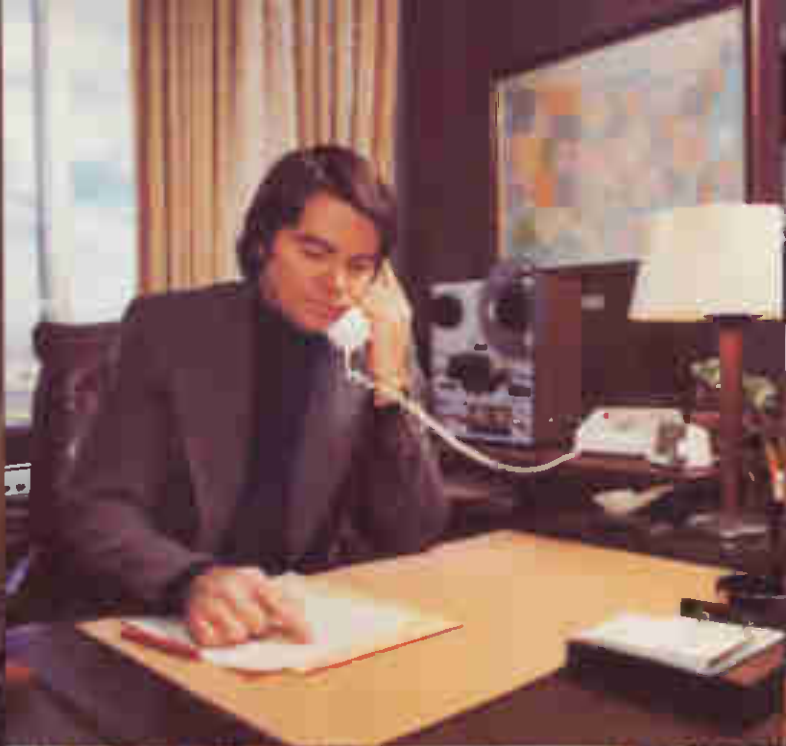




*Drake  
Chenault*



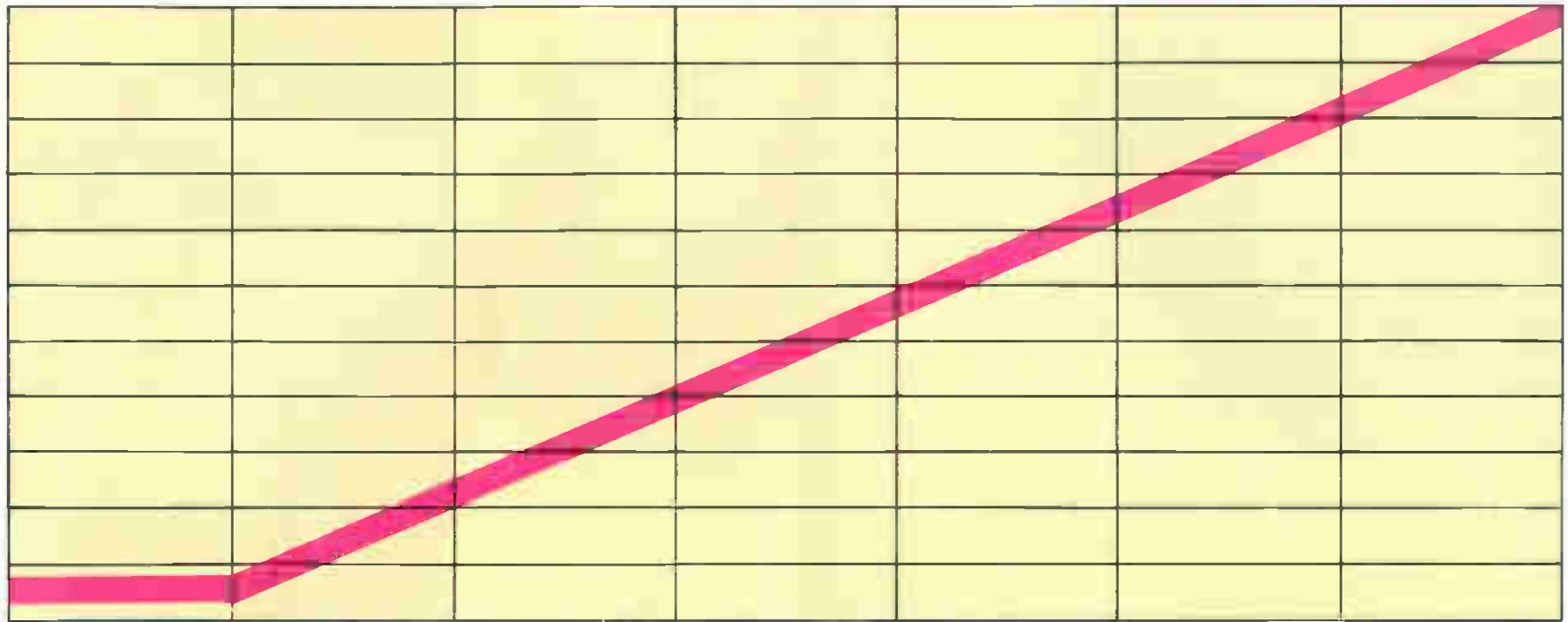
Follow the leaders in innovative radio programming...

## From Fifth In The Market To #1 With Drake-Chenault

Before Drake-Chenault, this station had a total audience of 4,900 average quarter-hour persons in the 12 + demographic. After carefully researching the market and detailing a plan of action with their program director, we began the journey to the top. The station now enjoys a 12 + average quarter-hour audience of 30,700. A spectacular rise of nearly 526 percent! The station went from fifth in the market—to #1. And is *continually* attracting new listeners.

That's how Drake-Chenault builds an audience with you!





4,900

9,200

13,500

17,800

22,100

26,400

30,700



## Your Success Is Our Success

When working with Drake-Chenault, you deal with consultants truly interested in your station. First, we provide a complete market evaluation to help you choose the right sound. Then, we'll help you determine whether the format execution should be live or with computer-assistance. We'll work together on structuring the format. Your station sound is maintained through regular air-check reviews. We evaluate the technical elements of the format...the voice delivery of your announcers...the on-air content as it relates to the target audience...everything to make sure your sound *sells*.

And we continue to evaluate your sound with in-person visits.

Our consultants are specially trained to deal with every aspect of your programming. Our dedicated professionals even work with you to structure your sales department, inspiring them with up-to-date marketing information.

**Your success is our success.**



# "Thank You, Drake-Chenault!"

"I expected to be among the leaders but the consistency with which we are #1 is nothing short of fantastic. As I've said time and time again to broadcasters throughout the country...if you want numbers (and we all know numbers translate to dollars)...there is only one way to go—Drake-Chenault."

"I am convinced that the Drake-Chenault format is directly responsible for our meteoric rise in the ARB survey just released."

"We've quadrupled billings, raised rates twice, been sold out occasionally, garnered accounts never before on the air on any station, and justified ourselves to sponsors because we moved loads of their merchandise. We have an audience so big and growing that I'm literally left dumbfounded. My only fault with Drake-Chenault is in the increased printing expense for new rate cards, and the expense involved in parties celebrating new record months. I'm extremely proud to be a part of your sound, and to work with the finest programming people in the nation."

"After twenty years in the broadcasting business dealing with various music sources and broadcasting suppliers, I have never ever been so impressed with the quality of service and production that Drake-Chenault has provided. Ending up with an 80 percent increase over last year is due in great part to the tremendous cooperation and professional expertise we have received from you."

"The help Drake-Chenault has given us in programming, sales and engineering has really been terrific and nobody can say that you are just interested in selling a music service and letting us fend for ourselves. There are not many firms today that take the clients' interest to heart to solve their own unique problems."

"...most of all thank you for pricing your service so a small town of 4500 can use it. We want a good sound and you have made it possible."



## Innovative Program Features

As a member of the Drake-Chenault family of stations, you will have an opportunity to select from a wide range of unique special features. All have proven tremendously successful in building ratings and revenues. Drake-Chenault special features range from *Elvis: A 3-hour Special...* to the epic 52-hour spectacular—*HISTORY OF ROCK AND ROLL*, one of the most ambitious radio productions ever created. All special features are backed by the most comprehensive and exciting advertising and promotional packages ever offered.

In order to fulfill the needs of every

market, we're always moving ahead—creating flexible new specials. It's all designed to make your station bigger—and better—than ever before.







## You Don't Become #1 By Being 2nd Best

That statement is true for us—as well as for your radio station. Being #1 means the most professional sound available, a format tailored to your market, and the kind of quality programming your audience demands. That's what Drake-Chenault offers... and what *you* can offer *your* listeners.

The time to act is NOW. Write us on your letterhead. Or, call us on our toll-free line today: 800-423-5084. (California and outside the continental United States, please call 213-883-7400.) We'll work together to insure higher ratings and revenue success.

After all, would you expect anything less from Drake-Chenault?





## This is Drake-Chenault

Since 1963, Drake-Chenault has been the leader in the field of broadcast consultants, offering a real difference in quality programming that increases ratings, adds to annual billings, and saves money.

We've done it for more stations than anyone else. The key is *flexibility*. No matter what type of station you have—or want to have—we have a well-produced concept that will effectively meet your programming needs. We can help you with a totally live presentation, or a completely computer-assisted format—ranging from Album Oriented Rock to Beautiful Music, from Country

to Black. We serve hundreds of stations every day throughout the United States, as well as Guam, Puerto Rico, Japan, and Bermuda. Each format can be custom-tailored to meet the competitive needs of your market.

Whether your station is large or small, whether you want a weekend special or a full-time consultancy, our fully-trained team of experts will work with you in every aspect of radio programming, sales and marketing to insure ratings and revenue success.



## Our Programmers Develop A Sound For Your Station As Unique As You Are

We begin by analyzing your station's entire operation as well as your competitive position to help determine the best format for your particular needs. Then, through the creative interaction of *your* program director and *our* staff, the format selected is customized to meet *your* market needs. We develop music mixes, jingles, time announce, promo imagery—elements you need to run a successful radio station.

Bill Drake and our staff of programming experts select the music library for your station...music your listeners want to hear. Then, our

program staff meets weekly to review new releases and update your format. You're always assured of well-balanced, "fresh" programming.

Finally, we help you design contests and promotions. We'll work with you to develop a positive "station personality" that's involved with your community. This is the kind of quality programming that keeps your audience tuned in. And generates tremendous sales potential for you.



# A Fresh, Alive Sound Builds An Audience

Our formats offer a flexible alternative. We'll consider your needs in recommending a totally live or completely computer-assisted method of format execution.

Use our fully announced formats or use your announcers—whichever suits your competitive need.

Drake-Chenault formats offer definite advantages over your competitors:

- Complete music control
- Cohesive overall direction
- Sales and marketing research
- Ever-expanding broadcast research

The result is total format control... a clean, fresh, *alive* sound that provides *consistency*...hour-to-hour uniformity that makes your station unique and distinctive...a balanced program that smoothly blends music with commercials, station promotions, news, weather, and community involvement for a compelling, immediate sound.

Together, our resources provide your station with a sound and image unparalleled in your community. We insure a professional, cohesive sound that's virtually impossible to achieve otherwise.



## The Formats

**Contempo-300:** One of the most popular formats in radio syndication today. A soft, contemporary sound that blends the mass-appeal hits of the last fifteen years. It's designed to appeal to the affluent 18-44 audience (with special strength among women).

**Great American Country:** The nation's most successful syndicated country format. It's a clean, uncluttered, more music approach to modern country that targets in on 25-55 adults.

**XT-40:** The famous Bill Drake "more music" approach to mass-

appeal, contemporary rock. It's a time-tested concept that blends the best current music with the biggest hits of the decade. Appeals to a broad 12-34 audience...ideal for AM or FM stations.

**AOR-100:** A mass-appeal approach to album-oriented rock. Combines the best and most popular album cuts of the past and present with compatible hits by top album-rock artists. Targets in on a 16-30 demographic by pulling from Top 40 as well as traditional and progressive rock audiences.



**SuperSoul:** A dynamic contemporary approach to Black radio with the flexibility to blend today's current hits and album tracks with the best of the past. It's a distinctive concept that draws audiences from traditionally cluttered soul stations and attracts a broad 12-49 audience.

**DC-MOR:** A presentation that's pure pleasure! The up-beat, foreground sound of true middle-of-the-road. Combines MOR standards, MOR versions of contemporary music, and

selected compatible contemporary hits. Zeroes in on a 30+ demographic and works extremely well with busy, locally involved AM stations.

**Beautiful Music +:** A highly flexible blend of beautiful music... varying standard and contemporary versions of instrumentals and vocals. It features virtually unlimited quarter-hour segments, exclusive demographic balancing and unparalleled tempo controls.



## What Does This Mean To Your Radio Station?

Naturally, ratings and revenue success vary from station to station. But with a little work, you can be assured of effectively meeting your programming needs and stimulating sales.





# Increased Ratings And Revenue Success



"We sold 37 sponsors in three weeks and grossed \$44,340.00. And it's still rollin' in at our regular rates. The owner is happy. The General Manager is secure. And it's all due to the pros at Drake-Chenault."

"Today, forty days after we introduced the Drake-Chenault format, every commercial position on the station is filled. A complete sales turnaround in a 13 station market in 40 days! Your analysis of the market void was right on target!"

"Since we've enlisted your services, the station's billings have surpassed our expectations. Now, our projected billing is 155% above what we had anticipated when we put our budgets together six months ago. And we haven't even finished the month yet! Fantastic!"

"I wouldn't have believed that we would be the #1 station among the 22 stations reported in the Arbitron. We appreciate the constant monitoring of the station and the suggestions for improvement made by Drake-Chenault."

