's income according to your goals?"

"If you are a first-time manager or a 20-year veteran there is so much to be obtained from concentrating on your station/business for three to four days and thinking through what you do and why. Better yet ... you can get affirmation that what you are doing will work or does work. That is a unique experience particularly for a novice GM."

If you would like more information on The Leadership Institute for Management, call Goldsmith at 800-325-5657 or Lytle at 800-255-9853.

In Today's  
Media Jungle,  
You Can't Afford  
Not To Change.



In the fast-paced world of media, you have to keep improving just to keep up.

You ought to expect the same from your collection service.

At Szabo Associates, we're improving as you improve. As the first and largest media collection firm, we're providing more specialized service than ever. We've created separate divisions dedicated to each individual medium. No one else focuses so sharply on your individual needs.

This know-how helps us offer value-added services you won't find anywhere else. Szabo clients have free use of the world's best database

on advertisers and agencies, an unequalled library of media information, proprietary management reports, international collection services, and much more.

Since 1971, Szabo has helped more than 3,600 clients achieve faster, more substantial settlements in every medium imaginable. Let us help you. Send us details of a past-due account, or call us for more information. Because in a business as tough as yours, you need a different breed of collection service.



Szabo Associates, Inc. 3355 Lenox Road, N.E. 9th Floor Atlanta, Georgia 30326 Phone (404) 260-2464 FAX (404) 260-2165

### KATZ JOINS THE CYBERAGE

Taking the entrance ramp on the the information superhighway is Katz Media Group Inc, with the first Web site created by a rep firm. The site has an online brochure about the company, information about its Radio, television and cable subsidiaries, information targeted specifically at the investor community, and employment opportunities.

Tom Olson, president and CEO of Katz Media says, "The Internet, I believe, offers us a creative means of marketing our company and current clients in addition to providing us with new media sales opportunities."

The site can be found at <http://www.katz-media.com>.

Circle Reader Service #110



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

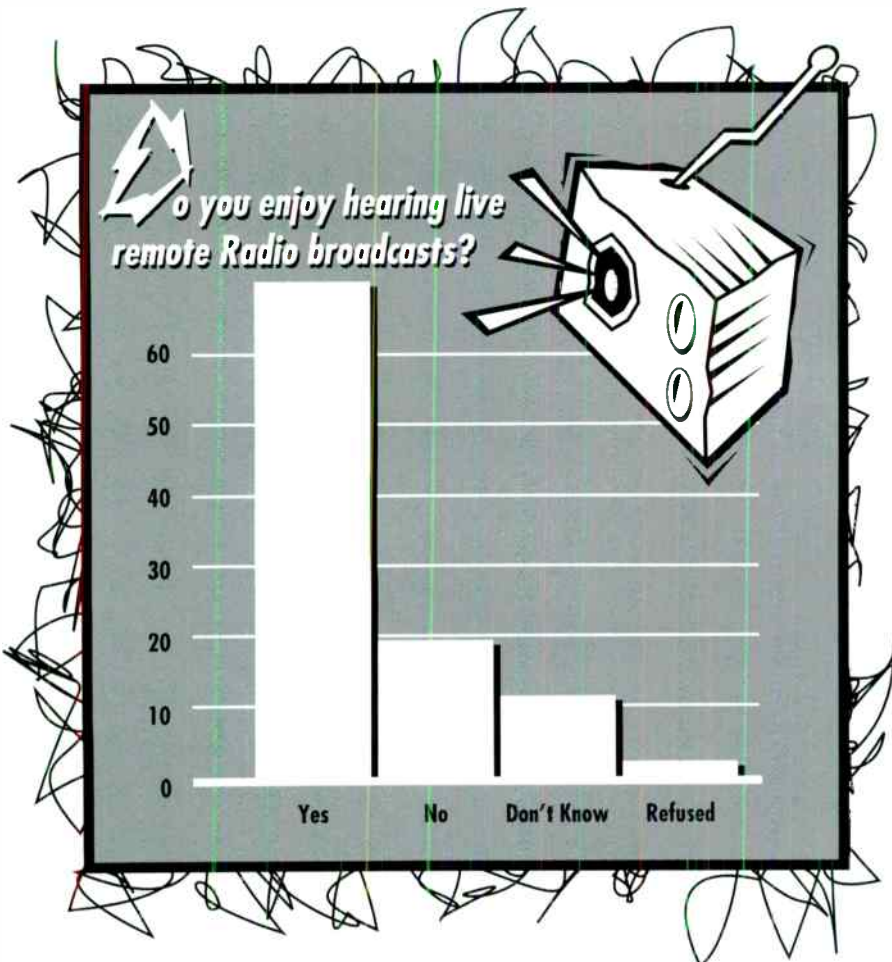
- \$83.5 M:** WPAT-FM PATTERSON, NJ; SELLER: PARK RADIO OF GREATER NEW YORK INC.; BUYER: SPANISH BROADCASTING SYSTEM INC.; BROKER: MEDIA VENTURE PARTNERS
- \$30 M:** WTCY-AM & WNNK-FM HARRISBURG, PA; SELLER: JUNE BROADCASTING INC.; BUYER: PATTERSON BROADCASTING INC.
- \$20 M:** WNYC-AM/FM NEW YORK; SELLER: CITY OF NEW YORK MUNICIPAL BROADCASTING; BUYER: THE WNYC FOUNDATION
- \$19.5 M:** WPAT-AM PATTERSON, NJ; SELLER: PARK RADIO OF GREATER NEW YORK INC.; BUYER: HEFTEL BROADCASTING CORP.; BROKER: MEDIA VENTURE PARTNERS
- \$15 M:** WINE-AM & WRKI-FM BROOKFIELD, CT, WVIB-FM MOUNT KISCO, NY, WVYB-FM PATTERSON, NY, WPUT-AM BREWSTER, NY; SELLER: GARY STARR AND BCI ADVISORS INC.; BUYER: COMMODORE MEDIA INC.; BROKER: MEDIA VENTURE PARTNERS
- \$5 M:** WLDJ-FM APPOMATTOX, VA, WVLR-AM/WJXX-FM LYNCHBURG, VA, WRDJ-FM ROANOKE, VA, WJJS-FM VINTON, VA; SELLER: VIRGINIA NETWORK INC.; BUYER: CAVALIER COMMUNICATIONS LP; BROKER: AMERICOM
- \$3.225 M:** KIBZ-FM LINCOLN & KKNB-FM CRETE (LINCOLN), NE; SELLER: ROCK STEADY INC.; BUYER: TRIATHLON BROADCASTING CO.; BROKER: MEDIA VENTURE PARTNERS
- \$2.45 M:** WMGL-FM RAVENEL (CHARLESTON) & WWVZ-FM SUMMERVILLE (CHARLESTON), SC; SELLER: SOUTHWIND COMMUNICATIONS INC.; BUYER: MAYO RADIO OF CHARLESTON INC.; BROKER: MILLENIUM COMMUNICATION INC.
- \$2 M:** KAMZ-FM EL PASO, TX; SELLER: PINNACLE BROADCASTING COMPANY INC.; BUYER: NEW WAVE COMMUNICATIONS
- \$2 M:** WADK-AM NEWPORT & WOTB-FM MIDDLETOWN, RI; SELLER: NEWPORT BROADCASTING LP AND PERRY COMMUNICATIONS OF RHODE ISLAND; BUYER: BEAR BROADCASTING CO.; BROKER: RICHARD A. FOREMAN ASSOCIATES INC.
- \$1.3 M:** WKTY-AM/WSPL-FM LA CROSSE, WI; SELLER: LA CROSSE MAY BROADCASTING LP; BUYER: HIPPI RADIO LLC

# SOLD!

**WPAT-FM, New York, NY, from Park Radio of Greater New York, Inc., Dr. Gary B. Knapp and Donald R. Tomlin, Jr., Co-Chairmen of Park Acquisitions, Inc., to Spanish Broadcasting System, Inc., Raul Alarcon, Jr., President for \$83,500,000.**

Brian E. Cobb  
and  
Charles E. Giddens  
Brokers

**\$**



Source: Radio Ink—Vallie/Gallup Radio Poll of 682 persons 18+, margin of error ± 3%

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

*Subject to FCC approval*

## READER LETTERS

### Lighten Up

It is so sad that there seems to be someone who will take offense to anything published, printed or said.

Jesus Garza took exception [Letters, Sept. 18] to a photo and caption you ran in your "Blast From The Past" [March 27] feature.

Our culture would be a little less race/color conscious if we could just laugh a few things off and not be sensitive and ready to condemn anyone who isn't perfectly politically correct.

Frank Ferreri  
WLWU-FM  
Holiday, FL

### Impressed with Improvement

While I was at the NAB I had a chance to read several of your issues. I especially liked your comments in your "Observations To Live By" [Publisher's Notes, Sept. 4-17]. At the time I read them, it was just the right message for me, and is something I will save and review from time to time. I think your content has improved ... keep it up, a lot

**ADDRESS ALL LETTERS TO READER LETTERS,  
c/o Radio Ink, 224 Datura Street • Suite 701,  
West Palm Beach, FL 33401. Or fax to  
407-655-6134. Each letter should include  
your full name, address and telephone number,  
and may be edited for clarity or space.**

of the subject matter really isn't covered very well anywhere else.

Jay Phillips

### Corrections

In the October 2-15 issue, *Movers & Shakers*, the company in which Jasmine Alexander was promoted from VP, Management Information Systems (MIS) to VP, MIS and New Technologies was ABC Radio Networks. And Becky Wight was incorrectly listed as programming assistant for Country Coast-to-Coast before being named operations manager for ABC Radio International. Wight had been programming director.

# SWISH!!!

## Talk America's amazing per-order spot ad plan nets One-On-One Sports \$75,000+

There's no reason in the world to let a single avail go by unfilled. PSAs get old fast, and they don't make you any money. Same thing with promos. That's why you should look into Talk America's per-order spot ad program. It pays.

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

Rogers Broadcasting would agree. They've seen \$25,000 and some change from Talk America's per-order spot ads.

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

company brochure.

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

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

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

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

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

Talk America's in-house

fulfillment and customer satisfaction departments ensure that the people who buy our products... your listeners... are treated with respect and integrity.

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

Don't let another avail go by empty handed. Put Talk America to work for you. There's no risk...and the rewards can be very sweet.

<sup>Free</sup>  
**Call for a brochure:**  
**1-800-576-0377**  
**ext. 4002**



**TALK AMERICA**  
A World of Marketing Opportunities  
510 Congress Street, Portland, ME 04101



# PEOPLE IN INK™



It was truly an evening of splendor at the 1) 1995 Radio Hall of Fame Induction Ceremony and 75th Anniversary of Radio Celebration at the Hyatt Regency in Chicago. The event, presented by the Radio Hall of Fame at The Museum of Broadcast Communications (MBC), had the old and the new meeting to celebrate the medium that made them what they are. 2) Approximately 800 attended the gala that brought Radio folks from around the country together. People like 3) producer/director Himan Brown (l) presenting an award to inductee Les Tremayne, star of countless Radio shows like *The Thin Man* and *The Falcon*. Sharing a smile were 4) inductee/sportscaster Jack Buck (l) with Paul Harvey as were 5) Rush Limbaugh (l) and Harry Caray. 6) On stage were the granddaughters of Jesse B. Blayton Sr., Zada Blayton and Anitra Blayton,

accepting an award on behalf of their grandfather who was the owner of the first black-owned Radio station, WERD/Atlanta. 7) A very happy inductee, Bob Steele of WTIC Hartford, proudly holds his award for the camera.

And making lovely couples were: 8) Arthur C. Nielsen Jr. of A.C. Nielsen Jr. Company and his wife Patti; 9) Space mom June Lockhart with her friend Casey Kasem; 10) "Angel" and Paul Harvey; 11) Limbaugh and his wife Marta; and 12) MBC President/Founder Bruce DuMont (l) with Fred Foy, announcer for *Lone Ranger*. 13) l-r DuMont also posed with inductee and EFM Chairman/CEO Ed McLaughlin, DuMont's long lost twin Limbaugh and Gene Davis, president of Emerson Radio Corporation and his wife Stacey. 14) ABC Radio's Tom Joyner hung with inductee Hal Jackson,

WBLS New York, and Kasem giving the OK sign, and 15) Inductee/humorist Stan Freberg (l) posed with WGN Chicago's Wally Phillips. 16) National Public Radio's Susan Stamberg got to present an award to inductee Robert Trout of *CBS World News Roundup* which he later shared with 17) *Roundup* colleagues Steve Baltin and Bill Lynch (r).

And how's this for group shots: 18) l-r Foy, Freberg, Tremayne, Caray, Lynch and Buck. Or 19) Buck, Jackson, McLaughlin and inductee Herb Kent of WVAZ Chicago.

As we bid adieu to the wondrous celebration that was, we end with 20) Casey at the mike doing what he does best ... pointing his finger. — SD

# How do you keep your staff pumped during the holiday season?



**Michele Rouse, GM**  
**WKSJ-FM/WMYC-FM**  
 Mobile, AL



**Sue Bahner, Station Manager**  
**WDCW-AM**  
 Syracuse, NY



**Catherine Moreau, Exec. VP/GM**  
**KHJJ-AM/KGMX-FM**  
 Lancaster, CA



**Richard Lewis, VP/GM**  
**WAEB-AM & FM/WKAP-AM/**  
**WZZO-FM**  
 Allentown, PA

**T**he holiday season is always a busy time for everyone at the Radio stations. It is also a time when many people want to take vacations and leave early for various reasons. Since everyone can't be out of the office at the same time during the holiday season, it is very important to keep morale and enthusiasm up while remaining focused on the business.

At WKSJ/WMYC/WAVH, we make sure we take time to enjoy the holidays with our co-workers. First, we decorate the lobby and the control rooms. Then, we coordinate a pot luck luncheon for the entire staff. Of course we have the standard company Christmas party, but we also do a "Secret Santa" for those who want to participate. On December 1, each person is given a form to fill out, detailing their likes in candy, colors, hobbies, fast food, drinks, etc., as well as their wish list for their final gift to be received the day of the Christmas luncheon. For three weeks, Secret Santas deliver treats, gags and funny poems to their secret person. It makes for a fun December and provides an opportunity for people to get to know their co-workers better! ☺

**A**t WDCW, with our Christian format, the holiday season is special. We are involved with project Angel Tree, an outreach of Prison Fellowship (PF). This project links a listener with a child whose parent is incarcerated and thus unable to give the child a gift at Christmas. A choice of names with the requested toy is given to a caller, who then brings the wrapped gift, properly marked to our station. All of the gifts are picked up by a PF volunteer, and distributed.

The opportunity for the staff to meet our listeners as they bring in the gifts is a real boost ... especially because those same listeners also bring in cookies for our staff and express their appreciation to WDCW for being an important part of their life. Our bulletin board holds cards and letters from listeners thanking us for being on the air ... and at our Christmas party, the on-air staff shares their most horrifying experience since working at WDCW ... hilarious for most ... some surprises for me. These things help to mold us as a team. ☺

**F**irst, I watch out where my stress level is. There's nothing more contagious than watching a manager get out of whack. We're doing a lot of projects for the holidays and first quarter, so it's important that we plan for our own fun. Everyone is looking forward to a special dress-up party with spouses and guests. Plus, our station will be decorated and will have a Friday afternoon gift exchange. The office staff is closely involved with preparing client Christmas cards and gift lists, plus implementing our Secret Santa program that helps needy families in the community.

For the first time this year, half of the full-time on-air staff gets off on Thanksgiving day, the other half on Christmas day. Our part-timers are thrilled with the extra air time they'll get and everyone is happy. It seems that the more projects going on and the busier we get, the happier the staff because of the teamwork needed to accomplish it all. We focus on the spirit of the season as well as the business of the season, and those good feelings that come out of that helps us all handle the extra stress. ☺

**T**he real secret is how to keep your people pumped all year long, including the high stress of the holidays. In my experience, it's the little things that go a very long way. Pick up the phone and order a half-dozen pizzas for lunch for the crew. Remember birthdays. Give someone a day off for doing a great job on a project, or best of all, make sure you catch someone doing something right or having a great idea and letting them know it ... in front of a group of people.

The holidays are always filled with more stress, more workload, more spots ... a lot more of everything. You really have to pay extra special attention to the small stuff. It's the small stuff that you recognize that gets people to push the envelope, try new things and get the job done. People never get tired of genuinely being told they're doing a good job. ☺

**IF YOU WOULD**  
 like to respond to a Forum question, call Shawn Deena at 407-655-8778.





by Sharon Crain,  
Ph.D.

## What's Your Style? It Could Be the Secret to Your Success

Several weeks ago I gave 10 broadcast executives a simple group problem-solving exercise as part of a team building seminar. Most of my groups reach consensus in about 20 minutes. This group violently argued and disagreed for an hour and a half.

I soon discovered the reason for their difficulty in reaching agreement when I gave them a short assessment profile called "Success Styles." This profile reveals the style each of us uses in our attempts to produce results. Since station personnel have different "success lenses," the character and culture of a station is the result of the mix of success styles in the organization. The styles of top management are especially important in this shaping process.

The best way to grasp this powerful concept is to understand what drives the behavior of each style.

### What's Your Style?

*Charger Styles.* View success as making decisions and producing results quickly.

*Innovator Styles.* View success as determining a new and better way.

*Relator Styles.* View success as making careful decisions based on group input.

*Thinker Styles.* View success as making accurate decisions based on logic.

As the result of these different success lenses, each style approaches problems differently. As a manager, knowing the success styles of your team greatly enhances your ability to produce blockbuster results. Here are some of the ways:

1. Place team members in positions that maximize their personal success style.

Much poor performance and work related stress is caused because employees aren't working in positions that use

their natural talents. For example if you place a Thinker, whose greatest concern is to avoid being wrong, into a position of needing to make fast decisions without much information — you will have a stressed Thinker. Now put a Charger in that same situation and you will have a comfortable Charger — and usually better decisions.

2. Select complementary styles for your close support staff.

Similar success styles build rapport quickly and get along well. It is a natural tendency to want to choose people who reflect our natural style. By contrast, studies show different success styles produce a better task result — as long as they don't kill each other first.

So if Charger is your dominant success style, you might be most effective paired with the detail accuracy of a Thinker, or the people skills of the Relator.

Yet there are times when we strategically want to pair people together who will have instant rapport. If you want to cultivate a relationship with a Relator contact, for example, the Relator on your team is your best bet to build the relationships quickly and easily.

3. Create a balanced team.

If you want to create a four-person project team — which success styles would you put on the team?

The best answer, irrespective of the purpose of the team, is one of each. Simply, the Charger will keep the team focused on the goal in a timely manner; the Innovator will push for a better approach; the Relator will make sure everyone's input is heard and considered; and the Thinker will make sure the result is accurate and high quality.

When most stations create a team,

### QUICKREAD™


- Each of us has a different success style we use in our attempts to produce results.
- As a manager, knowing the success styles of your team greatly enhances your ability to produce blockbuster results.
- Until team members understand success style thinking, their different views are often interpreted as sources of conflict.

they neglect this element of balance. The result? If they have a team of Chargers — everyone talks and no one listens. A team of all Innovators will fuel itself into the Ozone with ideas that lack realistic application. Relators will generate so many alternatives, they will never make a decision, and Thinkers will quickly be buried in the minutia generated by four detailed, perfectionistic types.

4. Increase understanding and communication with team members.

Until team members understand success style thinking, their different views are often interpreted as sources of conflict. With the understanding of different success styles, the emphasis is shifted away from personality differences. So when the task-oriented Charger forgets to say "Good Morning," and the Innovator appears flaky, the Relator indecisive, and the Thinker stubborn — it can all be laughed off to style. "Of course Rick didn't say good morning — he's a Charger!"

Thinking back to the behavior of the 10 broadcast executives trying to reach agreement in my seminar, what style do you think was predominant in the group?

Chargers — you got it!   
Dr. Sharon Crain is an industrial psychologist and a pioneer in the field of biofeedback to manage stress. She may be reached at 602-483-2546.

## CASE STUDY



Dwight Case

# Is it appropriate in today's litigious society to serve or permit alcohol at your holiday party?



Dex Allen, GP  
Commonwealth Broadcasting  
San Diego, CA

Your question raises some serious areas of responsibility which our managers and I have discussed several times over the most recent years, particularly as the holiday season approaches. It is almost impossible to have a Christmas party or holiday party at a Radio station without facing the possibility of people who will over-consume alcohol. One of the things we think we've done successfully to alleviate this type of problem is to bus people from the station to the location where the event is and back. Alternatively, in one year, we had a party at a mountain lodge and got everybody rooms for the evening, so no one was faced with the prospect of having to drive while impaired by too much alcohol.

We believe that the appropriate way to approach this is to structure a holiday or Christmas party event where there is no need for the employee and their spouse and friends to be traveling by automobile. Either that or have it in a hotel where people are stationary for the evening and would not be required to drive after the consumption of alcohol.

One of the other alternatives we have considered and utilized on more than one occasion is an alcohol-free holiday or Christmas event. Obviously, this represents a significant safety factor and it has to be balanced against the wishes of the employees and station personnel. Of course, try telling a bunch of Radio people that they can't have Christmas eggnog laced with brandy or some other suitable adult beverage, and you'll face some criticism or opposition. Obviously, we need to arrive at a happy medium. ☺



Keith Lyons, GM  
KBNP-AM  
Portland, OR

Every day Radio stations report the increasing loss of life attributed to alcohol. Our promotions departments assist Mothers Against Drunk Driving campaigns and our telemarketers promote holiday packages warning listeners, "Don't drink and drive." Yet every sportscast or live broadcast of sports except high school, has the area beer distributor as a sponsor. Those ad revenues are nice. Are we sending mixed signals? Whose call is it at the Christmas party? And how do we justify our decision?

Know your people. Tough to do, certainly. Especially when we aren't aware of the co-worker's "real" behavior until that Christmas or New Year's gathering becomes an embarrassing situation for owners, management, staff and guests.

Smaller staffs, and invited guests can be easier to control. Dinner at a fine restaurant, with complimentary first-round or limited "fresheners" work best, if you're having alcohol. Larger staffs, advertisers, agencies and families in a holiday surrounding can present a totally different set of circumstances. Among your concerns are liability (call your attorney/cover your you know what), but more important, dealing with your personal conscience should anything happen to anyone attending your festivities. And consider the publicity directed to your Radio station if it does happen?

In all circumstances, common sense, taking personal direction and diplomacy to oversee the well-being of everyone attending is everyone's own responsibility, but it's your party. ☺

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

## YOU SIMPLY CAN'T GET MORE EFFECTIVE TELEMARKETING AT A BETTER PRICE!

From **WDAS-Philadelphia** to **KYXY-San Diego**,  
our clients say we are the **BEST** in the business!

**MARKETING** / RESEARCH  
**PARTNERS, Inc.**

For the secret to your  
success call **800-767-3533**

Circle Reader Service #113





by Alan Fendrich

## Increase Profits With Telemarketing

Without question, telemarketing is one of the most misunderstood sales methods in use today. Mention telemarketing and people head for the hills. Why? Because there's a tendency to immediately think of those obnoxious callers pitching any of myriad products while we're trying to eat dinner after a long day.

But that's like comparing a Herb Tarlek from WKRP to the top professionals in our industry today. Professional business-to-business telemarketing is highly respectful of business owners' time and actually gives your station an opportunity to enhance its reputation locally.

Some things to consider: a good telemarketer for Radio generates between \$75,000 and \$100,000 in new sales dollars. Not a fortune, yet after paying commissions, enough to fund at least two administrative positions in your station. And, unlike outside sales, these dollars come in from day 1. There is no lead time with telemarketing.

And since telemarketing packages typically sell for much less than a regular schedule, many of these newfound dollars are from businesses that aren't or never will be prospects for regular advertising. Or from business categories that have no need to advertise, but are willing to spend money to participate in local community events. These are dollars that are simply left on the table otherwise.

If you slip in ratings during a book, telemarketing revenues won't be affected. This makes telemarketing an ideal component of sales programs for late, great AM stations. New formats can greatly affect outside sales efforts — we've never seen it affect telemarketing.

From a purely sales perspective, then, telemarketing will work in most Radio stations. But there's more ...

You can use your telemarketing effort to help local charities and events promote themselves. Use the phone to find sponsors and these worthwhile local events will suddenly get far more exposure than ever before ... thanks to you! And all the while, you're generating new sales dollars. Plus everyone your station calls (buyers and non-buyers alike) will associate your station with these events.

You can't hang your hat on it at license renewal time, but running hundreds of extra minutes of sponsored PSAs helps.

If you run sports, try selling it by phone. You'll be amazed at how easily you can sell three \$200-\$500 sports-oriented packages each day. Local high school, college and university, and professional sports packages all sell well by phone.

Telemarketing is the ideal prospecting tool. Telemarketers "bump into" leads for outside sales. That's right; a well-trained in-house telemarketer will turn over three-four high quality leads a month. Leads that ask to see a salesperson.

Unless your sales department fell from heaven, most salespeople do a limited amount of prospecting. In virtually every market, there are thousands of businesses that never receive an in-person sales call from the typical Radio station.

Telemarketing covers your market with more than 1600 contacts a month. Compared to the average outside salesperson, that's 1000% more contacts each and every month. You get as much prospecting out of one telemarketer as out of 10 outside salespeople. The numbers

### QUICKREAD™

- Telemarketing is one of the most misunderstood sales methods in use today.
- A good telemarketer for Radio generates between \$75,000 and \$100,000 in new sales dollars.
- Telemarketing is the ideal prospecting tool.
- Telemarketing covers your market with more than 1600 contacts a month. Compared to the average outside salesperson, that's 1000% more contacts each and every month.
- Are these referrals to outside sales good leads? Absolutely. Nearly one-third turn into orders.

show that telemarketing finds leads for your outside sales department at the rate of .2 percent of all calls placed.

Are these referrals to outside sales good leads? Absolutely. A large percentage of the ones tracked are serious accounts — nearly one-third turn into orders.

Sales departments that have a telemarketing department can expect to see their outside salespeople operating more efficiently. Done properly, a telemarketing department is a profit center that efficiently scans the market for new sales opportunities and promotes the station's community involvement.

One or more of your competitors may already have implemented this marketing strategy ... maybe it's time to reconsider telemarketing as a valuable part of your marketing strategy for the '90s and beyond.

Alan Fendrich is president of Radio Profits Corporation, based in Newport News, VA. He may be reached at 800-643-3206, e-mail alan@radioprofits.com.



by Dave Gifford

## Panning For Gold

### 25 Ways To Improve Your Prospecting

**T**ime out. The days of leaving the responsibility of prospecting to your salespeople are over, for three solid reasons: 1. Veteran salespeople, living off established lists, stopped prospecting long ago; 2. New recruits don't know how to prospect; and 3. If, after repeated rate increases, you've eliminated whole layers of smaller advertisers who can no longer afford your rates, you're now faced with having to come up with a whole new revenue base for your station. Who are you going to trust with responsibility, you or them? You.


From now on, prospecting must become a major responsibility of sales management, period. Here, from a collection of 60 prospecting ideas, is an abridged list to get you started.

1. Vendor promotions. Here is an unending supply of advertisers so focused on moving products, building and rebuilding brands, and reinforcing customer loyalty, that the value of your sales promotion ideas takes precedence over your ratings and cost per point.
2. Arrange a spot trade with a supermarket chain for an End Cap position you can resell to a food broker as part of a major advertising dollar commitment.
3. Provide advertisers in-home sampling opportunities by holding weekly birthday parties in the homes of your "lucky birthday winners."
4. Out-of-demo ad dollars. Three times yearly — Christmas, Mother's Day and Father's Day — your 18-34 formatted station should be in hot pursuit of every 35+ ad dollar in town. Why? Because those events are not about people buying for themselves. Those events are all about people — your younger listeners — buying for the 35+ parents. Conversely, advertisers who cater to the

18-34 market, make a big mistake ignoring those 35+. Why? Because the 35+ crowd, consumers with "multiple purchase needs," are primary customers for a whole lot of 18-34 purchases. People buy for other people, period.

5. Business license registrations. What licenses are required and where do they get them?
6. Sales tax registrations. No business can sell anything without filing for same. Where?
7. Building permits. No business can break ground to start or expand a business without one. Where?
8. Building contractors and construction foremen. Enough said.
9. Commercial real estate firms. They're the very first people to know what businesses are coming to town.
10. Business brokers. Those who trade in sales of businesses only, not real estate.
11. Planning commissions and zoning boards. Besides making recommendations on long-term community growth, they're also privy to pending zoning changes from residential to commercial.
12. Economic Development Council. Which companies is your local EDC attempting to lure to your community and which companies have made inquiries to relocate to same?
13. Convention and Visitors Bureau. They're the first to know what venues have been recently booked (well in advance) for a variety of shows, concerts, conventions and sporting events.
14. Chamber of Commerce. You can increase your contacts by getting on their Retail Trade Committee and by helping out on their annual membership drive.
15. Check with your news department to see if any press releases provide some leads.
16. Attend the biggest and most expensive

fund-raising event in your community and watch the expression of those community leaders who may not have expected you to be in attendance. It's called "personal positioning" and besides contributing to a worthwhile cause, it's also called an "unreimbursed expense" you can write off on your taxes.

17. Since some of your listeners need jobs or are considering a major career change, why leave a profit center like recruitment advertising to the newspapers only.
18. Micro-film leads from year-old newspapers. Collect six months in advance, update monthly and you'll intercept monies that, otherwise, will go forever to the newspaper.
19. Publish a quarterly "Sale Finder" or "Bargain Finder" newspaper tabloid. Guarantee more homes than the local newspaper reaches, sell newspaper advertisers space within same and you can go after every last newspaper ad dollar in town.
20. Get into direct mail business. Sell coupons (for discount offers) to all those businesses in your market that live off selling to other businesses.
21. Buy a TRAVELHOST magazine franchise and you're eligible for every tourist ad dollar in the market.
22. Lease a cable TV channel and you can sell the graphic inserts to the same crowd.
23. Printers and copy shops. Who's buying all those business cards, letterheads, envelopes, note pads, brochures, catalogues and assorted direct mail pieces, etc.?
24. Sponsor a "how to attract new customers" seminar for local advertisers.
25. Build the best point-of-purchase merchandise program in the market ... and they (advertisers) will come. 

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





by Cliff Berkowitz

# TV & Other Media

## When to Promote Outside Your Station

**D**o you promote your Radio station on other media, in other words, outside the station? If so, why? Because if you can't quickly, precisely and succinctly answer, you probably shouldn't do it (whatever "it" is). Doing "what is done" is not a good enough answer. It is also the most common reason people do things, although no individual would admit it. This is evident by the vast majority of TV ads, billboards, busboards, and print ads that come out every ratings sweep.

With all this said, I am a big believer in outside-the-station advertising. After all it's one of the only ways to communicate to new potential listeners who don't currently come with your station. However, if I may quote a former infamous president, "Let me make this perfectly clear ..." It doesn't work if you don't have a specific message to communicate. Advertising just to get your logo and slug line out there is nothing but an ego stroke and a waste of your promotion budget. If I see another print or TV ad that says "K-Blah Blah Blah Plays The Best Variety Of Your Favorite hits..." or "W-Blah Blah Blah Plays More Music And Less Talk," I'll scream!

### What Works

Now that I've told you what doesn't work, let me tell you what does. Effective outside-the-station advertising must have a specific goal and be simple in its message. Generic lines like, "We play the most music" fall on deaf ears. With every station claiming the same thing, it's the classic case of the boy who cried wolf. TV and print can be very effective in supporting a specific campaign, promotion, or event. For example, if your


station is giving away a car (hopefully in some creative manner) your ad should promote the qualities of the car and exactly how to win it from your station. For example, "Station X has a brand new Porsche ready to park in your garage and enough cash to pay your speeding tickets for the next five years. Be listening tomorrow morning at 7:30 when we tell you precisely how to get it ... for free from Station X." Or "This weekend, station X will play all Gregorian Chants with a Disco beat ... because you wanted it. That's all weekend ... only on Station X." TV and print are also a good way to introduce changes in your station. "Hi, I'm Chuck Roast, the new morning host for Station X. I'm a little nervous because next Thursday is my first day on the air and the heat is on. If they don't get the ratings they expect of me, I'm dead meat. Please listen on Thursday morning as I do my show hanging upside down, naked, from a meat hook. I'm desperate. That's this Thursday morning on Station X." I think you get the point. Print and TV are excellent at supporting specific events, campaigns, and changes at your Radio station. They are a superb method for getting non-listeners to tune in or be curious to hear what your station is all about — that is if you give them a reason.

Billboards and busboards are even trickier to use effectively. They must be very simple and easy to read. If you can't get your message across in one second of viewing, forget it. For established stations, they are good for reinforcing an image. But only if that image is precisely communicated graphically by means of graphic design and maybe a one- or two-word message. Words can be effective, but only if you use them sparsely. "Station

### QUICKREAD™

- **The most common reason for doing outside-the-station advertising is because that is "what is done," and that's not a good enough reason.**
- **Effective outside-the-station advertising must have a specific goal and be simple in its message to be effective.**
- **Print and TV are excellent at supporting specific events, campaigns, and changes at your Radio station.**
- **For established stations, billboards and busboards are good for reinforcing an image. For a new station (or format change) they can be used to build curiosity.**

X ... It's Loud!" or "Station X ... Relax." "Station X = Cash." If you can get away with a picture rather than a word, it's even better. For a new station (or a format change) billboards and busboards can be used to build curiosity; they are an excellent tease medium. For example, you could put up pieces of the logo (without revealing the call letters) that are partially finished, and just say, "Coming Soon," or just the words, "It's Coming Next Month." Or with a snipe you can change regularly, "It will be here in 5 days," "It will be here in 4 days" ... and finally "It's Here" with the full color logo and frequency.

All forms of outside-the-station advertising work. But they are only effective when you advertise with a specific goal and purpose. If this advice sounds familiar, it should. It's much the same advice your own sales department gives your clients when selling them ads. And who can argue with themselves?  Cliff Berkowitz is president/co-GM of Lost Coast Communications' KHUM-FM Humboldt County, CA. He may be reached at 706-786-5104.



by Bob Keith

# In Pursuit of Profits

## Is A Vendor Program Right for You?

For every station that succeeds at vendor, two fail. Failure can result in a chain reaction of frustration, discontent, and anxiety. And that's just the reps, not to mention the clients! Vendor claims its victims twice as often as it claims its victors. I think the difference between the two is motivation.

I have met managers who think vendor is a cure for poor ratings, weak local billing, or a low average unit rate. It can be but that shouldn't be their primary motivation. Other stations enter into vendor as if they were in a prearranged marriage — doing it out of a sense of obligation, thinking and hearing that vendor is where the market is headed. It is, but that's not the proper motivation either. Still others hear the siren song of a fortune in new business ripe for the picking and figure that vendor is low-hanging fruit.

These stations will all fail. Vendor isn't easy money and it is not a quick fix for tired revenue. The only pure motivation for doing vendor is the pursuit of profit. Gordon Gecko (from the movie *Wall Street*) said it best when he said, "Greed is good." Vendor is profitable revenue for greedy managers who are getting a lot and want more. So prior to your pursuit of the golden fleece, you

might want to ask the question — is vendor right for me?

The answer is no if you are entering into it for any other reason than the pursuit of profit. You should commit resources to vendor only after you've captured your fair share of the market's available Radio revenue. You have to defend your borders before you try to widen them.

If your sales department does not claim its share of local agency and retail, don't divert resources to vendor. One: The emphasis in your sales department will revolve around the pursuit of traditional budgets, not vendor. Two: Vendor is harder to sell than retail. Much harder. Three: If you can't get reps to sell retail, they won't sell vendor.

Vendor sounds attractive to most stations. Ten to 20 percent of your revenue should come from it. The question is: should you be selling it? If you can't answer yes to the following questions, you may want to reconsider before diverting time and money to a losing effort.

Question: Are sales managers at your station experienced at selling vendor? Sales reps will do as you do, not as you say. You can always hire a vendor director but leadership begins at the top. Are managers prepared to go out on vendor calls to learn?

Question: Does at least 20 percent of your billing come from local direct? Vendor requires more salesmanship than retail. If your reps don't sell retail, they won't sell vendor.

Question: Do you pay reps on the profitability of a sale? Vendor should command a 25 percent sales commission when sold at 150 percent of your AUR (vendor grid card). You have a choice


### QUICKREAD™

- The only pure motivation for doing vendor is the pursuit of profit.
- You should commit resources to vendor only after you've captured your fair share of the market's available Radio revenue.
- Vendor will make a first-rate sales department look better, but it will make a second-rate one look worse.

between using the carrot or the stick to motivate reps to sell vendor. Carrots are more nutritious.

Question: Have you budgeted for sales training and other vendor resources. Doing it on your own is like driving at night with your lights off — you have no idea where you are or where you are going. It takes money to make money. In vendor the learning curve is long and hard. Save yourself time and aggravation by hiring an expert.

Question: Can you dedicate the necessary resources to the effort? Separate stationery, business cards and phone lines are a must. Ordering trade journals, training resources, and investing in the cost of sale is standard practice if you are going to succeed.

Vendor is not for everyone. It will cause more harm than good if not done properly and it can wreak havoc on an over-burdened sales department. Vendor won't survive the crisis and immediacy of an under-performing department. It will make a first-rate department look better, but it will make a second-rate one look worse. 

Bob Keith is president of Keith Vendor Concepts, a sales and marketing firm specializing in new business development. He may be reached at 415-922-7275.

COMPLETE YOUR  
**RADIO  
INK  
LIBRARY**



RADIO INK Back issues are now available!  
To order an issue or to get the current  
list of back issues faxed to you call:  
**1-800-610-5771**





by William P. Suffa

## Can't We All Get Along? A Challenge to the FCC and the Industry

As some of you may know, the FCC recently combined the regulatory staffs that deal with AM and FM application processing. The "new" organization largely merges the AM staff into the FM management structure. In addition to this reorganization, the agency lost many talented and experienced personnel through retirement.

There are probably a number of you who believe that the federal work force is bloated, and that such cutbacks are necessary. I believe, though, that the industry will suffer as a result of this reorganization, unless the FCC and the industry work together to improve the regulatory process.

I see the opportunity for a win-win situation: reasonable regulation, done cooperatively, is much more effective than the heavy-handed fist of "Radio cops." Clearly, power trips by either side are inappropriate: broadcasters must understand the need for regulation that meets the common good, and regulators must understand the need for effective regulation without being overly burden-

some. FCC staff dismissal of applications that cover novel situations are inappropriate, as are letters that merely state that the Commission staff disagrees with the technical showing (without giving rationale). Unfortunately, "business as usual" at the FCC means taking an adversary stance, rather than recognizing the value of partnerships.

The object of my concern is cooperation; that is, partnership between the industry and the Commission's staff to improve both the regulations and the policies developed to implement those regulations so that both the industry and the regulators are served. Note that I did not say "The Public," because it has been my belief the the public has not been served for some time by the big-stick approach to regulation by the FCC.

Partnership, in the business sense, is working together to collectively gain a competitive advantage. Within broadcast stations and groups, this means focusing the staff toward a common goal. Between broadcasters and regulators, it means working together to assure that the common

### QUICKREAD™

- I believe the industry will suffer as a result of the recent combining of the regulatory staffs that deal with AM and FM application processing unless the FCC and the industry work together to improve the regulatory process.
- Until the recent reorganization, the personnel in the AM branch of the FCC understood the necessity for judgment and partnership with the industry.
- I challenge the FCC and the industry to work together: let's identify the regulatory problems, work to solve them, and adopt open and fair policies under which the industry can grow, advance, and prosper. Unless we do, new entrants and competitors will eat our lunch.

goal is served. Since 1934, the common goal has been the "Public Interest." The Commission staff and the industry should work together to define what the public interest is. In my opinion, forcing the industry to play guessing games about this week's policy is not public interest.

24 ▶

## RBDS . . .

. . . is the U.S. standard for radio data transmission. It's based on the proven European RDS system, in use overseas for more than 10 years.

RBDS "smart radios," now available, can seek specific formats, display call letters, song titles, promo or advertising messages, and provide important travel and emergency information.



### Inovonics, Inc.

1305 Fair Ave. • Santa Cruz, CA 95060 • 1(800)733-0552

Today's RBDS is a fully compatible system. It will co-exist with proposed "high speed" data channels now being developed for specific applications.

Inovonics' stand-alone RBDS encoder does not require a host computer or programming expertise. It simply lets you implement RBDS at your station for under \$1000.



MODEL 710 RBDS ENCODER - \$995

Circle Reader Service #114



by John Lund

## Ratings Insurance for the New Year 1996 Programming Prep Begins Today

**W**hat should program managers be doing now to prepare their station for 1996?

### State of the Station

- Create a "State of the Station®" Report documenting what occurred at the station and at the competition during 1995, and especially during rating periods. Rating surges are often the result of advertising and contesting. Contact ad agencies and TV stations to obtain competitive expenditures during survey months. All elements of programming, promotions, talent, music, advertising, commercial practices, community involvement, should be examined.
- Complete a Competitive Diagnostic: What are they doing over there in terms of promotion, advertising, technical, personalities, commercial stop-sets, music, and programming? What has changed that might impact ratings or positioning? Know what the competition does and when they do it; be able to counter-program their every move when necessary.

### Research the Audience

- Examine the P1's needs. What do the station's heavy users want from program-

ming. Is it being delivered? Develop ways to survey contest winners and those in listener databases.

- Research listeners thoroughly. Schedule "Radio Marketing Ascertainment®" perceptual and "Music Manager®" library research to discover market vulnerabilities, and fine-tune the programming.

### Create 1996's Strategy

- Know management goals. Confer with manager/owner about direction of the station, revenue goals, duopolies planned, and demographic targets to aid the 1996 strategic plan.
- Create a marketing budget for TV, outdoor, direct mail, telemarketing, etc. Know what you're going to spend in each medium and place media orders now to save money and get the best placement.
- Meet with each department head and discuss goals for programming as they affect the other departments.

### Build Programming & Promotion

- Resolve to rewrite and re-record overexposed or dated liners and sweepers and keep them fresh and updated twice a week.
- Create on-air events for every month and weekend. The sales department may

### QUICKREAD™

- Create a "State of the Station" Report documenting what occurred at the station and at the competition during 1995.
- Contact ad agencies and TV stations to attain competitive expenditures during survey months.
- Plan special programming that's supercuming around key holidays, local events, and weekends, when listeners will listen to Radio longer.
- Make money with the station's Web site selling participation to clients.

need time to attain desired prizes. Award prizes listeners want.

- Plan special programming that's supercuming around key holidays, local events, and weekends, when listeners will listen to Radio longer.
- Meet with the morning show to develop long-range strategy regarding features, community events, advertising, and areas of opportunities.
- The morning show is the cornerstone of most stations. Establish a three-step approach for planning/improving execution:  
Step 1: The post-mortem occurs at a

24 ►

## "Internet @ Night"

### Interactive Multi-Media Geek Radio with Tony Reynolds

BRING CYBERSPACE TO YOUR LISTENERS!  
Sunday Evenings 10:00 p.m. - 1:00 a.m., ET.

THIS UNIQUE PROGRAM WAS ABLE TO TRIPLE AUDIENCE SHARE AND AQH IN DALLAS, IN JUST ONE BOOK! NOW USA RADIO NETWORK IS BRINGING IT TO YOU!

LISTEN TO THIS PROGRAM ON:  
SATCOM C5, Transponder 15 or Spacenet III, Transponder 7H  
THEN FOR MORE DETAILS AND MARKET EXCLUSIVITY  
CALL AFFILIATE SERVICES AT 1-800-829-8111.

E-MAIL  
FTP  
USENET





# What traditional programming elements do you think listeners are tired of hearing?



**Tracy Johnson**  
**KFMB-AM/FM**  
**San Diego, CA**

Most of them. Especially anything that smacks of hype. Listeners are fed up with stations that proclaim their greatness. They choose a Radio station to fit a "mood," not because you play more continuous music than the other guy. Every element on your station should be designed to enhance that desired mood ... as defined by the listener. When you consider your station from the outside looking in, you will find a lot of elements that don't make sense to the listener.

Most positioning statements are irrelevant, or at least not memorable. Same with the idea of designing your clocks to be sure that you are out of stop sets before your competition, sweeping quarter hours with music, playing a power category at the top of the hour, etc. The list of worn out programming elements is extensive and varies from station to station and market to market. The key question is, "How is my station perceived by the listener?"



**Steve Young**  
**KISW-FM**  
**Seattle, WA**

Album Rock has traditionally been thought of as heavily rooted in elements like sports. We have found that this view is overblown nowadays. So we have curtailed our coverage of sports choosing just to report final scores and major trades. Our listeners have also tired of the every-10-minute-reference to the same jams on the floating bridges. We have asked our traffic reporting service to note the "unusual" traffic problems and most important, to report when there are no blocking problems.

Listeners are not as interested in artist interviews as they were in the past. With the most popular artists, our listeners have asked us to focus on one or two questions and get in and out of it quickly. This has affected our attitude toward long-form syndication.

The pendulum also appears to be swinging away from nostalgia. KISW listeners have expressed a greater interest in being kept up to date with music today, so we have curtailed some of our "flashback" programming.



**Carl Widing**  
**KINK-FM**  
**Portland, OR**

Music. Think about it. Everyone has a least favorite artist that will stand out like a sore thumb. "Why do you play \_\_\_\_\_ so much?" "If I hear \_\_\_\_\_ one more time I will scream." Repetition by style can also offend: "Why can't you guys play more/less Jazz, Top 40, singer-songwriters, ethnic, local ..."

Commercials. Without them we all would need to find other ways to make a living. These essential elements seem to score high on the listener dissatisfaction list. A successful advertising campaign needs two things: a unique creative and repetition, both of which run the risk of offending, especially when yelling.

Technology. Years ago there was a problem with sticking or skipping records. The compact disc has solved many of the audio problems so that most complaints are restricted to the inherent shadow problems every signal must face.

**IF YOU WOULD LIKE TO RESPOND TO A PD Forum question, call Shawn Deena at 407-655-8778.**

## **DIR** **DIRECTIONS IN RADIO**

**A Full Service Broadcast Research Firm**

- Quality Research/Affordable Cost
- Strategic/Perceptual Market Studies
- Auditorium Music Tests
- Format Search
- Call Out Music Research

**DIR** has years of continued successes with Major Broadcasting Groups.

**Call Mike Shepard, President**  
**David Phife, Director/Research**

**800-676-5883**

## ENGINEERING

◀ 21

From the engineering standpoint, the Commission's inability to articulate its goals and requirements is burdensome. Engineers working for broadcasters are expected to find creative solutions to help the broadcaster meet his needs. This is particularly true in the AM service, where engineering judgment is involved.

Until the recent reorganization, the personnel in the AM branch of the FCC understood the necessity for judgment and partnership with the industry. While the FM branch adopted "hard luck" policies, which specified that applications be dismissed for even minor clerical errors, the AM branch would call the applicant (or his representatives) and indicate where the application was deficient. This allowed the applicant to satisfy the objection in a much shorter period of time than the hard luck policies. The answer may have been "no," but the applicant generally felt that he or she had a fair opportunity to explain the proposal to the staff.

Some of my friends in the Commission bemoan the falling stature of engineers in the regulatory process. They are right: the policy makers and line staff are now made up of lawyers, economists, and analysts who understand little about the considerations or technical tradeoffs that are made (particularly within the AM service, where signals and interference are affected by seasons, weather, and other stations thousands of miles away).

Some of these policy makers in the Commission take the posture that "the applicant should know better" when requesting a technical facility modification. And too, I have heard more than one complain that industry professionals "push the limits" contained in the FCC rules (although, that's just what the client broadcaster expects). This does not, however, justify the Commission's adoption of arbitrary and secret policies that are not fully explained in public notices or correspondence. After all, like the FCC, engineers, lawyers, and applicants are not infallible.

A good analogy would be your commuting route to work. Traffic is jammed one day, and you take a short-cut on public streets through a neighborhood.

There is no law against such travel. A police officer stops you, and orders your car impounded, because it is the police department's policy that driving through a neighborhood is verboten. Never mind the extenuating circumstances of traffic, never mind that he could have issued a warning (or even a ticket), never mind that the car cost you \$25,000. You violated the policy (not the law), and that is that. You lose (money/time/vehicle), the officer loses (respect/time), and the community loses.

We have already seen the effects of the FCC's reorganization. I recently saw a letter from the FCC to a client that disagreed with a ground conductivity analysis on the AM proof of performance. The letter contained no indication of the problem, other than "check the conductivities ... and cure the deficiency in 20 days." Since conductivity analysis is a judgment call of the engineers involved, the Commission should, at a minimum, discuss what it believes the problem to be. Instead, the client and his representative must spend a lot of time, using a trial-and-error approach, to discover the source of the FCC's angst.

Litigating and appealing staff decisions takes time and costs money for applicants. The process of regulation followed in the past for FM stations extracted severe costs. Since AM stations tend to be less profitable than FM stations, such an approach to "regulatory reform" could be devastating. If the result of the FCC reorganization is to have the staff put up new hurdles, only to have the industry knock them down through appeals and litigation, it will cost the industry a lot of money, and result in further degradation of the AM service.

I want to issue a challenge to the FCC and industry. I challenge us all to work together: let's identify the regulatory problems, work to solve them, and adopt open and fair policies under which the industry can grow, advance, and prosper. Let us move from burdensome regulations to foster the same kind of competitive environment that applies in other services and industries. I'm afraid that unless we do (and that means regulators and industry alike), new entrants and competitors will eat our lunch.

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

## PROGRAMMING

◀ 22

set time every day with the PD (a non-member of the show) to offer feedback and critique.

Step 2: What's hot? Plan what will happen the next day, including benchmarks, telephone interactives, compelling comedy, and stunts.

Step 3: Produce the bits, phone calls and interviews for the next day, and recycle promos to run the next 20 hours.

- Plan new ways to increase time spent listening (researched music, music quantity, on-air and stealth marketing).

- Know what's new for your target demo. What's the hot car? What will be the big movies and TV shows that everyone will talk about? What's the electronic item that everyone wanted for Christmas? Who will be the hottest stars in 1996 — in movies, TV, music? Plan contesting and "big event talk" accordingly, and offer prizes that capture the imagination of your younger-thinking audience.

- Commit to air staff improvement. Hold programming staff seminars that re-state station goals, build consensus, stimulate creativity, and improve performance, led by an "outside" individual like the station's consultant.

- Create new marketing paths. Get on the Web, professionally design the best looking, most enticing home page in Radio, and update it daily. Do what most stations can't, make money with the Web site selling participation to clients, and make it a "must-see-daily" for every computer-connected person in the cume.

- Push the boundaries of the format — musically, formatically, and promotionally. Utilize research and consultants to answer formatic questions. For example, in Country, playing new songs from new Country artists versus new songs from familiar artists. In News/Talk, topics, production & pacing to satisfy younger demos. In Rock, determining the right mix of currents, alternative, recurrenents, & classics.

The most important opinion about your station's programming comes from listeners. Ascertain what they want from your station.

*John Lund is president of The Lund Consultants to Broadcast Management and Lund Media Research, in San Francisco. He may be reached at 415-692-7777.*



# ONE OF THE HIGHWAYS WE COVER ISN'T EVEN ON THE MAP.

METRO NETWORKS IS NOW ON THE INFORMATION SUPERHIGHWAY!  
Our home on the World Wide Web is only a mouse-click away. Just point your browser to <http://www.metronetworks.com/>

## SURF THE AIR WAVES

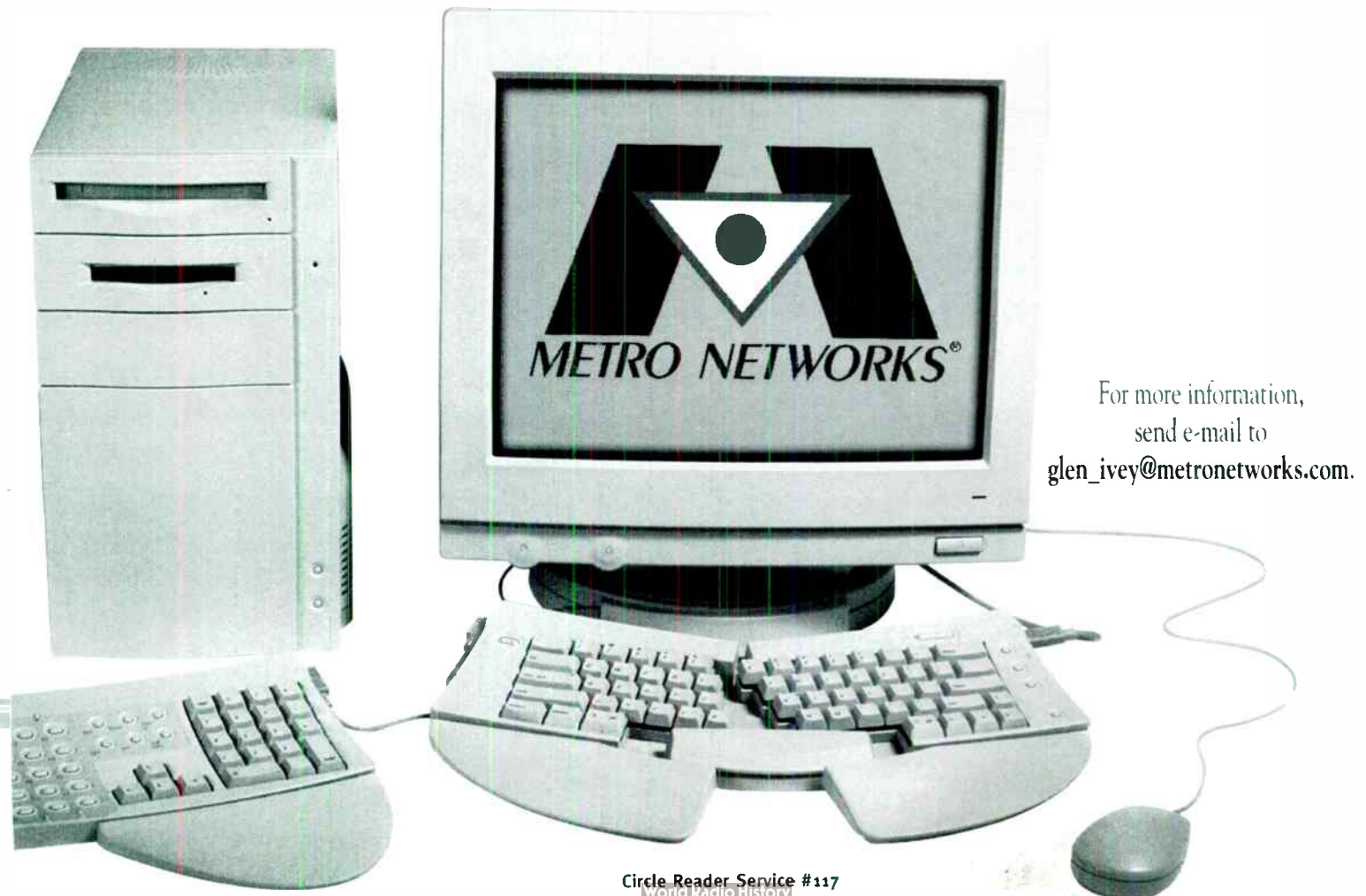
Of course we're partial, but we think Metro Networks radio and television affiliates have some of the hottest sites on the Net. We've got more than 1000 stations on our traffic and information network and you'll find links to many of those here on our Metro Networks Home Page.

PLUS, you can tap into on-line information on Metro's other services, including

- Metro News
- Metro Sports
- Metro WeatherBank
- Road Watch America
- 1-800-DRIVERS
- RWA Direct

## ADDITIONALLY,

- Metro Job Openings - find out about employment opportunities at Metro Networks
  - Corporate E-mail Guide - e-mail addresses of Metro Officers
  - Guest Book - sign our guest book
  - Website Feedback - tell us what you think
- And much more coming soon...



For more information,  
send e-mail to  
[glen\\_ivey@metronetworks.com](mailto:glen_ivey@metronetworks.com).



**INTERVIEW**



# WOR NETWORK

**WOR NETWORK** began as a Talk network in February 1992 with the personal finance couple — Ken & Daria Dolan — as its first personalities. Gene Burns (who has since left) came on next followed by psychologist Dr. Joy Browne who started nights before moving to her current morning slot. Three years later the network has expanded to include a variety of personalities and shows and more than 300 affiliates in the United States, Canada and Puerto Rico.

The network boasts a full daily lineup as well as programming on the weekend, features and some short-form programming. GM Rich Wood tells how the network got started, whether or not other Radio stations with strong on-air personalities should go into the syndication business, and the network's future plans.



**RICH WOOD, GM  
WOR NETWORK**

**INK: Rich, how did you end up at the WOR Radio Network?**

**WOOD:** I left ABC as director of station relations. I promised myself a two-month vacation. I decided I wouldn't even attempt to look for work. Then something told me to send Bob Bruno a résumé. To this day, I don't know why. Bob called me a day later and said, do you know what we're thinking of doing. I said, no, but now that you respond this way, I have an idea, so we talked. They had decided that ... well, the Dolans were thinking of doing a network on their own. At that point, that sort of thing, generally, didn't work without the support of a Radio station or an existing network. So, WOR suggested to let the station build a network around the Dolans. And at that point they needed somebody to build it.

**INK: The thought was that the Dolans were going to syndicate?**

**WOOD:** Yes.

**INK: So what happened then?**

**WOOD:** Well, the Dolans were at the Radio station and decided that they were going to go ahead and do it on their own and the station said, no, why do that when we can do it with you, so it progressed. In February of '91, which would make us almost four years old, we started building the format of it, getting the satellite arrangements made; then in February of '92, we actually went on the air with just the Dolans at two hours a day. As things progressed, we realized that as a single program network we were going to be behind the eightball because we were just not going to have that much clout in the advertising market to get network buys. Gene Burns was here and he was pretty

hot, so we decided to add him to the schedule. Shortly after that, I had been talking with Dr. Joy Browne, and we brought her over. So within about six months of our start, we had three shows for about nine hours a day. Now, we are up to 23 hours a day.

**INK: Do you recommend that other Radio stations with strong on-air personalities go into the syndication business like you did?**

**WOOD:** No.

**INK: Why do you say that other than for competitive reasons?**

**WOOD:** The response that I normally give, and I get about five or six calls a week, actually about five or six calls a day, from people wanting to syndicate, is I tell them to haul out their barbecue grill, fill it with money, buy a steak, and light the money. The end result will be the same with only one exception; that you will have a great meal. There is so much stuff out there now that the market is flooded, and unless you are a full network, or a company with all sorts of other products, it is very, very difficult to be taken seriously in an agency. In the pecking order of network advertising, you don't exist.

**INK: Well, you certainly proved that to be different, though. You started out as an independent Radio station that syndicated some of your talent and succeeded. You have how many affiliates now?**

**WOOD:** We have 311 affiliates. We were, until Gene Burns left, the fastest growing network in the industry. And we'd still be growing at that rate, but obviously we had to

28 ►

◀ **WOR Network personalities (l-r): Jay Severin, Dr. Joy Browne, Ken and Daria Dolan.**

## INTERVIEW

◀ 27

replace the stations that dropped when Gene left. So we let go of the fastest growing status for a while.

**INK: Why did Gene leave?**

**WOOD:** It was a disagreement with the company and he just left one day. I'm not sure that there is really much more to it than that.

**INK: Let's talk about the individual talent. You have some talent that has been on in the New York market for a long, long time. Start out with the Dolans. What is their history? What are they doing on your network?**

**WOOD:** The Dolans had been on WOR for about six or seven years. What we do with the Dolans is offer them as 100 percent counterprogramming. Anyone who puts a political show up against Rush Limbaugh, I think is crazy, because it is just not going to work. The tact that we have taken is to put up something that is easy to sell. You know, no advertiser says, "Don't put me in the Dolans." Whereas in controversial programming, a lot of advertisers just don't want to be in it and that list is growing. So, what we said is that the Dolans are niche programming. They deal in money issues but more in consumer affairs. They will talk about virtually anything having to do with money, so it opens up all kinds of advertising possibilities for somebody who knows that no matter what they do up against Limbaugh, they are not going to get huge numbers, but they are going to get the vast majority of the population that isn't listening to Limbaugh. Of course, they may also be listening to music or something else. With Limbaugh, let's say he's got 94 to 95 percent of the population listening, which means a lot of people are not, so that makes a huge potential audience for us by doing something completely different. We do the Dolans for that reason. It is very advertiser-friendly.

**INK: I would think there is also a lot of other benefit because the Dolans are on national television. You see them frequently in national magazines, like *Money Magazine*, and other things, so ...**

**WOOD:** They are instantly recognizable. As of last week, they began doing a feature for *CBS This Morning*, so it is an-

other exposure that is really compatible with all of this.

**INK: Next in the lineup you have Joy Browne. Tell us about her show and her background.**

**WOOD:** Joy is a psychologist. She was a practicing psychologist, I think, in Boston many years ago. She then got on the air at WITS, which is the old WMEX, and just progressed from there. She went from there to, I believe, WABC, to KGO, KCBS and was on the ABC Talk Radio Network, then I brought her over here. She is the longest running psychologist on network Radio. She has been on the air for, I think, almost 15 years.



L-r: Marc LoPonte, affiliate relations; Dr. Joy Browne; and Rich Wood.

**INK: There are a lot of pop psychologists on the Radio. Obviously, it is popular. *Frazier*, the television show, even mirrors that image. What makes Joy different?**

**WOOD:** Friendly, funny, hip, just the character of Joy. She is not judgmental. Nobody gets ridiculed. She is genuinely interested in helping people. Particularly now, where the argument is being made that there is too much politics on the Radio, her show is just what's needed. Talk Radio is so political that it is beginning to burn. That is why we are seeing such an increase in stations picking up Joy. If there is anything you can say about WOR Radio Network, it is that we don't do hate, so it is an alternative to sitting there yelling and screaming at people.

**INK: Do you, in your on-air breaks, refer to it as being the WOR Radio Network?**

**WOOD:** No. That is one thing that we have never done. That is old-time network kind of stuff. The amalgamated broadcasting system, who cares. The

object of the network is to provide programming that can sound as local as possible. I always get a kick out of networks who say, "You can localize the programming, but we begin and end by suggesting this is the amalgamated broadcasting system," which simply says it ain't from here. So, we started saying, "Look, we will not identify ourselves." The key here is that the programming is what is important. Nobody cares where it comes from. We want to make it local. All the talent will do liners, promos and all sorts of things. We have stations that, unless a caller calls and identifies where they are calling from, you have no way of knowing that it is not in your town. Never intentionally, on the network, has the name of the network been aired.

**INK: What about Jay Severin?**

**WOOD:** Jay was a fill-in host. We used to use him occasionally to fill in for Gene Burns. He is, for lack of a better term, a high-powered political consultant. He is probably second to Roger Ails in notoriety in the political consulting world. He had a young approach. We refer to him as the "Rock 'n' Roll Republican," because he is into the blues. He used to be a radical. He was personal friends with, who were the Chicago Seven, Jerry Rubin and those folks. He actually ran with these people.

Then, apparently, he saw the light and became a conservative. He went even further and became a libertarian. We thought he sounded good on the air. He is a great wordsmith. When he gets into a philosophical issue, he can almost bring you to tears. There was a little bit of Gene Shepard in there, where he could actually make you see these things. We tried him and had him fill in on a fairly regular basis when Gene Burns had his operation. Gene was out for about six weeks or so, so we had Jay doing most of the fill-in and got some great response from it. The stations liked him. We liked him. He sounded younger and had a different spin on a lot of stuff. We spent easily three or more months just canvassing the country trying to find people to replace Gene. There was no rush. We simply just wanted to find the best person we could find. There was such a dearth of talent out there that weren't Rush wannabes, that we settled on Jay. He was in-house. He sounded

29 ▶



good and the stations loved him. We lost, surprisingly few stations when Gene left. The ones we did lose were the ones that wanted Gene and only Gene.

**INK: You said you have programming throughout the day. Who else do you have other than these three hosts?**

**WOOD:** It is a combination of the live shows of these three hosts and re-feeds of those shows.

**INK: You also have some interesting weekend programming.**

**WOOD:** Yes. The Radio station is an advice and information station. So, what we do, particularly on the weekends, is have lots and lots of niche programming. We have Arthur Frommer, who is the guy who wrote "Europe on Five Dollars A Day." He knows everything about travel. If he doesn't know where a place is, it doesn't exist. We took him, as a non-Radio person. One of the things we like to do is take experts and make them into Radio people. The nice part of it is that they sound like real human beings. They don't sound like announcers. Arthur will just sit there and get wrapped up in talking about wherever. Even if you don't travel, you can kind of vicariously live through his show.

We've got Warren Eckstein, who is sort of the pet behaviorist to the stars, with a pet show. Warren does kind of a really off-the-wall pet show. He is a behaviorist, so you don't get that the dogs should have shots. It is more like how you prevent the dog from training you. Again, it doesn't sound like a polished Radio show. It sounds like a human being on the Radio. It is all very intimate. Then, *OnLine Today* is a computer show that takes a former rock jock and puts him on doing computer stuff, so it sort of sounds like a morning show that deals with computers. It is geek-free. The idea is that you don't have to be an expert to listen to the show itself, even if you've never touched a computer, it can be fun. It is going to be like, my client has got such and such a thing, and I want to be able to have them use mine, what can I do? The computer show is wonderful to just listen to if you are a computer novice, or somebody that is just interested. There is computer news as well.

**INK: I understand that you are quite the computer literate individual.**

**WOOD:** Oh, I am a computer geek.

**INK: WOR has a home page, right?**

**WOOD:** Yes. The address is <http://www.commspec.com/wor.htm>, and that is a short one. That is one of the shortest ones there are. I run a Web server that has a couple of other clients on it in addition to WOR. It is a perfect extension of what we do. I mean, we are interactive Talk so it is perfect to have our listeners communicate with us back and forth by e-mail. It is a fairly involved page. Each of our personalities has a page on it. In most cases, the personalities have their own e-mail ad-



Daria and Ken Dolan

resses. Surprisingly, we are finding that the talent is getting interested in it enough that they answer all of their e-mail. We have got a disclaimer in there that says that we get so much mail please don't expect a response. Then everybody who is participating in it says that they just love answering the mail, so they all do it.

**INK: All of these shows sound like they are very sales friendly, that they are advertiser friendly, and create a real nice advertising environment locally.**

**WOOD:** That is our intent. The entire network is intended to be sales friendly. If you can't be ... I mean, we will not do programming that turns advertisers off. Frankly, we make a lot of money.

**INK: You also mentioned to me that you had a philosophy about not providing morning show services. Tell me about that.**

**WOOD:** It is that old Groucho Marx thing. I wouldn't join a club that would have me as a member. I don't want an affiliate to


give up the most valuable inventory of their day for a non-local show. This is strange coming from a network person but, if you take the TV model as an example, the most important thing to a television network for its prime time is the local newscast that precedes it. It is very rare to have a successful prime time, or be number one in prime time in a particular market, unless the local news is dominant. So, as a TV network, you always look for whoever dominates local news. I think that carries through locally with a morning show. There is just too much money to be made and too much potential and it is just too important. I can't, as a network, give them morning drive traffic, there is no way. If you are in a city like New York, Chicago, or Atlanta, the traffic jams are an important part of any commuter's day. So I can virtually guarantee that you are not going to get much out of the morning. Even Imus and Stern in New York are very heavy traffic and that sort of thing.

**INK: What else are you working on?**

**WOOD:** We are working on a 24-hour news service that will carry the same philosophy of not identifying the network but localizing into a news service. There are a lot of stations out there who are looking for something that isn't really branded as national, even though

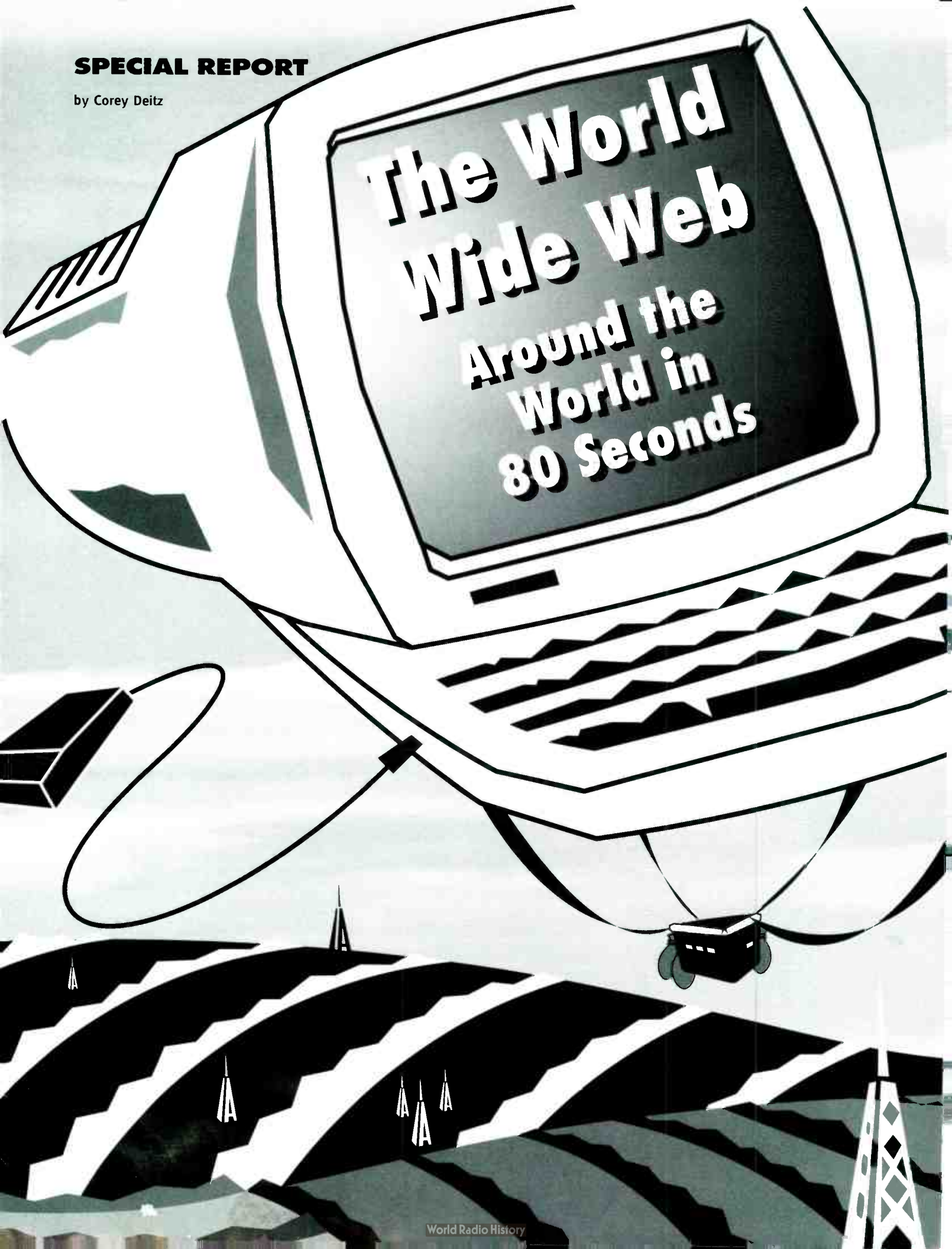
the material is likely to be national and international. The whole idea of the amalgamated broadcasting system says, again, it ain't here. What we are proposing is the addition of customized intros and things. It is still in the developmental stage. The response that we got from stations that we polled, indicated there are enough of them out there who would like something like that for us to proceed with it.

**INK: Any final thoughts?**

**WOOD:** It's a fun business. My guess is, over the next year or so, we will see some consolidation. We will see some of the smaller one-show networks either folding or selling their product to somebody else. Basically, I think it is going to be very healthy. We have had a very healthy three ... three of our four years have been very good to us. We were profitable a year ahead of our projections. All that has done is make us project even higher, so I am pleased. 

**SPECIAL REPORT**

by Corey Deitz



**The World  
Wide Web**  
Around the  
World in  
80 Seconds



## WEB PAGES: HOW MUCH AND HOW?

Just a couple of years ago, scattered references were thrown around and for the most part left undigested. Maybe an engineer would occasionally mention to another engineer some information or a file he had grabbed off the Internet. Then, suddenly, it began creeping into our daily conversations.

The European Laboratory for Particle Physics introduced a new, friendly hypertext tool called a "Browser" that allowed Internet travelers to simply point and click their way around the world from one "Site" to another. What an amazing revolution. Suddenly, all the information ever put online — around the globe — had been thrust into the palms of teenage hackers, businessmen, housewives, students, corporate heads and anyone else who had access to an Internet account.

Words like "Web," "Net," "Home Page" and other new syllabic entities have begun to invade our consciousness. It's the World Wide Web (WWW) and it's exploding and growing like a malevolent virus. The Web is so voracious in its appetite to expand and intertwine within itself, that those few individuals or groups who have nominated themselves in the attempt to catalog the resources readily admit it's near impossible.

The reason? Almost anyone, with a couple of hours of study, can easily master enough knowledge of HTML (Hypertext Markup Language) to create a home page and a Web site. Actually, with the many free "creation" tools available on the Net, even the act of creating these special browser-readable files has become a simple act of point, click and type. The Web has become everyman's personal publication firm. Up until a year ago, the second hardest thing to obtaining a Web site was finding an Internet provider that would allow you some space on its computer server to place your files, along with a home page address. Even this has changed dramatically with the introduction of Prodigy and America Online's personal Web pages for users. It's easy and it's affordable.

Why have many Radio stations already embraced this new outlet for communication? Promotion comes to mind foremost. But, there's something else about the Web that proves to be so attractive: image positioning.

At a Web site, you can display pictures, offer information and provide sound. This in itself, must surely tingle the lobes of any forward-thinking Radio professional. At face value, think of a Web site as "reverse targeting." Your home page is an open invitation to folks who already like or at least are aware of your station. This brings them to you. They make the decision to give you a forum — and not for your primary product, which of course is your programming. Reverse Targeting allows you to add depth to your personalities, your programming, your promotions and your advertisers. Reverse Targeting lets you add texture to your total presentation. It's like direct mail marketing, only a lot cheaper. Sure, direct mail will put your message in selected zip codes or in the mailboxes of selected demos. But, Reverse Targeting lets you grab hold of preferred users, so to speak, and give them even more reasons to like you and to be passionate about your primary product.

Why create a home page and your own Web site? The easy answer is because you're going to have to eventually. It's not going to adversely affect your promotion image today or even next year. But, there will come a time when the country is more plugged-in than not ... and that time will be here sooner than you think. Of course, the immediate advantage is a perceived hipness — and depending on your format — you may want that edge.

Obviously, if you're targeting young men, 18-34, do it now. They're prime online users. If you're targeting women, 18-49, you've got some time (the ratio between men to women who are online is 2 to 1). If you're targeting 35+ adults, the urgency is less. But, don't let statistics fool you. Online usage for both commercial providers like Prodigy, Compuserve and America Online, and independent Internet providers has dramatically increased over the last two years.

Corey Chase from WRZE is involved with his station's Web site. He says: "It's giving us something else to talk about, it's letting us be accessible to listeners who spend a great deal of time on their computers. Also, it's giving listeners more of 'ourselves' as in pictures, bios, and other fun stuff. It's also great for feedback. For some reason, people seem to have an easier time writing comments rather than phoning them in. And it puts a good spin on contesting — bonus ways to win, so to speak." Dusty Rhodes at 2FM in Ireland adds, "...

32 ►

Leasing hard drive space on an independent computer server with a full-time connection to the Internet:

Cost: \$0.00 and up. \$0.00 if you trade for it, otherwise varying costs depending on location, needs and availability.

For local providers, check the Yellow Pages under Computer; check ads in the business section of your local newspaper or check the ads in whatever "underground" or offbeat free lifestyle or music publications may be available in your locale. Many times these have the most ads because the demo who reads them is quite interested in the Internet.

### PROBABLY THE BEST DEAL IN BROADCASTING:

•RADIO ONLINE™ Nationwide Web space for \$20 a month. Fee includes access to basic services: Web Site URL: <http://www.radio-online.com/yourlogo/> home page development and maintenance, Radio news and changes, Radio business news, Arbitron Ratings, production tools, IDs and sweepers, job opportunities, Radio publications, FCC news & bulletins, AM/FM database, movies/TV/video, music databases, Prep On The Net™, Sound Files Broadcast Software Demos, 50,000+ Shareware Files. Call Ron Chase at 806-352-7503

•Bright.Net Nationwide Web space, 5 megabytes for \$19 a month. Call John Clarke at 800-535-6423

### DESIGNING WEB PAGES

•Cost: Nothing if you do it yourself or have an employee do it who is familiar with HTML and Web page design.

•Pocket change if you call your local college's computer science department and offer a little part-time work to a student.

•Big bucks if you mistakenly feel only "professional" Web designers are qualified to create your Web site.

### A COUPLE OF PROFESSIONAL WEB DESIGN COMPANIES:

USA Web  
602-843-1029

GetSet! Communications  
604-341-8477

Online Web Addresses for Free or Shareware  
Tools for Web Design:

The World Wide Web tools for Aspiring Weavers  
<http://www.nas.nasa.gov/NAS/WebWeavers>

The Web Communications Comprehensive Guide  
To Publishing on the Web  
<http://www.webcom.com/html/>

Jim's Internet Tool Crib  
<http://lamar.colostate.edu/~jblanset/alpha.html>

The Web Developer's Virtual Library  
<http://WWW.stars.com/vlib>

### READING MATERIAL

"Netscape & HTML Explorer"

by Urb Lejeune

Published by: The Coriolis Group

## SPECIAL REPORT

◀ 31

it's a great way for our listeners to interact with us. They can look up information on programs, artists, etc. just as easily as entering a competition or sending in a request. When they do a contest or request they tune in to the station to hear it. Also, it's a lot more fun than just phoning in, isn't it?" Rhodes says the 2FM home page is getting about 10,000 "hits" (accesses) each week. "We'd never be able to answer that many phone calls," he says, "so that's 10,000 extra listeners who had contact with us."

What should you put on your home page? A better question might be, "What could you put on your home page?" Almost everything multimedia: photos, graphics, text information, animation (now being experimented with) and sound. A station needs to assess before delving into the construction of its site what it feels its listeners would benefit from. A News/Talk operation would naturally want to place "links" to other news sources listeners would enjoy visiting. A CHR or music intensive station would certainly want to list links to other music sites as well as artist information and station playlists (if applicable) plus a concert calendar. Of course, basic station information, e-mail addresses, phone and fax numbers, logos, personality photos, promotion information and other standard groups of information should be typical for most Web sites. The morning show should definitely have its own special which reflects the personality of the show. Many air personalities already maintain their own home pages where they offer favorite jokes, "best of" sound files from the show, news or upcoming events plus more. Aggressive operations can use their Web site to create an added-value perk for advertis-

## VISIT THESE RADIO WEB SITES!

<http://www.radio-online.com/wlrf/index.thm>  
WLTF-FM Cleveland

<http://www.abilene.com/power103.html>  
Power 103-KCDD 103.7 Abilene

<http://www.wbcn.com>  
WBCN Boston

<http://www.waaf.com>  
WAAF Boston

<http://www.radio-online.com/mix96/laff.htm>  
Mix 96 Quad Cities

<http://www.Hub.ofthe.Net/98Kool/>  
98 Kool Lubbock

<http://tommy.onramp.net/kfm.html>  
KFMX-FM Lubbock

<http://www.wtvn.com>  
WTVN-AM Columbus

<http://www.worldlink.ca/koolcfra/cfra.htm>  
CFRA Ottawa, Live on the Net

<http://www.accunet.com/therock>  
KQRC, 98.9 FM The Rock Kansas City

<http://www.edge.net/kdf>  
WKDF-FM Nashville

<http://www.sportsradio.com/kkfn/>  
AM 950 The Fan, KKFN Denver

<http://www.rmii.com/thefox/>  
KRFX-FM Radio (103.5 The Fox)

<http://www.rmii.com/kbpi/>  
KBPI-FM Radio Denver

<http://www.kikfm.com>  
107 KIK-FM Calgary, Alberta

<http://ireland.iol.ie/resource/2fm/>  
2FM, Ireland's National Music station

<http://serv1.fwi.com/wbyr>  
WBYR Fort Wayne

ers. It's relatively easy to create an advertiser index to promote your best clients.

Creating a Web site does not have to be expensive. Actually, it's downright cheap. Many independent Internet providers will provide anyone with several million bytes of space to put up a Web site. The cost to lease this space can run anywhere from \$15 to \$50 per month depending on who you're dealing with. Many stations work trades for mentions with local providers or some other similar deal. What you don't need is a dedicated

server or dedicated high-speed baud connection to do this right. Anyone who tries to talk you into that is gunning for your wallet. Period.

The actual creation of the files to make the Web site come alive is not difficult. I taught myself the basics by reading a book and experimenting. In a couple of days I was writing HTML. Since I learned just a year or so ago, many Freeware and Shareware tools have been released which do most of the hard work for you. These tools are freely available on CompuServe, America Online, the Internet and local BBS's in your area. If you can wordprocess, you can write HTML. I know many air personalities and promotion directors who maintain their own Web sites. I also know of stations who have local Web design companies maintain their Web site. The choice is yours.

One of the exciting new prospects on the World Wide Web is "real time" audio delivery. A leader in this technology is RealAudio which can deliver a Radio station's programming on a continual basis to anyone who visits the station's Web site. But, a caveat: RealAudio in real time does require an investment for both a server and a full-time, high-speed Internet connection from the station to the server. For this expense, you get what would be considered an "AM sound." There are several full-time stations and broadcasts already providing this to users worldwide on the Net, but the technology is young and the need is not apparent yet. That's not to say it won't grow and develop. On the contrary. In the future there is little doubt that real-time sound quality will mature and the reasons to deliver it to potential users will multiply.

I have thought for a long time that when the standards for real-time audio rise to expectations, a new form of

33 ▶

## CUTTING-EDGE MARKETING TOOLS FOR YOUR STATION

### INTERNET HOME PAGES

*30 million people use the Internet each day. Reach them with your own, custom-designed home page!  
It's a tremendous marketing tool for your station - and we'll design your page so you can bring advertisers on board, too.*

*And* MULTIMEDIA SALES PRESENTATIONS • ORIGINAL TV SPOTS  
SALES MARKETING VIDEOS • TRIVIA SUPER CHALLENGE™ INTERACTIVE GAME

The Leader in Film • Video • Multimedia for Radio



# HALEY PRODUCTIONS

**CALL TODAY!**  
**(610) 892-7970**

Circle Reader Service #118



netcasting will emerge. Potential uses for this technology include conducting seminars worldwide or sound infomercials. Software companies might build libraries of programs to assist users with technical help that can be accessed easily from any computer. Radio stations might offer libraries that feature special hours of programming from the past or new, unaired programs and concerts that complement their primary product. Maybe this will be called "Listen-On-Demand" programming. I see opportunities for visionaries who might set up these real-time servers. And think about this: once the technology sounds good, the cost comes down and online usage increases even more. Expect NetRadio stations to spring up globally that operate from a computer and serve the world with specialized or brokered programming. As it stands now, anyone with the money can Netcast around the world

and expect little or no interference from the Federal Communications Commission (at least for the moment).

Will Netcasting ever replace conventional Radio? Hardly. The user base for Radio is too well-entrenched. The ability to receive an AM or FM signal almost anywhere offers way too much appeal to the average person. It's just convenient and easy. To receive a netcasted signal, you need a computer. Will we be sticking those in dashboards soon? No. Some day? Probably. By then, the netcasters and broadcasters will have settled on their turf and all decided they can survive together ... just like what

happened with AM and FM.

We can speculate, but we can't predict. The one thing we know for sure: as we move toward the year 2000, we're becoming a wired society and a very small planet. Jules Verne dreamed of going around the world in 80 days by balloon. We can do it in 80 seconds by mouse. Have a nice trip!

*Corey Deitz anchors the morning show on WLTF-FM Cleveland with Jay Hamilton and Desray Fenos. He's also an online advisor for Radio Stations and a software developer. His home page on the World Wide Web is radioEARTH™ located at: <http://www.Radio-online.com/radioearth/index.htm> Email: COREYD 7470@aol.com*

## LISTEN TO THE NET



The two most popular and visible real-time audio technologies available for use on the Internet are "RealAudio" and Xing Technology Corporation's "Streamworks." Both offer free end-user software available at their Web Sites to allow anyone to access audio sites using each other's respective technology. Both also have programs to set up server-side distribution.

The RealAudio home page is located at: <http://www.realaudio.com/>

Xing Technology Corp. is located at: <http://www.xingtech.com/>

A newer entry into the field is VocalTech's Internet Wave. "Rock," a pioneer in Internet Music Radio is using the technology. You can learn more and download Internet Wave software from Rock at: <http://www.Rock.com>

### A HANDFUL OF REAL-TIME AUDIO SITES INCLUDES:

**KLIF Dallas**  
<http://www.audionet.com>

**CFRA Ottawa**  
<http://www.cfra.com/>

**Canadian Broadcasting Corporation (CBC)**  
<http://debra.dgbt.doc.ca/cbc/cbc.html>

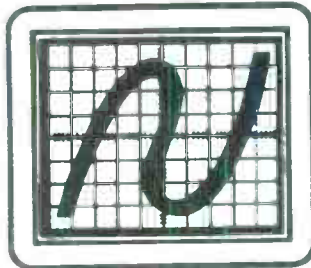
**WXYC on-line radio.**  
<http://sunsite.unc.edu/wxyz/>

**Radio HK, Hong Kong.**  
<http://hkweb.com/radio/>

**Internet Talk Radio**  
<http://juggler.ianl.gov/itr.html>

**Los Alamos National Lab**  
<http://www.ncsa.uiuc.edu/radio/radio.html>

**WKIS/WQAM Miami/Fort Lauderdale**  
<http://wqam.com>  
<http://wkis.com>



# NORTHEAST BROADCAST

*Practical solutions for your broadcasting needs...*

*We can design a system for your changing operation, LMA, Douopoly, group or single station, we can meet your programming and budgetary requirements.*



## STUDIO SYSTEMS

- Complete Project Management Services
- Turnkey Systems Installation Available
- Digital System Training
- On Staff Engineering Consultants make sure your system meets your needs.

### THE FIRST TIME...

**With over 30 years in broadcasting, more than 200 product lines, and the most experienced staff in the business, we have the resources to provide you with the most practical solution.**

- On Air and Production Studios
- Stereo Television Consoles
- Multi-Track Digital Editing Suites
- Digital and Analog Consoles for every application
- Modular and custom studio furniture
- Vast array of source equipment
- Many digital audio solutions
- Broadcast digital telephone systems
- Complete line of processing AM/FM/TV/Studio

**New York**  
(518) 793-2181  
Fax  
(518) 793-7423

**Balt./Wash.**  
(301) 497-1925  
Fax  
(301) 497-1926

**Dallas**  
(214) 612-2053  
Fax  
(214) 612-2145

**Pittsburgh**  
(412) 942-4054  
Fax  
(412) 942-4839

CALL FOR ENTRIES ♦ THE 1996 RADIO WAYNE AWARDS

# Who Are America's Best? You Decide.

Being the best is worth recognition. Each year Radio Ink magazine honors the top people in the Radio industry by presenting the coveted Radio Wayne Award in each of several categories. If you know someone who epitomizes professionalism and has raised the overall level of excellence in Radio, this is an excellent opportunity

to honor them. To nominate someone for The Radio Ink 5th Annual Radio Wayne Awards, simply fill out the form below giving reasons you believe this person deserves the recognition, and mail or fax it to us by December 15, 1995. Finalists will be announced in January. Awards will be presented February 16, 1996, at the Friday luncheon in Dallas during the RAB Marketing Leadership Conference. You may nominate as many people as you please – for more than one nomination please photocopy the form below.

### ... And the Categories are:

- **Broadcaster of the Year**
- **Sales Manager of the Year**
- **General Manager of the Year**
- **Street Fighter of the Year (Account Executive)**

## NOMINATION FORM



Nominee \_\_\_\_\_  
 Nominee Station \_\_\_\_\_  
 Nominee Phone \_\_\_\_\_

Nominating This Person For: (one only please)

- Best Overall Broadcaster (The Radio Wayne Award)
- General Manager of the Year
- Sales Manager of the Year
- Street Fighter of the Year (Account Executive)

Nominated by \_\_\_\_\_

Your Phone \_\_\_\_\_ Your Station \_\_\_\_\_

In 100 words or less, describe in detail why this person should be the recipient of this year's award. (Attach separate sheet)

Deadline: Entries must be postmarked by Dec. 15, 1995

Mail to 224 Datura Street • Suite 701 • West Palm Beach, Florida 33401 • 407.655.8778 • 407.655-6164

The Radio Wayne Awards are named in honor of Radio Wayne Cornils who has devoted his entire career to the betterment of training, professionalism and quality in the Radio industry. The award is not affiliated with the Radio Advertising Bureau.





**■ HELP WANTED MANAGEMENT**

You've achieved outstanding success in your radio sales career! Now, it's time to grow and we have the perfect career move. WMAY/WNNS/WQLZ, the Radio Results Network, offers a market-exclusive opportunity to represent three highly successful stations in the vibrant Springfield, Illinois market. Join a winning team in the rapidly growing Midwest Family Group. We offer unlimited growth, leading-edge training, management opportunities, and equity. Join 10 of the most professional radio sales executives in Illinois. Send resume to: Marilyn Kushak, Vice President of Sales, WMAY/WNNS/WQLZ, P.O. Box 460, Springfield, Illinois 62705.

**■ HELP WANTED SALES**

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

**National Sales Manager**, The Guide to Talk Radio Programming, a satellite talk directory, seeks aggressive creative leader. 617-239-1979. sales@talkradioguide.com

**National Sales Manager** - Major group owner is seeking a national sales manager for six-station powerhouse in Northeast major market. Excellent opportunity for someone who's organized and ready to take charge. Reply to Blind Box 22 c/o Radio Ink.

**RADIO'S PREMIER PUBLICATION**

**RADIO INK** has immediate openings in sunny Palm Beach, Florida, for salespersons. Radio Sales/Management experience required. Print background not necessary, just a passion to win. Fax resume today to: Yvonne Harmon, President, *Radio Ink*. 407-655-6164. All inquiries are confidential. EOE.

**■ MANAGEMENT****THE DREAM TEAM**

Now available to turnaround or move your group/station to the next level. Just returned to U.S. from long-term Group management project overseas.

\*CEO/GM\*VP SALES MARKETING\*VP PROGRAMMING\*

\*YEARS OF SUCCESS\*ALL SIZE MARKETS\*

\*LONG- AND SHORT-TERM PROJECTS CONSIDERED\*

Mediacom International, Inc.

(619) 431-9658

Fax (619) 431-9640

E-Mail 102135.3071@compuserve.com

**■ POSITION WANTED**

**Ready to Air.** Houston morning show producer wants to become sidekick in small to mid market. Kevin 713-855-1981.

**Revenue producing**, bottom line, proven track record GM available ... 304-757 8619.

**■ STATIONS FOR SALE****1000 WATT AM**

located in  
Southern New England;  
includes all studio  
and transmitter equipment;  
350K or best offer.  
Serious buyers call  
**1-800-845-0338**

**■ WANTED**

**WANTED: OLD AM TRANSMITTING TUBES**  
They don't have to work, they just have to look unique. The funkier the better! Call *Radio Ink* 1-800-226-7857

**Classified Ad Rates**

All orders and correspondence pertaining to this section should be sent to: **RADIO INK, 224 Datura Street • Suite 701**

• **West Palm Beach, FL 33401.** Call (407) 655-8778 or fax to (407) 655-6164. All ads must be prepaid and if not paid by deadline may be subject to cancellation. Checks, Mastercard®, Visa® and American Express® cards accepted.

**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, CSM, 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, 224 Datura Street • Suite 701 • West Palm Beach, FL 33401.

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

**Call 800-226-7857  
to order your Radio Ink books!**



# YELLOW INK PAGES™

## COLLECTION CONSULTANTS

**Szabo Associates, Inc.** ..... 404-266-2464  
Media Collection Professionals. Local, National and International Receivables. No other offers you so many value-added services.

## COPYWRITING

SUBSCRIBE NOW—get 26 crisp, usable :60s that sell, every month. (Or try us out—send \$29 for your sample pack of 10 great :60s.)

*Hire a copy pro for less than \$2 a day!*



Circle Reader Service #170

## SPOTS BEFORE YOUR EYES.

Copywriting Services  
For Places Without  
Copywriting Services

**RIGHT BRAIN VISIONS**  
800-646-3339

*The Professional Choice Of Stations  
Across America, and Great Britain.*

rbv@sojourn.com  
<http://www.sojourn.com/~rbv/web/rbv.html>

Circle Reader Service #171

## COPYWRITING/PRODUCTION

**PERSUASIVE COPY** IN 24 HOURS  
**SUPERIOR PRODUCTION** IN 48 HOURS  
WE MAKE MONEY FOR RADIO STATIONS

If your salespeople are sitting in front of computers trying to write copy, they're not out selling. We can help with persuasive copy within 24 hours and superior production in 48. Arm your salespeople with the tools to succeed. Contact Bill Flowers

207-583-9911  
207-583-2328 fax

**Urbanwild**  
productions

Circle Reader Service #172

## FINANCIAL/BROKERS

**Financial solutions!** Accounting and tax services ... single station or group ... Fixed monthly fee ... Also bank financing and refinancing plans, purchase investigation analysis and sales presentation packages at per diem rates. References from industry leaders. McEntee & Associates P.A. 407-640-3585 ask for Bill.

**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.

**Satterfield & Perry, Inc.** ..... 303-239-6670  
Media Brokers, Consultants and FDIC Approved Appraisers — nationwide. Fax: 303-231-9562. Al Perry.

## IDS, SWEEPERS, LINERS

**SUPER SWEEPERS** MIKE CARTA  
LINERS · IDS · PROMOS  
ALL FORMATS 800-459-DEMO

## 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 account sales and client development. Takeover counsel to first station owners.

## SUPERCHARGE YOUR SALES!

Learn how to manage leads, contacts, presentations and more with less effort.  
Free 24-hour recorded message  
800-261-4779.

## MARKETING AND PROMOTION

**BASEBALL CAPS—T-SHIRTS—PAINTER CAPS—BANDANNAS.**  
Inexpensive Premiums That Work! English, Ethnic, Rock, EZ, Classical. We'll help you with the art. Valuwear, Monroe NC 800-277-0031. Ask for Bart. Gorgeous screening.

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

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

## MARKETING AND PROMOTION

**BROADCAST DIRECT MARKETING INC.**

### STRATEGIC TARGET MARKETING, SALES AND PROMOTIONAL CAMPAIGNS

- Direct Mail • Database & List Management • Market Research • Inbound/Outbound Telemarketing • Sales Consulting • Sweepstakes & Contests • Media Placement
- Integrated Campaigns • Creative & Design Services • Printing & Print Production • Custom Publishing
- Smart Targets™ Customer Profiling • Broadcast FAX • Internet Marketing • Smart Maps™

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

Circle Reader Service #173

## Listener's On-Air Participation Builds Loyalty!

The game I.N.I.T.I.A.L. *Response*® Radio tests who you know based on their initials.

*A Hero or Heroine with the initials A.M.*  
Author with the initials L.T.

Answers come from limitless categories ...  
Today's news ... history ... the music or  
entertainment industry ... you decide.

For more information call:

**CURRY GAMES, INC.**  
1-800-766-9880

2004 N. 12th Street, Suite 7  
Grand Junction, CO 81501

Circle Reader Service #174

## 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





## MARKETING AND PROMOTION



### INFLADABLE IMAGES ...

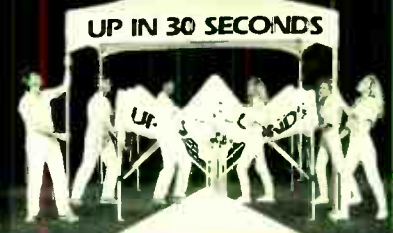
Attract attention to your station events with a customized giant inflatable. Perfect for your next BIG promotion! Blow up your mascot or create your own shape and event.

Contact: Lenny Freed  
(216) 273-3200 ext. 137  
Fax: 216-273-3212

INFLADABLE IMAGE INDUSTRIES  
2773 Nationwide Parkway • Brunswick, Ohio 44212

Circle Reader Service #175

It's better than Brand 'Z'!



### KD Kanopy®

**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 #176

## NATIONAL REP FIRMS

THE INTEREP  RADIO STORE

Selling Today...Innovating for Tomorrow

**1-800-INTEREP**

## MARKETING AND PROMOTION

**MAKE YOUR REMOTES WITH** *Sizzle*

**The Treasure Quest**

If you've been looking for a proven concept that can create a unique draw in your market - then ...

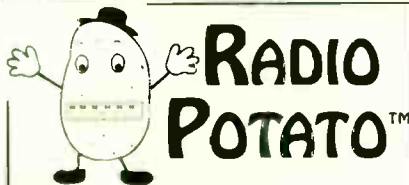
*Look No Further!!!*

EXCLUSIVE MARKET RIGHTS GRANTED

**A.R. ENTERPRISES**  
**1-800-334-3848**

Circle Reader Service #177

## PRODUCTION



- SWEEPERS
  - PRODUCTION MUSIC
  - NEWS/TALK PACKAGES
- FOR A FREE DEMO, CALL  
**800-GOT-NUPIS**  
(800-468 6874)

Circle Reader Service #178

## PROGRAMMING



Rick Dees just bought some Hiney again. My Hiney is for sale in your market too! Call big red Hiney  
**817-595-4550.**



Circle Reader Service #179

## PROGRAMMING

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

## TALK AMERICA

Radio Network

**24 Hours 7 Days A Week**  
**Live unduplicated — All barter**

Automation Tones/Every Minute Has Programming  
SATCOM C-5, TR. 15 GALAXY 6, TR. 5 SPACENET 3, TVRO

**CALL 617-828-4546**

for more information  
*Satellite Service also available*

Circle Reader Service #180

## PROGRAMMING CONSULTANTS

### IS SPANISH RADIO FOR YOU?

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

Circle Reader Service #181

## SATELLITE SERVICE

PROGRAM DELIVERY  
YOU CAN  
COUNT ON...



To receive media kit and details on special introductory rates

*RadioServe*

CALL TimeRite, Inc.  
**1-800-777-1127**

Circle Reader Service #182

## SERVICES

Skywatch Weather Center ..... 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

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.

# THE MOST IMPORTANT BOOK EVER WRITTEN ABOUT RADIO

*In Commemoration of  
Radio's 75th Anniversary*

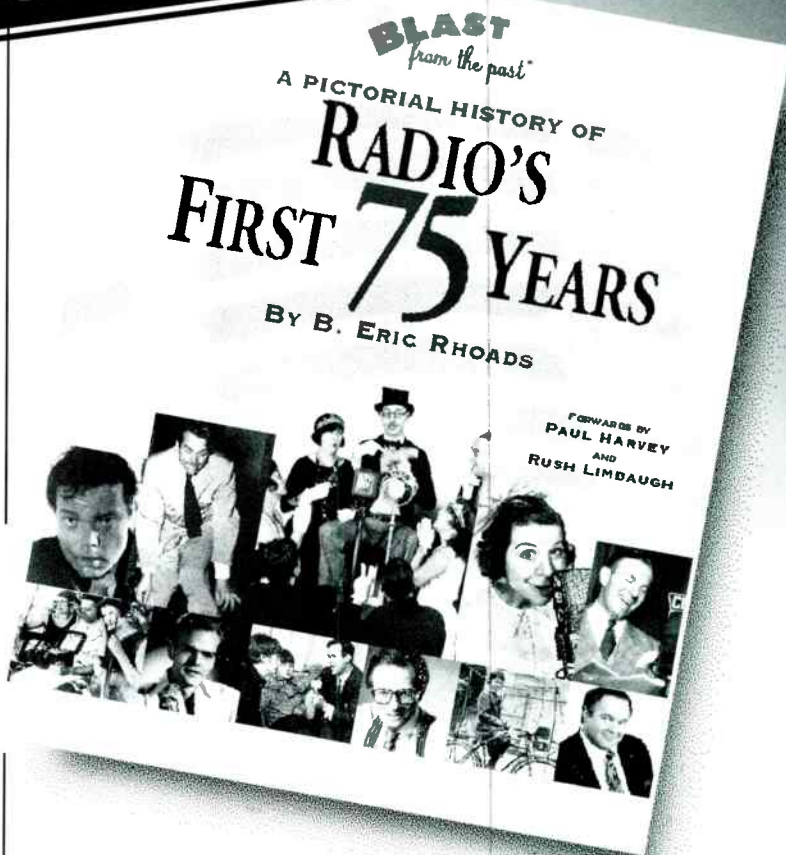
Streamline Press announces an extraordinary 472 page coffee-table book – The Deluxe Edition of *Blast From The Past: A Pictorial History of Radio's First 75 Years*.

• UNPRECEDENTED PRINTING •

*Blast From The Past: A Pictorial History of Radio's First 75 Years* is an undertaking of unparalleled proportion. Author B. Eric Rhoads has searched archives across America and found hundreds of rare, never-before-published historical photographs featuring radio from its early experimental stages, personalities of radio's golden era of the '30s and '40s, the first disc jockeys of the '50s, the boss jocks of the '60s, the start of underground radio in the '70s, and the personalities and talk show hosts of the '80s and '90s. This is a landmark publishing with **more than 900 rare photographs** in rich quality, hard-bound printing. This gift book is for anyone who loves radio. Historically this book redefines radio's past as it reveals significant facts never before published.

**Radio has never been pictured more beautifully.** This handsome Deluxe hardbound book will give you years of nostalgic pleasure and historic intrigue.

**NEW  
\$39.99 PRICE\***



\*Deluxe Hard Cover Book • \$39.99 plus \$5.50 S&H  
(Numbered, Signed Collector's Edition still available at \$75.00)

CALL TOLL FREE

**1-800-226-7857**

STREAMLINE PRESS

FULLY GUARANTEES SATISFACTION

WITH A MONEYBACK POLICY FOR A FULL 30 DAYS

CALL FOR QUANTITY PRICES OR CUSTOMIZED COVERS  
WITH YOUR LOGO. MAKES A GREAT ADVERTISER GIFT.

STREAMLINE  
PRESS

CALL 1-800-226-7857 • Fax in Your Order: 1-407-655-6164  
Mail in Your Order: 224 Datura Street • Suite 701 • West Palm Beach, FL 33401

*"You'll enjoy every moment and every page of Eric's wonderful book."  
– Sally Jesse Raphael  
National TV Talk Host*

**ORDER NOW  
To receive  
before  
Christmas!!**

*"If you are a Radio buff like me, this is a must bit"  
– Bruce Williams  
National Talk Host*



**THE NUMBERS SPEAK FOR THEMSELVES**

**\$100 MILLION  
IN ONLY  
3 YEARS.**

That's how much business Radio 2000 has generated for radio—from new advertisers alone.

Our aggressive campaign to introduce advertisers to the business-building benefits of radio has generated an additional \$100 million over the past three years. That's 4% of total industry revenue. And we're just getting started.

To find out more about getting your share of this growing revenue, call **1-800-INTEREP.**

THE INTEREP  RADIO STORE

*Selling Today. Innovating for Tomorrow.*



World Radio History

# SALES PROMOTION PLANNER

ideas you should start planning now

## MARCH

Outdoor Furniture  
Pools & Hot Tubs

**TARGET PRODUCTS**  
Lawn & Garden  
Home Improvement  
Prom Dresses & Tuxedos

Air Conditioning  
Auto After-market

5 TV Turn-off Day  
17 St. Patrick's Day  
31 Palm Sunday

**DATES TO REMEMBER**  
11-15 Chocolate Week  
20 1st Day of Spring  
Spring Break

13 Plant a Flower Day  
25 68th Annual Academy Awards  
Proms

### NATIONAL

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

### GET A FASHION FIX

As soon as the weather begins to turn warm, women, young & old, head to the department stores and clothing retailers. Work clothes and playclothes are needed to freshen up a wardrobe. The prime market for new fashion is the 18-34 working woman. Typically the latest trendy styles are important to this demographic. This demographic is also likely to affect the opinions and purchases of others. Young women spend more of their discretionary funds on clothing. They see shopping and buying as a form of entertainment. When putting together commercials to attract the attention of this demographic, remember trendy new music beds.

### RETAILERS RALLY

- "Birthday Discounts." Retailers offer discounts to customers on their birthday. Have them fill out a card and mail them a special discount card to be used during their birthday week.
- "Prom Preview." A mall will host a fashion show for the latest prom wear. Include: dresses, shoes, tuxedos, flowers, and hair salons.
- "Scratch & Dent Sale." The title speaks for itself.
- "March Melt-Down." Any retailer can use this theme for a sale — "As March Heats up ... Prices Melt Down." Post signage with flames, ice melting or ice cream as a visual.
- "The Office Make-over." Offices will fax in to have five people in their office made-over for spring. They have to tell why they need to win.

### JANUARY QUICK FIX™

- "Snuggle Weekend." Give away hot chocolate, videos, pizza delivery, firewood, and sweat clothes over a weekend.
- "Sportsman Alert." A sporting goods store sponsors a sports special report, weekend wrap-up, or other sports related feature.
- "Unsold Merchandise Sale." A client will run commercials stating: "We got too much stuff for Christmas, now we have to get rid of it all by New Year's!"

### DATES TO REMEMBER

1 New Year's Day  
4 Trivia Day  
8 Elvis Presley's Birthday  
13 1st Radio Broadcast  
15 Martin L. King Jr. Day  
26 Spouse's Day  
28 Super Bowl Sunday  
29 American Music Awards

### NATIONAL

Pizza Week; Soup, Eye Care and March of Dimes Birth Defects Month

### FEBRUARY QUICK FIX™

- "Early Bird Sale." Advertise a three-hour backdoor sale before the store opens. Offer cheap prices for only three hours.
- "Love is in the Air." Customers will register to win a romantic adventure in a hot air balloon.
- "Pig-out Day." The station will announce a certain Sunday as Pig-out Day. Clients will participate by offering special "Pig-packs" on Sunday only.

### DATES TO REMEMBER

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

### NATIONAL

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

### APRIL

#### TARGET PRODUCTS:

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

#### DATES TO REMEMBER

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

#### NATIONAL

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

### MAY

#### TARGET PRODUCTS:

Vacations; Boating Supplies; Sporting Goods; Lawn & Garden; Fishing Supplies; Major Appliances

#### DATES TO REMEMBER

4 Kentucky Derby  
5 Cinco De Mayo  
12 Mother's Day  
18 Armed Forces Day  
27 Memorial Day  
26 Indianapolis 500

#### NATIONAL

Pet Week, Bike, Mental Health, Photo and Barbecue Month

\* Radio Ink assumes no responsibility for the viability of the promotions mentioned. Stations are advised to check with legal council regarding legality and possible lottery.

Sales Promotion Planner is compiled by Kim Stiles, creator of The Stiles System Radio Day Planner. She may be reached at 919-846-6449.



# RADIO INK

Radio's Premier Management & Marketing Magazine

### Publisher

B. Eric Rhoads, CRMC/CRSM

**President, Magazine Division**

Yvonne Harmon, CRSM

**Executive Editor Emeritus/Los Angeles**

Dwight Case

**Managing Editor**

Anne Snook

**Editorial Assistant**

Shawn Deena

**Contributing Writers**

Dave Anthony, Ellyn F. Ambrose, Corinne Baldassano, Rob Balon, Cliff Berkowitz, Ted Bolton, Rhody Bosley, Bill Burton, Holland Cooke, Sharon Crain, John Fellows, Dave Gifford, Bill Haley, 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 Jr., Roy Pressman, Mark Ramsey, Jack M. Rattigan, Walter Sabo, Eric Small, William P. Suffa, Jack Trout and Guy Zapoleon

**Art Director**

Linda DeMastry

**Assistant Art Director**

Marianne Young

**Press Photographer**

Bruce "Flash" Cooley

**Production/Circulation Manager**

Tom Elmo

**National Sales Manager**

Chuck Renwick

**Marketing Consultants**

Helen R. Brown

Ken Lee

**Sales and Marketing Assistant**

Hope Lin Rowe

**Accounting and Credit**

Cecilia Browne

**Receptionist**

Denise A. Blouin

**Washington, D.C. Counsel**

Michael H. Bader

Haley, Bader & Potts

**STREAMLINE PUBLISHING, INC.**

**Chairman**

B. Eric Rhoads, CRMC/CRSM

**Chief Financial and Operations Officer**

John J. Montani

**Assistant to the Chairman**

Joan Benca

**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 or for Classified/Resource Directory Information Call:**

1-800-610-5771 or 407-655-8778



## PRODUCT NEWS



**Healthy Marriage.** What do you get when you cross an immunologist and a physician? You get the husband and wife team of Dr. Donald Carrow

and Deborah A. Ray on the Radio with *Here's To Your Health*. The show airs daily on 150 stations nationwide 9-11 a.m. and Sundays 4-7 p.m. *Health* runs the gamut on medical information and advice with Ray interviewing guests and discussing health-related products and services while Dr. Carrow hosts an open line forum several times a week. Why they're so busy they had litelike figures pose for this picture. 813-282-1522



**Bird's eye view.** Eagle River Communications recently acquired West End Post Interactive and with that they got Craig Turner, most recently president/COO of West End Post Interactive

and former president/CEO of TM Century. Turner is VP of the new company, Eagle River Interactive, which designs Internet sites and other interactive applications and kiosks for companies like McDonald's and Sony. Turner also heads a new international marketing approach that includes using Radio stations to promote an Internet site funded by large multi-national sponsors. If he keeps this up, you might have to start calling him Ted. 214-720-8660

• **MultiVerse Networks** recently signed an agreement to represent national advertising sales for Jacor's *The Gary Burbank Show*. The three-hour off-the-wall comedy show has been compared to a cross between Letterman and Monty Python, and runs Monday-Friday from 3 to 6 p.m., ET. For those of you who don't know who else Multiverse represents for national advertising sales, there's *The Ken Hamblin Show* and a female doctor whose name rhymes with messenger. 908-873-1239 or 310-445-8880.

• **Package deals.** Broadcast Results Group (BRG), a division of Premiere Radio Networks, now has available in their production library, "Extreme Cuts" aimed at Modern Rock, AOR and AAA formats. 800-280-1994. And Small Planet recently began syndication of *The Lost 45s*, a gold program playing all the hits from the '70s and early '80s that may not be on a regular playlist — thus the term "Lost." 914-424-4722.

**Mike simplicity.** Some things are best said by others. Like Harris Allied's description for their Oktava MK219 microphone. Apparently it has a ... "frugal appearance and warm, accurate reproduction." Warm reproduction? 800-622-0022



SEND PHOTOS OF YOUR NEW PRODUCTS, SERVICES AND PROGRAMS TO: PRODUCT News c/o Shawn Deena, 224 Datura Street • Suite 701 • West Palm Beach, FL 33401.

# Sound Great & Look Great On The Bottom Line, With JSN!

**Jones Satellite Networks  
offers the best selection of  
successful, proven formats.**

Major Market Sound

A Continuously Researched Music Mix

Dependable, Consistent On-Air Talent with Experience in Markets of All Sizes

Ample Opportunities for Localization

You Control Your Local Market Presence, Sound & Impact

The Market's Most Reliable, Affordable Delivery System

As a JSN affiliate, you have more time to focus on sales, promotions and community visibility. There's a JSN format to match your individual market needs.

Call us. Discover how JSN advantages stack up in your favor.



Adult Hit Radio



JONES SATELLITE NETWORKS

Call Gene Ferry, National Affiliate Sales Manager at 303 784-8700

Circle Reader Service #123

## MOVERS & SHAKERS



Don Bouloukos



Stu Olds



Ramon Pineda



Joan Gerberding



Betty Berneman

★**Don Bouloukos and Stu Olds** have been elected to serve as the 1996 Radio-Mercury Awards event chairmen. Bouloukos is president of Capital Cities/ABC Owned Radio Stations and Olds is president of The Katz Radio Group. 201-635-0222

★**Ramon Pineda** has been named president of Caballero Spanish Media, a company of The Interep Radio Store. Pineda had been director of advertising sales for Gems International Television, a Miami-based international Spanish-language cable network. 212-916-0524

★**Katz Radio Group** has promoted four employees to manager and VP: for Eastman Radio in Dallas, Mark Hawkins, from sales to VP, regional manager; for KRG Dimensions Agri-Marketing in Chicago, Bob McArthur, from VP, regional manager of Banner Radio to senior VP/director; for Eastman Radio in New York, Andrew Rosen, from VP/SM to VP, stations/New York manager; and for Banner Radio in Chicago, Dennis Sternitzky, from SM of Banner's Minneapolis office to VP/manager. 212-424-6484

★**Joan E. Gerberding** has been promoted from VP/GM to executive VP and CEO of WHWH-AM/WPST-FM Princeton, NJ. 609-924-3600 ext. 419

★**Paul Allen** has been named executive director for Country Radio Broadcasters Inc. Allen was previously executive director/CEO of the Tennessee Public Service Commission. 615-269-7071

★**Adriane T. Gaines** has been appointed president and GM of WWRL-AM New York. Her 18 years of management includes being VP/GM of KATZ-AM/WZEN-FM St. Louis, MO. 212-486-4255

★**Jan Shay** has been appointed GSM for KSTE-AM Sacramento, CA. Shay had been GSM for KFBK-AM/KGBY-FM Sacramento. 916-853-1650

★**Betty Berneman** has been named Associated Press Radio division SM for the eastern United States. Berneman had been with Shadow Broadcast Services where she served as VP of news and operations. 202-736-1100

# 1996 Can Be The Year You Make A Fundamental Change In Sales.

## Griffin Knows How!

*The Griffin Reports can help you change the buyer-seller encounter into a partnership. Our syndicated, localized, original market research provides the information you need to make a fundamental change from a "selling approach" to a "marketing approach". You and your clients have a common goal...sell inventory. Griffin knows how to help you, and your clients, do just that!*

# Griffin Knows.



Call Craig Harper at 800-723-4743

Circle Reader Service #124



# TALK ... FOR EVERY TASTE!

DR. JOY BROWNE SEX TO STRESS

**CHILL**OUT

KEN & DARIA DOLAN CONSUMER Affairs

**MAKE**OUT

ARTHUR FROMMER THE TRAVEL Authority

**GET**OUT

WARREN ECKSTEIN THE DR. Joy of PETS

**TAKE**OUT

RONALD HOFFMAN M.D. Healthy Lives

**WORK**OUT

ARTHUR SCHWARTZ Food...Glorious Food

**PIG**OUT

RALPH SNODSMITH AMERICA'S GREENEST Thumb

**DIG**OUT

JAY SEVERIN A Rock 'n' Roll Republican

**FAR**OUT

DAVID LAWRENCE OnLine Today

**GEEK**OUT

---

## DON'T BE LEFTOUT

---

FOR TALK RADIO THAT GETS RESULTS...  
CONTACT RICH WOOD  
(212) 642-4533

**WOR**  
**RADIO NETWORK**

## GRAPEVINE

▼ **HoHoHoYessir.** It's time once again for ABC Radio Networks' *Merry Christmas from Walt Disney World*, a three-hour Christmas holiday special with Mr. Star Search himself, Ed McMahon, weaving wonderful stories, celebrity memories, Disney archive highlights and that holiday music we all love. The special is available Dec. 18-25. Call Kelley Chapman at 214-776-4644. Also, look for this duo in the latest remake of the John Steinbeck classic, "Of Mouse & Ed."



▲ **Boy howdy.** Westwood One's self-proclaimed gossip guru Mike Walker recently had Boy George (in his latest incarnation) on his show where Boy was plugging his new autobiography *Take It Like A Man* and his new release *Cheapness And Beauty*. Quite the fetching couple aren't they?

• **Calling all ads.** Get your creative juices flowing because it's time once again to send in your entries for the \$200,000 1996 Radio-Mercury Awards. The entry deadline is Friday, March 1, 1996. The awards show is June 12 at the Waldorf Astoria where the 200 grand will go to the creators of the best of the best Radio commercials in the United States. For more info or to be put on the mailing list to receive a call for entries, call 212-387-2156 or fax 212-254-8713.



▼ **Congratulations** to the *Sports Collector's Radio Show*, now celebrating its fourth anniversary. It's the only internationally syndicated show devoted exclusively to sports collecting. It is aired on 116 stations in the U.S. and Canada and is broadcast in RealTime Audio on the Internet (<http://www.worldlink.ca.KOOLCFRA/>). So if you live in a cave and don't have a computer then you might have trouble picking it up. (Pictured is executive producer and host John L. Raybin.)



SEND PHOTOS OF YOUR ORGANIZATION'S MAJOR EVENTS TO: GRAPEVINE

c/o Shawn Deena • 224 Datura Street • Suite 701 • West Palm Beach, FL 33401

## EVENTS CALENDAR

### 1996

Jan. 5-8—CES Internat'l Winter Consumer Electronics Show, Las Vegas. 202-457-8700  
 Jan. 13-17—NAB Board of Directors Meeting, Palm Springs, CA. 202-775-3527  
 Jan. 18—IRTSF Newsmaker Luncheon, New York. 212-867-6650  
 Feb. 3-4—Dan O'Day's PD Grad School, Dallas. 310-476-8111  
 Feb. 3-6—53rd Annual NRB Convention & Exposition, Indianapolis. 703-330-7000  
 Feb. 5-6—NAB Radio Group Head Fly-in, Washington, D.C. 202-429-5402  
 Feb. 9—IRTSF Newsmaker Luncheon, New York. 212-867-6650  
 Feb. 15-17—Oklahoma Association of Broadcasters Winter Convention, Oklahoma City. 405-848-0771  
 Feb. 15-18—RAB Annual Marketing Leadership Conference, Dallas. 212-387-2100  
 Feb. 22-25—R&R Talk Radio Seminar, Washington, D.C. 310-553-4330  
 Feb. 28-March 2—Country Radio Broadcasters Country Radio Seminar, Nashville. 615-327-4487  
 March 2-4—NAB State Leadership Conference, Washington, D.C. 202-429-5402  
 March 14—IRTSF Newsmaker Luncheon,

New York. 212-867-6650  
 March 20-23—Alpha Epsilon Rho Nat'l Convention, Los Angeles. 803-777-3324  
 April 15-18—NAB Annual Convention 1996, Las Vegas. 202-429-5402  
 April 19-21—CES Mobile Electronics '96, Orlando, FL. 202-457-8700  
 April 26-28—Adventures in Broadcasting Promotion Director's School II, Stamford, CT. 212-682-6565  
 May 4-7—RAB Board of Directors, Boston. 212-387-2100  
 May 8—IRTSF Foundation Awards Luncheon, New York. 212-867-6650  
 May 15-19—Annual Public Radio Conference, Lake Buena Vista, FL. 202-414-2000  
 May 19-22—Broadcast Cable Financial Mgt. Assoc./Broadcast Cable Credit Assoc. Annual Conference, Lake Buena Vista, FL. 708-296-0200  
 May 21-26—NRB International Conference, Jerusalem. 703-330-7000  
 May 23-25—CES Habitech & CES Orlando '96, Orlando, FL. 202-457-8700  
 June 1-2—14th Annual National Association of Hispanic Journalists Convention, Chicago. 202-662-7145  
 June 6-13—EIA/CES Internat'l Summer

Consumer Electronics Show, Chicago. 202-457-8700  
 June 19-22—PROMAX & DBA Conference & Expo, Los Angeles. 213-465-3777  
 June 20-23—Talk Radio '96, Washington, D.C. 617-437-9757  
 June 22-25—NAB Board of Directors Meeting, Washington D.C. 202-775-3527  
 June 27-29—The 45th Annual AWRT National Convention, Naples, FL. 703-506-3290  
 Aug. 10-13—79th Annual Association for Education in Journalism & Mass Communication Convention, Anaheim, CA. 803-777-2005  
 Aug. 21-24—Asian American Journalists Association Annual Convention, St. Paul, MN 415-346-2051  
 Sept. 1—Society of Professional Journalists National Convention, Washington, D.C. 317-653-3333

### 1996 Arbitron Survey Date

- Winter Jan. 4-March 27
- Spring March 28-June 19
- Summer June 27-Sept. 18
- Fall Sept. 19-Dec. 11

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



PREMIERE RADIO NETWORKS PRESENTS

# Top with 25 Leeza Gibbons

BLOCKBUSTER  
VIDEO

## 25 WAYS TO THE TOP!

Blockbuster's Top 25 Countdown with Leeza Gibbons is Adult Contemporary radio's premiere countdown program. Now you'll have one of the nation's most recognized female entertainment personalities visiting with your listeners each weekend. Music and celebrity news from the Entertainment Capital of the World, presented in a program designed exclusively for the A/C format.

Add Leeza Gibbons to your weekend personality line-up now. It's three hours of unbeatable entertainment.

Available on a market-exclusive basis.

Call Premiere Radio Networks today.

**(818) 377-5300**

Sponsored nationally by Blockbuster Video.

**PREMIERE**  
RADIO NETWORKS

# BLAST FROM THE PAST™

## CASEY KASEM

### Holy Hairdo!

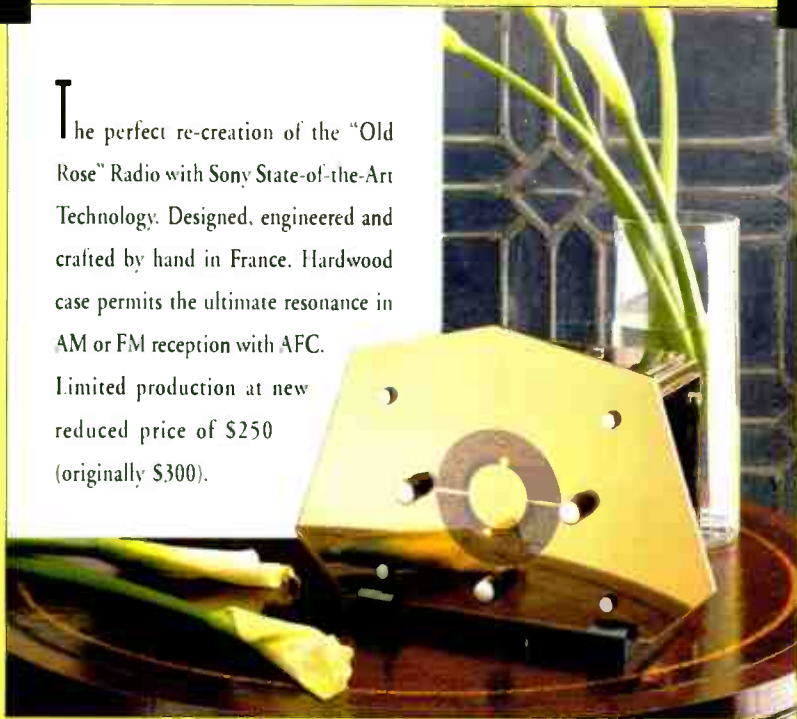
Ah, the '70s. Disco, loud clothes and ... hair. Case and point — check out Casey sportin' the big-collar, curly perma-fro look in 1971 (this obviously before he started wearing those sweaters). He sure was a groovy dude back then.



### SEND US YOUR OLDIES!

We're looking for old photos! (They will be returned.) Send them to: "BLAST" c/o Shawn Deena, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Put your name and address on the back of each photo with "please return." Include a description of the photo and any people pictured.

The perfect re-creation of the "Old Rose" Radio with Sony State-of-the-Art Technology. Designed, engineered and crafted by hand in France. Hardwood case permits the ultimate resonance in AM or FM reception with AFC. Limited production at new reduced price of \$250 (originally \$300).



CALL AIRWAYS EMPORIUM  
1-800-610-5771

## ADVERTISER INDEX

Broadcast Direct Marketing .....	7
Computer Concepts Corp. ....	3
Dalet Digital .....	8, 9
Directions In Radio .....	23
Haley Productions .....	32
Harris/Allied .....	47
Inovonics Inc. ....	21
International Datacasting .....	5
Jones Satellite Networks .....	41
Marketing/Research Partners Inc. ....	16
Media Venture Partners .....	11
Metro Networks .....	25
Northeast Broadcast Lab .....	33
Premiere Radio Networks .....	45
Szabo Associates Inc. ....	10
Talk America Radio Network .....	12
Tapscan Inc. ....	48
TFT Inc. ....	2
The Griffin Reports .....	42
USA Radio Network .....	22
Ward Beck Systems .....	6
WOR Radio Network .....	43
Xonex .....	46





The new Gary Burbank show syndication studios now equipped with Radio Systems' DDS Digital Delivery System.

The "Broadbank Burbcasting Corp." is now in syndication with 17 stations receiving the Jacor Communications' satellite distributed *Gary Burbank Show* live from its new studios equipped with the DDS Digital Delivery System from Radio Systems and Harris Allied.

The digital system utilizes eight Cart Machine emulators and three Sound Slate 176-key, direct access keypads. Spread across three studios and two floors of the WLW facility in Cincinnati, the system components

allow instant access and transfer of the comedy cuts and liners that keep this fast-paced show exciting and unique.

Chief Engineer, Al Kenyon, chose DDS when he saw the system at a demo at the facilities of Harris Allied, Richmond, Indiana, where it worked "right out of the box." That's the dependability and performance that the show will rely on every day for the




new syndicated program Mr. Kenyon was similarly impressed when he saw the system a second time at last year's World Media Expo where Gary Burbank also saw and approved the system.

Call Harris Allied toll-free for complete details on a DDS Digital Delivery System for your station.  
**1-800-622-0022 FAX 317-966-0623**







THE WHOLE  
IS GREATER  
THAN  
THE SUM  
OF ITS PARTS.

Individually, TAPSCAN's unique and innovative systems for broadcasters create a strong framework for sales and marketing.

But no single system can compare to the strategic synergy created by integrating TAPSCAN programs together in what we call the "Business Intelligence System." It's the most effective combination of sales and marketing tools ever developed for your station.

At the push of a button, you'll

## That's Why You Need The *Complete* Business Intelligence System.

know more about your prospects' business and competition...you'll know more about their market potential and the spending power of their customer base...and you'll know precisely how to

target and reach a very specific audience with unparalleled efficiency.

It's like mixing colors on a palette—using information and analysis from one program to gain even deeper insight from another. And when you're done, you'll have put together a more complete and persuasive presentation than ever before.

Turn your marketing program into a masterpiece. To find out how, call TAPSCAN today.



TAPSCAN, INCORPORATED  
3000 RIVERCHASE GALLERIA • EIGHTH FLOOR • BIRMINGHAM, ALABAMA 35244  
205-987-7456

Circle Reader Service #129