

TW Tips Index # 1 — 2Q98

As promised, at the end of each Quarter, we'll issue a free **'PD' Index** to cross-reference all of the **TW Tips** for the previous 13 issues.

Most PD's are keeping their copies of **Programmer's Digest** in a 3-ring binder.

We suggest that you pull out these Quarterly "Index" inserts and place them at the *beginning* of your binder book, to serve as a Table Of Contents.

TW Tips

have been categorized and cross-referenced according to the following elements of programming and management:

- 1000 series - The Audience
- 2000 series - Music
- 3000 series - Promotion/Mixing
- 4000 series - Contests
- 5000 series - Mornings
- 6000 series - Talent
- 7000 series - Leadership
- 8000 series - Morale
- 9000 series - Presentation
- 10000 series - News/Info
- 11000 series - Public Service
- 12000 series - Operations
- 13000 series - Talk
- 14000 series - Technical
- 15000 series - Internet
- 16000 series - Computers
- 17000 series - Sales
- 18000 series - Production
- 19000 series - Research
- 20000 series - Ratings
- 21000 series - Life
- 22000 series - Bookshelf

1000 Series — The Audience

1001 4/27/98 Page 2	QH Leverage: Invisible (Long-Term) Cume
1002 4/27/98 Page 9	Avoiding Pavlovian Tip-Offs
1003 4/27/98 Page 10	PD Bookshelf: Trout & Ries Today
1004 5/4/98 Page 1	The Mystical Math Behind Forced-Listen Contesting
1005 5/4/98 Page 1	The Filter System Of The Mind
1006 5/4/98 Page 7	Sales: The Only 3 Reasons Radio Won't Work
1007 5/4/98 Page 6	Eras Of Musical Influence: The Age Gauge
1008 5/4/98 Page 5	Home-Page-Less (Levels Of Station Web-Site Surfing)
1009 5/11/98 Page 1	The Holistic 8 Ms: Momentum
1010 5/11/98 Page 5	Effective Frequency
1012 5/11/98 Page 7	Filter System: Marketing
1013 5/11/98 Page 7	Filter System: Passives and Musical Differentiators
1014 5/11/98 Page 7	Filter System: Human Communication
1015 5/11/98 Page 7	Filter System: One-On-One
1016 5/11/98 Page 8	Underestimating Your Audience (Joan Of Arc Example)
1017 5/11/98 Page 9	Research "Rule Of 20"
1018 5/11/98 Page 7	Full Page Front Page
1018 5/11/98 Page 3	Bulshit Buzzers
1019 5/18/98 Page 2	Bob Pitman Quote: Brand-buyers
1020 5/18/98 Page 1	Winning Positions: Perceptual Attribution
1020b 5/18/98 Page 8	Researching "TV Shows" (Quick & Dirty)
1021 5/25/98 Page 1	Word Of Mouth: The Power Of Pals, Curiosity Cume
1022 5/25/98 Page 2	Word Of Mouth: Advertising Your Hipness
1023 5/25/98 Page 2	Word Of Mouth: Operation: Tell A Friend
1024 5/25/98 Page 5	Beginner's Guide To The Internet
1025 5/25/98 Page 6	Winning Positions: A Station Mosaic
1026 5/25/98 Page 6	Winning Positions: Format FaceOffs
1027 5/25/98 Page 6	Winning Positions: Trending Benchmarks
1028 5/25/98 Page 9	Knowing "When"
1029 5/25/98 Page 3	Two Unhip Songs Back-To-Back
1030 6/1/98 Page 1	VR: Making Virtual Reality Sound "Apparently Live" and Very Local
1031 6/8/98 Page 1	Building Name Equity & Listener Loyalty
1032 6/15/98 Page 2	Avoiding Promotion Mistakes: Hourpart Recycling
1033 6/15/98 Page 2	Avoiding Promotion Mistakes: Lifestyle Contests
1034 6/15/98 Page 1	Secrets Of Loyalty Marketing: Loyalty To Personalities/Building Name Equity
1035 6/22/98 Page 1	Measuring Big Mo (Momentum)
1036 6/22/98 Page 4	Grassroots Loyalty Marketing: "Operation: Shake & Howdy"
1037 6/22/98 Page 5	Lifestyle File: Reverse-Psychology & Basic Human Nature "I'm An Idiot"
1038 6/22/98 Page 6	Cumulative Reasoning (Rhody Bosley, Todd Wallace)
1039 6/22/98 Page 7	TV Spot Recall: Likeability vs. Effectiveness
1040 6/22/98 Page 7	TV Spot Recall: Dancing Fat Boy
1041 6/22/98 Page 7	TV Spot Recall: Post-Testing
1042 6/22/98 Page 7	TV Spot Recall: Radio Index TV Campaign Awareness Trends
1043 6/22/98 Page 7	TV Spot Recall: The Ultimate Post-Test: Ratings
1044 6/29/98 Page 8	Surveillance: Traffic: Locations Before Situations
1045 6/29/98 Page 8	Things Listeners Hate (That PD's Love): Background Music Behind Spots
1046 7/6/98 Page 2	How To Convince A Stubborn Personality To Say The Calls
1047 7/6/98 Page 9	About Audience Loyalty & Exclusive Cume (Doug McCall Quote)
1048 7/6/98 Page 8	Find Interesting Story Angles In The New York Post
1049 7/6/98 Page 8	The "Official" Stamp Of Approval (Weather Marketing, Outdoor)
1050 7/6/98 Page 7	Help Your Receptionist Communicate With Potential Diarykeepers
1051 7/6/98 Page 5	WWWWebWWWise Whirl Til You Hurl - Coaster Marathon II (KFMB-FM)

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- 2001 4/27/98 Page 2 Cloning Diarykeeper Mentality (also Music Diaries)
- 2002 5/4/98 Page 6 Rock Cred
- 2003 5/4/98 Page 6 Eras Of Musical Influence: The Age Gauge
- 2003b 5/11/98 Page 1 The Holistic 8 Ms: Music
- 2004 5/11/98 Page 7 Filter System: Predictable
- 2005 5/11/98 Page 7 Filter System: Musical Differentiators
- 2006 5/18/98 Page 4 Mystery Oldie Feature
- 2007 5/18/98 Page 7 Forgotten Basics: Music Radio Policies
- 2008 5/25/98 Page 2 Quantifying Oldies "Hit" Status

- 2009 5/25/98 Page 3 Oldies Balance
- 2010 5/25/98 Page 3 Oldies Balance Texture (2 Unhip Songs Back-To-Back)
- 2011 6/1/98 Page 4 Music Rotations: How "Hot" is HOT (Audience Speaks)
- 2012 6/15/98 Page 4 Snap8! Holly Local (Hot Hits) Mike Joseph
- 2013 6/22/98 Page 4 Official Workplace Request Catalog
- 2014 6/22/98 Page 6 Morning/Breakfast Special Shows & Features
- 2015 7/6/98 Page 2 Morning Music Considerations (Sweeps)
- 2016 7/6/98 Page 1 Music For Dummies: The Long & Short Of It

3000 Series — Promotion/Marketing

- 3001 4/27/98 Page 2 Make A Lasting Impression: Million \$ Bills
- 3002 4/27/98 Page 5 Prizes Money Can't Buy
- 3003 4/27/98 Page 3 Website Live Streaming Audio (KIS)
- 3004 4/27/98 Page 5 Website Canned Audio (Dees, Virgin, KFWB)
- 3005 4/27/98 Page 5 Website Wave Sound (WCBS-FM, 3AK)
- 3006 4/27/98 Page 5 Website Live Studio Cam (KBXX)
- 3007 4/27/98 Page 9 Forgotten Basics: McLendon Promotion Strategy
- 3008 4/27/98 Page 6 Cut-Through Campaigns (Video Mailer)
- 3009 4/27/98 Page 3 Cut-Through Campaigns (Newspaper Sticker-Drop)
- 3010 4/27/98 Page 3 PD Bookshelf: Trout & Ries Today
- 3011 4/27/98 Page 5 Promotional Art & Science: Annual Recurrents (Kiss Party)
- 3012 4/27/98 Page 11 Promotional Art & Science: Annual Recurrents (2nd Chance Prom)
- 3013 4/27/98 Page 8 Most Effective Promotions: Stunts: Marathons (KILT)
- 3014 5/4/98 Page 1 The Mystical Math Behind Forced-Listen Contesting
- 3015 5/4/98 Page 2 Assertions: Roger Ailes Quote
- 3016 5/4/98 Page 1 Practical Application of Filter System Mentality: Sticker Campaigns
- 3017 5/4/98 Page 7 Movie Ticket Giveaways: Win One You Want or Exclusive Premiere
- 3018 5/4/98 Page 5 Home-Page-Less (Levels Of Station Web-Site Surfing)
- 3019 5/4/98 Page 5 Enhanced Sites: High Road or Low Road
- 3020 5/4/98 Page 5 What Most Stations Forget To Include On Their Website
- 3021 5/11/98 Page 1 The Holistic 8 Ms: Money
- 3022 5/11/98 Page 2 The Holistic 8 Ms: Marketing
- 3023 5/11/98 Page 2 The Holistic 8 Ms: Magic
- 3024 5/11/98 Page 1 Promo's First Or Last
- 3025 5/11/98 Page 4 Gotcha Card
- 3026 5/11/98 Page 4 Promo's Last
- 3027 5/11/98 Page 4 Why Some People Buy Chevy's & Others Buy Fords
- 3028 5/11/98 Page 6 Titanic Topical Tactical TV
- 3029 5/11/98 Page 6 The World's Easiest Contest
- 3030 5/11/98 Page 7 Filter System: Marketing: Passive Listeners
- 3031 5/11/98 Page 2 Rupert Murdoch Quote: Way To Beat Bingo
- 3032 5/11/98 Page 9 Arthur Carlson: Turkeys Fly Quote (Consider All Angles)
- 3033 5/11/98 Page 9 Mental Participation Contests
- 3034 5/18/98 Page 2 Bob Pittman Quote: Brand-Buyers
- 3035 5/18/98 Page 1 Winning Positions: Perceptual Attribution
- 3036 5/18/98 Page 9 Cut-Through Campaigns: Sexy 7 Color-Combos Of Outdoor
- 3037 5/18/98 Page 9 Car-Sticker Color Combos
- 3038 5/18/98 Page 8 Cliché's are Good As Gold
- 3039 5/18/98 Page 4 Real Positioning: Truth In Advertising (Strength Of Intense Local Focus)
- 3040 5/18/98 Page 4 Battle Of The Sexes Morning Show Bit
- 3041 5/18/98 Page 7 Snap 4: Circus Radio (Ron Jacobs)
- 3042 5/18/98 Page 5 Websites With Attitude
- 3043 5/25/98 Page 1 Word Of Mouth: Power Of Pals
- 3044 5/25/98 Page 2 Word Of Mouth: Advertising Hipness
- 3045 5/25/98 Page 2 Word Of Mouth: "Operation: Tell A Friend"
- 3046 5/25/98 Page 4 Morning Benchmarks: Win-A-Wish
- 3047 5/25/98 Page 4 Morning Benchmarks: Listener-Interactive "Question Of The Day"

- 3048 5/25/98 Page 4 Morning Benchmarks: Trivia-Based Contests
- 3049 5/25/98 Page 4 Morning Benchmarks: Sound-Alike Political-Dignitary Phoners
- 3050 5/25/98 Page 4 Morning Benchmarks: Random Acts Of Coolness
- 3051 5/25/98 Page 5 Beginner's Guide To The Internet
- 3052 5/25/98 Page 5 Sponsorable "Pods" - Unobtrusive Sales Features PD's Will Love
- 3053 5/25/98 Page 5 Airplane-Banner Fly-By: "Hit This Plane, Win \$500"
- 3054 6/1/98 Page 2 Elements Of Stationality: Slogans
- 3055 6/1/98 Page 4 Cut Through Campaigns: TV: "The Songwriter"
- 3056 6/1/98 Page 4 Cut Through Campaigns: TV: "The Baby"
- 3057 6/1/98 Page 5 Web-Mistakes Many Stations Make: "Under Construction" Hiatus
- 3058 6/1/98 Page 5 Daily News Sheet
- 3059 6/1/98 Page 5 Daily Fax
- 3060 6/1/98 Page 6 Most Effective Promotions: "The Last Contest" (KCBQ)
- 3061 6/1/98 Page 6 Million Dollar Stash
- 3062 6/1/98 Page 6 \$50,000 Christmas Tree
- 3063 6/1/98 Page 6 "Concentration"
- 3064 6/8/98 Page 3 Capsule Combat: KKFR vs. KPTY
- 3066 6/8/98 Page 5 "Wheel World" Lex & Terry
- 3067 6/8/98 Page 6 Speaking Of Stickers: Effectiveness
- 3068 6/8/98 Page 6 Stickers: Stand-Out Shapes
- 3069 6/8/98 Page 6 Stickers: Size
- 3070 6/8/98 Page 6 "World's Greatest City" Stickers
- 3071 6/15/98 Page 2 Avoiding Promotion Mistakes: Hourpart Recycling
- 3072 6/15/98 Page 2 Avoiding Promotion Mistakes: Lifestyle Contests
- 3073 6/15/98 Page 9 Avoiding Promotion Mistakes: Building Expectancy
- 3074 6/15/98 Page 9 Avoiding Promotion Mistakes: The Double Whammy
- 3075 6/15/98 Page 9 Avoiding Promotion Mistakes: Quick-Take Overview
- 3076 6/15/98 Page 9 Avoiding Promotion Mistakes: The Fallacy Of The "Either/Or" Trap
- 3077 6/15/98 Page 4 Cut-Through Campaigns: Transit: Missed The Bus
- 3078 6/22/98 Page 3 Battle Of The Sexes, The Board Game
- 3079 6/22/98 Page 4 Official Workplace Request Catalog
- 3080 6/22/98 Page 4 Grassroots Loyalty Marketing: "Operation: Shake & Howdy"
- 3081 6/22/98 Page 5 Murray FM & Streaming Live Video
- 3082 6/22/98 Page 5 Car Sticker Promo: "Gettin' Sticky Wit' It"
- 3083 6/22/98 Page 7 TV Spot Recall: Likeability vs. Effectiveness
- 3084 6/22/98 Page 7 TV Spot Recall: Dancing Fat Boy
- 3085 6/22/98 Page 7 TV Spot Recall: Post-Testing
- 3086 6/22/98 Page 7 TV Spot Recall: Radio Index TV Campaign Awareness Trends
- 3087 6/22/98 Page 7 TV Spot Recall: The Ultimate Post-Test: Ratings
- 3088 6/15/98 Page 5 Old Trick That Still Moves The Needle: We Apologize
- 3089 6/15/98 Page 6 Elements Of Stationality: Slogans & Sweeps
- 3090 6/15/98 Page 8 Listener News-Tip Awards
- 3091 6/15/98 Page 2 Bob Pittman Quote: Value Of The Increment Of Convenience
- 3092 6/22/98 Page 5 Car Sticker Promo: 50 Ways To Stick Your Sticker
- 3093 6/29/98 Page 2 Capsule Combat: KIMN vs KBTR (Car Giveaway)
- 3094 7/6/98 Page 8 The "Official" Stamp Of Approval (Weather Marketing, Outdoor)
- 3095 7/6/98 Page 8 Cool Concert Contest: The Concert Countdown
- 3096 7/6/98 Page 5 WebWise: Whirl Til You Hurl - Coaster Marathon II (KFMB-FM)
- 3097 7/6/98 Page 6 Snap11! Color Radio (Chuck Blore) & The Chuck Blore Company
- 3098 7/13/98 Page 1 Stupid Human Tricks: Building Names & Audiences With Cunning

4000 Series — Contests

- 4001 4/27/98 Page 5 Prizes Money Can't Buy
- 4002 4/27/98 Page 5 Promotional Art & Science: Annual Recurrents (Kiss Party)
- 4003 4/27/98 Page 11 Promotional Art & Science: Annual Recurrents (2nd Chance Prom)
- 4004 4/27/98 Page 8 Most Effective Promotions: Stunts: Marathons (KILT)
- 4005 5/4/98 Page 1 The Mystical Math Behind Forced-Listen Contesting
- 4006 5/4/98 Page 4 Practical Application of Filter System Mentality: Sticker Campaigns
- 4007 5/4/98 Page 7 Movie Tix Giveaways: Win One You Want or Exclusive Premiere
- 4008 5/11/98 Page 2 The Holistic 8 Ms: Money
- 4009 5/11/98 Page 4 Gotcha Card
- 4010 5/11/98 Page 6 Titanic Topical Tactical TV

- 4011 5/11/98 Page 6 "The World's Easiest Contest"
- 4012 5/11/98 Page 2 Rupert Murdoch Quote: Way To Beat Bingo
- 4013 5/11/98 Page 9 Arthur Carlson: Turkeys Fly Quote (Consider All Angles)
- 4014 5/11/98 Page 9 Mental Participation Contests
- 4015 5/18/98 Page 4 Mystery Oldie Contest
- 4016 5/18/98 Page 4 Joke Of The Day Contest
- 4017 5/18/98 Page 4 Up-Late Update
- 4018 5/18/98 Page 4 Screen Test Contest
- 4019 5/18/98 Page 4 Battle Of The Sexes Contest
- 4020 5/18/98 Page 7 Snap 4: Circus Radio (Ron Jacobs) Battle Of Fresno
- 4021 5/25/98 Page 2 Word Of Mouth: Operation Tell A Friend
- 4022 6/1/98 Page 6 Most Effective Promotions: "The Last Contest" (KCBQ)
- 4023 6/1/98 Page 6 Million Dollar Stash

Continued ... On Page 3

Continued... From Page 2

- 4024 6/1/98 Page 6 \$50,000 Christmas Tree
- 4025 6/1/98 Page 6 "Concentration"
- 4026 6/8/98 Page 4 "The Yes/No Game"
- 4027 6/8/98 Page 4 "Must-Solve TV"
- 4028 6/8/98 Page 4 "Secret Sound"
- 4029 6/8/98 Page 4 "Spot The Spoof-Spot"
- 4030 6/8/98 Page 4 "What's My Line?"
- 4031 6/8/98 Page 4 "Word Of The Day"
- 4032 6/8/98 Page 5 "Wheel World" (Lex & Terry)
- 4033 6/8/98 Page 6 Stickers: Slightly Larger Size
- 4034 6/15/98 Page 2 Avoiding Promotion Mistakes: Hourpart Recycling

- 4035 6/15/98 Page 2 Avoiding Promotion Mistakes: Lifestyle Contests
- 4036 6/15/98 Page 9 Avoiding Promotion Mistakes: Building Expectancy
- 4037 6/15/98 Page 9 Avoiding Promotion Mistakes: The Double Whammy
- 4038 6/15/98 Page 9 Avoiding Promotion Mistakes: Quick-Take Overview
- 4039 6/15/98 Page 3 Capsule Combat: Top 40 Cash Call War Ptx 72
- 4040 6/15/98 Page 8 Listener News-Tip Award
- 4041 6/22/98 Page 3 "Battle Of The Sexes", The Board Game
- 4042 6/22/98 Page 5 Car Sticker Promo: "Gettin' Sticky Wit It"
- 4043 6/22/98 Page 5 Car Sticker Promo: 50 Ways To Stick Your Sticker
- 4044 6/29/98 Page 2 Capsule Combat: KIMN vs KBTR (Car Giveaway)
- 4045 7/6/98 Page 5 WebWise Whirl Til You Hurt - Coaster Marathon II (KFMB-FM)
- 4046 7/6/98 Page 8 Cool Concert Contest: The Concert Countdown
- 4047 7/13/98 Page 1 Stupid Human Tricks: Building Names/Audiences With Cunning Stunts

5000 Series — Mornings

- 5001 4/27/98 Page 11 Kidd Craddick's "2nd Chance Prom"
- 5002 4/27/98 Page 5 Rick Dees Web-Site Audio
- 5003 4/27/98 Page 5 Virgin Radio Web-Site Archive Of Past Week Shows
- 5004 5/11/98 Page 1 The Holistic 8 Ms: Mornings
- 5005 5/11/98 Page 5 Helium Hilarity
- 5006 5/11/98 Page 5 Impossible Question
- 5007 5/11/98 Page 5 Morning Show Archives on Website
- 5008 5/11/98 Page 5 Real Audio Feature That Touches Emotions
- 5009 5/18/98 Page 4 Mystery Oldie Contest
- 5010 5/18/98 Page 4 Joke Of The Day Contest
- 5011 5/18/98 Page 4 Up-Late Update
- 5012 5/18/98 Page 4 Screen Test Contest
- 5013 5/18/98 Page 4 Battle Of The Series Contest
- 5014 5/18/98 Page 4 Morning Show Bits: Don't Get Off A Winning Horse Mid-Race
- 5015 5/18/98 Page 6 Morning News Grid
- 5016 5/25/98 Page 4 Morning Benchmarks: Win-A-Wish
- 5017 5/25/98 Page 4 Morning Benchmarks: Listener-Interactive "Question Of The Day"
- 5018 5/25/98 Page 4 Morning Benchmarks: Trivia-Based Contests
- 5019 5/25/98 Page 4 Morning Benchmarks: Sound-Alike Political-Dignitary Phoners
- 5020 5/25/98 Page 4 Morning Benchmarks: Random Acts Of Coolness
- 5021 6/8/98 Page 4 Birthday Club
- 5022 6/8/98 Page 4 The Yes No Game
- 5023 6/8/98 Page 4 Hollywood Dirt Alert
- 5024 6/8/98 Page 4 Wild Track Drops
- 5025 6/8/98 Page 4 Must Solve TV
- 5026 6/8/98 Page 4 The Secret Sound
- 5027 6/8/98 Page 4 Phony Spoof Spots

- 5028 6/8/98 Page 4 Song Parodies
- 5029 6/8/98 Page 4 What's My Line
- 5030 6/8/98 Page 4 The Word Of The Day
- 5031 6/8/98 Page 4 Wheel World (Lex & Terry)
- 5032 6/8/98 Page 1 Name Equity
- 5033 6/8/98 Page 8 Complete Weather: Components Of An Efficient Weathercast
- 5034 6/15/98 Page 3 Secrets Of Listener Loyalty: Name Equity: Bonding Your Name
- 5035 6/15/98 Page 3 Secrets Of Listener Loyalty: Name Equity: Staying Current
- 5036 6/15/98 Page 4 Secrets Of Listener Loyalty: Name Equity: Public Service Direct Touch
- 5037 6/15/98 Page 4 Secrets Of Listener Loyalty: Loyalty To Personalities, Not Stations
- 5038 6/15/98 Page 4 Cut-Through Campaigns: Transit: Missed The Bus
- 5039 6/15/98 Page 4 W. Steven Martin Direct-Mail Database
- 5040 6/22/98 Page 3 "Battle Of The Sexes", The Board Game
- 5041 6/22/98 Page 5 Mulray FM & Streaming Live Video
- 5042 6/22/98 Page 6 Morning/Breakfast Special Shows & Features
- 5043 6/29/98 Page 3 How To Justify Big Bucks For Your Morning Show
- 5044 6/29/98 Page 1 Great Stations Have Defining Morning Shows
- 5045 6/29/98 Page 4 Snap10! Unconventional, Personality, "Mayberry" Radio (Jerry Ryan/KEZ)
- 5046 6/29/98 Page 8 Surveillance: Traffic: Locations Before Situations
- 5047 6/29/98 Page 1 Win Mornings Win The War
- 5048 7/6/98 Page 2 Morning Station Identification (and Sloganeering)
- 5049 7/6/98 Page 2 Timechecks In The Morning
- 5050 7/6/98 Page 2 Weather In The Morning
- 5051 7/6/98 Page 2 Strive For Funny
- 5052 7/6/98 Page 2 How To Convince A Stubborn Personality To Say The Calls
- 5053 7/6/98 Page 2 Morning Music Considerations (Sweeps)
- 5054 7/6/98 Page 9 Encapsulate Essentials (Info-Capsules)
- 5055 7/6/98 Page 9 Quantify Your Features
- 5056 7/6/98 Page 9 Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
- 5057 7/6/98 Page 9 Local Topicality
- 5058 7/6/98 Page 8 Find Interesting Story Angles In The New York Post

6000 Series — Talent

- 6001 4/27/98 Page 11 "The Secrets Of Radio" (J. Paul Emerson)
- 6002 5/4/98 Page 2 The Voice Of The Station x2 = Twice The Image
- 6003 5/4/98 Page 6 TV News Anchors Who Have "It"
- 6004 5/4/98 Page 5 Building Morale By Rewarding Teamwork (Team Bonuses)
- 6005 5/18/98 Page 10 Virtual Radio: Paying Attention To Paradigms
- 6006 5/18/98 Page 8 Researching TV Shows (Quick and Dirty)
- 6007 5/18/98 Page 6 Grading Each Newscast using News Grid
- 6008 5/18/98 Page 5 Ted Turner Teamwork: Lead, Follow, or Get Out Of Way
- 6009 5/25/98 Page 1 The OKOP Factor: Hiring Secret
- 6010 5/25/98 Page 7 Leadership Cliff's Notes: Achieving Discipline and Order
- 6011 5/25/98 Page 2 Gordon McLendon Sign In CR: Would YOU Listen
- 6012 6/1/98 Page 4 Snap6! Execution, Discipline, Will To Win (Drew, Rook, Wilson)
- 6013 5/1/98 Page 5 Son Of Sun Tzu: Getting An Air Talent's Attention
- 6014 6/1/98 Page 1 VR: Making Virtual Reality Sound "Apparently Live" and Very Local
- 6015 6/1/98 Page 9 Timeless Teachings To Talent: Jim O'Brien "This Ain't Clay Class"
- 6016 6/1/98 Page 7 Authorized Boss Memos #1 (Ron Jacobs): Warmth; Don't Get Cocky
- 6017 6/8/98 Page 1 Participati ve Management: Building Synergy That Wins
- 6018 6/8/98 Page 1 Building Name Equity & Listener Loyalty
- 6019 6/15/98 Page 3 Secrets Of Listener Loyalty: Name Equity: Bonding Your Name
- 6020 6/15/98 Page 3 Secrets Of Listener Loyalty: Name Equity: Staying Current
- 6021 6/15/98 Page 4 Secrets Of Listener Loyalty: Name Equity: Public Service Direct Touch
- 6022 6/15/98 Page 4 Secrets Of Listener Loyalty: Loyalty To Personalities, Not Stations
- 6023 6/15/98 Page 5 Old Trick That Still Moves The Needle: We Apologize
- 6024 6/15/98 Page 7 Leadership Cliff's Notes: Empowerment: Making PM Work

- 6025 6/15/98 Page 7 The Green Veggie Exercise
- 6026 6/15/98 Page 4 W. Steven Martin Direct-Mail Database
- 6027 6/22/98 Page 4 Grassroots Loyalty Marketing: "Operation: Shake & Howdy"
- 6028 6/22/98 Page 5 Mulray FM & Streaming Live Video
- 6029 6/22/98 Page 9 Anonymous Quote: Running A CHR Station Like HS
- 6030 6/22/98 Page 10 Rick Shaw Advice About "Great Attitude"
- 6031 6/29/98 Page 3 How To Justify Big Bucks For Your Morning Show
- 6032 6/29/98 Page 1 Win Mornings Win The War
- 6033 6/29/98 Page 4 Snap10! Unconventional, Personality, "Mayberry" Radio (Jerry Ryan/KEZ)
- 6034 6/29/98 Page 1 Great Stations Have Defining Morning Shows
- 6035 7/6/98 Page 2 Morning Station Identification (and Sloganeering)
- 6036 7/6/98 Page 2 Timechecks In The Morning
- 6037 7/6/98 Page 2 Weather In The Morning
- 6038 7/6/98 Page 2 Strive For Funny
- 6039 7/6/98 Page 2 How To Convince A Stubborn Personality To Say The Calls
- 6040 7/6/98 Page 2 Morning Music Considerations (Sweeps)
- 6041 7/6/98 Page 9 Encapsulate Essentials (Info-Capsules)
- 6042 7/6/98 Page 9 Quantify Your Features
- 6043 7/6/98 Page 9 Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
- 6044 7/6/98 Page 9 Local Topicality
- 6045 7/13/98 Page 1 Stupid Human Tricks: Building Names & Audiences With Cunning

TW Tips Index #1 — 2Q98

7000 Series — Leadership

7001	4/27/98	Page 4	Meaningful Mission Statements (KHTC)
7002	4/27/98	Page 11	Leadership Cliff's Notes: Meaningful Meetings
7003	4/27/98	Page 11	"The Secrets Of Radio" (J. Paul Emerson)
7004	5/4/98	Page 5	Building Morale By Rewarding Teamwork (Team Bonuses)
7005	5/11/98	Page 5	Kissinger: Is This Your Best?
7006	5/11/98	Page 6	Snap 3! Fun, Flair, Coolness (Sunny Joe White)
7007	5/4/98	Page 4	Snap 2! Flow (Ken Dowe)
7008	4/27/98	Page 8	Snap! (Steve Rivers)
7009	5/11/98	Page 10	Keep Your Mind On The Cutting Edge: Read Other Industry Trades
7010	5/18/98	Page 2	Bob Pittman Quote: Brand-Buyers
7011	5/18/98	Page 2	Harmless Dirty Tricks: The Ratings Scam
7012	5/18/98	Page 10	Food For Thought: Preparing For VR
7013	5/18/98	Page 1	Failure Avoidance Formula
7014	5/18/98	Page 8	Charles Warner Book: Broadcast & Cable Selling
7015	5/18/98	Page 7	Snap 4: Circus Radio (Ron Jacobs)
7016	5/18/98	Page 5	Ted Turner Teamwork: Lead, Follow, Or Get Out Of The Way
7017	5/25/98	Page 1	The OKOP Factor: Hiring Secret
7018	5/25/98	Page 4	Snap 5! Swagger! Energy! Originality! (Lee Abrams)
7019	5/25/98	Page 5	Sponsorable "Pods" — Unobtrusive Sales Features PD's Will Love
7020	5/25/98	Page 7	The Art Of War by Sun Tzu
7021	5/25/98	Page 7	Leadership Cliff's Notes: Achieving Discipline and Order
7022	6/1/98	Page 4	Snap 6! Execution, Discipline, Will To Win (Drew, Rook, Wilson)
7023	6/1/98	Page 5	Son Of Sun Tzu: Getting An Air Talent's Attention
7024	6/1/98	Page 7	Authorized Boss Memos #1 (Ron Jacobs): Warmth, Don't Get Cocky
7025	6/1/98	Page 1	VR: Making Virtual Reality Sound "Apparently Live" and Very Local
7026	6/1/98	Page 9	Timeless Teachings To Talent: Jim O'Brien "This Ain't Clay Class"
7027	6/8/98	Page 1	Participative Management: Building Synergy That Wins
7028	6/8/98	Page 4	Snap 7! Streamline & Sweat The Details (John Sebastian)
7029	6/8/98	Page 5	Bernie Waterman Quote: Everything involves salesmanship
7029	6/8/98	Page 5	Gary Edens Quote: No act of salesmanship goes unrewarded.
7030	6/8/98	Page 5	Lifestyle File: Making Time For Family (Stephen Covey)
7031	6/8/98	Page 9	IBM motto: What workers respect
7032	6/8/98	Page 7	How To Be A Switched-On VR PD
7033	6/8/98	Page 9	Bookshelf: How To Get Your Point Across In 30 Seconds
7034	6/15/98	Page 4	Snap 8! Hotly Local (Mike Joseph)
7035	6/15/98	Page 5	Lowry Mays Quotes: Fun and Hard Work

7036	6/15/98	Page 7	Leadership Cliff's Notes: Empowerment: Making PM Work
7037	6/15/98	Page 7	The Green Veggie Exercise
7038	6/15/98	Page 2	Bob Pittman Quote: Value Of The Increment Of Convenience
7038b	6/15/98	Page 10	Food For Thought: In Defense Of Paranoia
7039	6/15/98	Page 6	PD Bookshelf: Leadership Is An Art By Max DePree
7040	6/15/98	Page 6	PD Bookshelf: Empowerment Takes More Than A Minute
7041	6/22/98	Page 1	SWOT Studies Illuminate: The State Of The station
7042	6/22/98	Page 2	Lucille Ball Quote: About "Doing"
7043	6/22/98	Page 9	Dave Robbins Quote: "The Best Have Passion"
7044	6/22/98	Page 3	A Word About Excellence: Kaizen
7045	6/22/98	Page 5	Lifestyle File: Reverse-Psychology & Basic Human Nature "I'm An Idiot"
7046	6/22/98	Page 6	10 Dynamic Principles Of Selling Yourself
7047	6/22/98	Page 8	Surveillance: Expanded Storm-Coverage Policy
7048	6/22/98	Page 9	Anonymous Quote: Running A CHR Station Like HS
7049	6/22/98	Page 10	Rick Shaw Advice About "Great Attitude"
7050	6/29/98	Page 1	How To Make The Most Of Your Time
7051	6/29/98	Page 2	Capsule Combat: KMIN vs KBTR (Car Giveaway)
7052	6/29/98	Page 4	Snap 10! Unconventional, Personality, "Maybe" Radio (Jerry Ryan/KEZ)
7053	6/29/98	Page 5	Authorized Boss Memos #2 (Ron Jacobs): Perform For The People
7054	6/29/98	Page 7	The State Of The Station: How Monthly Reports Help You
7055	6/29/98	Page 1	Win Mornings Win The War: Great Stations Defining Morning Shows
7056	6/29/98	Page 2	Ernest Hemingway Quote: Finish What You Start
7057	6/29/98	Page 3	How To Justify Big Bucks For Your Morning Show
7057b	7/6/98	Page 2	On Commitment To Winning: Richie Balsbaugh Quote
7058	7/6/98	Page 1	Music For Dummies: The Long & Short Of It
7059	7/6/98	Page 8	Broadcast News, 3rd Editions by Mitchell Stephens
7060	7/6/98	Page 4	The State Of The Station: Annual Action Plans
7061	7/6/98	Page 7	Help Your Receptionist Communicate With Potential Diarykeepers
7062	7/6/98	Page 6	Snap 11! Color Radio (Chuck Blore) & The Chuck Blore Company
7063	7/6/98	Page 6	Lifestyle File: Finding Quality Time For Your Kids
7064	7/13/98	Page 10	Always An Upside (Sidebar About Mariah Carey Misquote)
7065	7/13/98	Page 2	Shut Up & Play The Hits
7066	7/13/98	Page 3	Make Most Of Time (Delegation, Procrastination, Communication)
7067	7/13/98	Page 3	Things To Come: 1 Terabyte Hard Drives (Bill Gates 640k Quote)
7068	7/13/98	Page 8	Compel Listeners To Go Out Of Their Way To Listen (Mini-Docs)
7069	7/13/98	Page 5	PD Bookshelf: "Lead The Field" By Earl Nightingale

8000 Series — Morale

8001	5/4/98	Page 5	Building Morale By Rewarding Teamwork (Team Bonuses)
8002	5/11/98	Page 4	In Search Of Excellence: Business Cards
8003	5/11/98	Page 4	Gotcha Cards
8004	5/25/98	Page 1	The OKOP Factor: Hiring Secret
8005	5/25/98	Page 7	Leadership Cliff's Notes: Achieving Discipline and Order
8006	6/1/98	Page 1	VR: Making Virtual Reality Sound "Apparently Live" and Very Local
8007	6/1/98	Page 10	Food For Thought: "To Your Health" (Get Fit)
8008	6/8/98	Page 1	Participative Management: Building Synergy That Wins

8009	6/15/98	Page 7	Leadership Cliff's Notes: Empowerment: Making PM Work
8010	6/15/98	Page 7	The Green Veggie Exercise
8011	6/15/98	Page 6	PD Bookshelf: Leadership Is An Art By Max DePree
8011	6/15/98	Page 6	PD Bookshelf: Empowerment Takes More Than A Minute
8012	6/22/98	Page 3	A Word About Excellence: Kaizen
8013	6/22/98	Page 4	Grassroots Loyalty Marketing: "Operation: Shake & Howdy"
8014	6/22/98	Page 9	Anonymous Quote: Running A CHR Station Like HS
8015	6/22/98	Page 10	Rick Shaw Advice About "Great Attitude"
8016	6/29/98	Page 2	Capsule Combat: KMIN vs KBTR (Car Giveaway)
8017	6/29/98	Page 5	Authorized Boss Memos #2 (Ron Jacobs): Perform For The People
8018	7/6/98	Page 2	On Commitment To Winning: Richie Balsbaugh Quote
8019	7/6/98	Page 6	Lifestyle File: Finding Quality Time For Your Kids

9000 Series — Presentation

9001	4/27/98	Page 3	Website Live Streaming Audio ("how to keep listening")
9002	4/27/98	Page 4	Meaningful Mission Statements (KHTC)
9003	4/27/98	Page 6	Word-Efficient Temperature Perspectives
9004	4/27/98	Page 6	Gold/Silver Price
9005	4/27/98	Page 6	Partial Scores On Music Stations
9006	4/27/98	Page 8	Elements Of Stationality: Snap! (Steve Rivers)
9007	4/27/98	Page 9	Avoiding Pavlovian Tip-Offs
9008	4/27/98	Page 9	Forgotten Basics: McLendon Promotion Strategy
9009	4/27/98	Page 11	"The Secrets Of Radio" (J. Paul Emerson)
9010	5/4/98	Page 2	The Voice Of The Station x2 = Twice The Image
9011	5/4/98	Page 2	Assertions: Roger Ailes Quote
9012	5/4/98	Page 4	"SNAP2": Flow (Ken Dowe)
9013	5/4/98	Page 6	Instant News Credibility
9013	5/4/98	Page 6	Surveillance Experts
9014	5/4/98	Page 6	The News-Writing "Rule Of 3"
9015	5/4/98	Page 6	TV News Anchors Who Have "It"
9016	5/4/98	Page 6	"From The KTAR News Center"
9017	5/11/98	Page 2	Holistic 8 Ms: Math
9018	5/11/98	Page 2	Holistic 8 Ms: Magic
9019	5/11/98	Page 2	Liners That Deliver (KOOL, WLSS, KZZP)

9020	5/11/98	Page 3	The Case For Promo's First
9021	5/11/98	Page 3	The Case For Promo's Last
9022	5/11/98	Page 4	Why Some Folks Buy Chevys and Others Buy Fords
9023	5/11/98	Page 6	Snap 3! Fun, Flair, Coolness (Sunny Joe White)
9024	5/11/98	Page 7	Filter System: Music Differentiators
9025	5/11/98	Page 7	Filter System: Passives
9026	5/11/98	Page 7	Filter System: Casual Not Pitch
9027	5/11/98	Page 8	Attribution: How To WIN The "Traffic Reliance" Perception
9028	5/11/98	Page 7	Filter System: One-On-One
9029	5/11/98	Page 7	Full Page Front Page
9029	5/11/98	Page 3	Bullshit Buzzers
9030	5/18/98	Page 3	Statements & Sweepers & Liners (KLTR, KOPA, 2DAYFM)
9031	5/18/98	Page 8	Cliché's Good As Gold
9032	5/18/98	Page 7	Snap 4! Circus Radio (Ron Jacobs)
9033	5/18/98	Page 6	Grading Each Newscast Using News Grid
9034	5/18/98	Page 6	News Grid
9035	5/18/98	Page 5	"You've Got Spam" Voiceovers
9036	5/18/98	Page 5	Websites With Attitude
9037	5/25/98	Page 5	Sponsorable "Pods" — Unobtrusive Sales Features PD's Will Love
9038	5/25/98	Page 9	News-Writing Styles Of The Rich & Famous: The Basics
9038b	6/1/98	Page 2	Elements Of Stationality: Slogans
9039	6/1/98	Page 4	Snap 6! Execution, Discipline, Will To Win (Drew, Rook, Wilson)

Continued . . . on Page 5

TW Tips Index #1 — 2Q98

9000 Series — Presentation

Continued ... From Page 4

- 9040 6/1/98 Page 6 Most Effective Promotions: "The Last Contest" (KCBC)
- 9041 6/1/98 Page 7 Authorized Boss Memos #1 (Ron Jacobs): Warmth, Don't Get Cocky
- 9042 6/1/98 Page 1 New Millennium News-Writing Intricacies
- 9043 6/1/98 Page 9 VR: "Hamburger Helper" for Newscasts
- 9044 6/1/98 Page 1 VR: Making Virtual Reality Sound "Apparently Live" and Very Local
- 9045 6/8/98 Page 3 Capsule Combat: KKFR vs KPTY
- 9046 6/8/98 Page 4 Snap71 Streamline & Sweat The Details (John Sebastian)
- 9047 6/8/98 Page 6 Speaking In Superlatives: The World's Greatest City
- 9048 6/8/98 Page 8 Complete Weather: Components Of An Efficient Weathercast
- 9049 6/8/98 Page 7 How To Be A Switched-On VR PD
- 9050 6/8/98 Page 9 Bookshelf: How To Get Your Point Across In 30 Seconds
- 9051 6/15/98 Page 2 Avoiding Promotion Mistakes: Hourpart Recycling
- 9052 6/15/98 Page 9 Avoiding Promotion Mistakes: Building Expectancy
- 9053 6/15/98 Page 9 Avoiding Promotion Mistakes: The Double Whammy
- 9054 6/15/98 Page 3 Capsule Combat: Top 40 Cash Call War Pbx 72
- 9055 6/15/98 Page 4 Snap8! Holy Local (Mike Joseph) Localize
- 9056 6/15/98 Page 4 Snap8! Holy Local (Mike Joseph) Brevity
- 9057 6/15/98 Page 5 Old Trick That Still Moves The Needle: We Apologize
- 9058 6/15/98 Page 6 Elements Of Stationality: Slogans & Sweepers
- 9059 6/15/98 Page 8 Listener News-Tip Award
- 9060 6/15/98 Page 2 Robin Leach Quote: Keep It Simple AND Stupid
- 9061 6/22/98 Page 4 Official Workplace Request Catalog
- 9062 6/22/98 Page 5 Car Sticker Promo: "Gettin' Sticky Wit It"

- 9063 6/22/98 Page 6 Morning/Breakfast Special Shows & Features
- 9064 6/22/98 Page 8 Surveillance: Expanded Storm-Coverage Policy
- 9065 6/22/98 Page 5 Car Sticker Promo: "Gettin' Sticky Wit It"
- 9066 6/29/98 Page 2 Capsule Combat: KIMN vs KBTR (Car Giveaway)
- 9067 6/29/98 Page 5 Authorized Boss Memos #2 (Ron Jacobs): Perform For The People
- 9068 6/29/98 Page 8 Surveillance: Traffic: Locations Before Situations
- 9069 6/29/98 Page 8 Things Listeners Hate (That PD's Love): Background Music Under Lives
- 9070 7/6/98 Page 2 Morning Station Identification (and Sloganeering)
- 9071 7/6/98 Page 2 Timechecks In The Morning
- 9072 7/6/98 Page 2 Weather In The Morning
- 9073 7/6/98 Page 2 Strive For Funny
- 9074 7/6/98 Page 2 How To Convince A Stubborn Personality To Say The Calls
- 9075 7/6/98 Page 2 Morning Music Considerations (Sweeps)
- 9076 7/6/98 Page 9 Encapsulate Essentials (Info-Capsules)
- 9077 7/6/98 Page 9 Quantify Your Features
- 9078 7/6/98 Page 9 Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
- 9079 7/6/98 Page 9 Local Topicality
- 9080 7/6/98 Page 8 Cool Concert Contest: The Concert Countdown
- 9081 7/6/98 Page 5 Elements Of Stationality: Sweepers
- 9082 7/6/98 Page 6 Snap11! Color Radio (Chuck Blore) & The Chuck Blore Company
- 9083 7/13/98 Page 2 Shut Up & Play The Hits
- 9084 7/13/98 Page 1 Stupid Human Tricks: Building Names/Audiences With Cunning Stunts
- 9085 7/13/98 Page 8 Compel Listeners To Go Out Of Their Way (Mini-Docs)
- 9086 7/13/98 Page 6 Compel Listeners To Go Out Of Their Way (Commentary/Substance)

10000 Series - News/Surveillance

- 10001 4/27/98 Page 6 Continuing Education In The Newsroom
- 10002 4/27/98 Page 6 Word-Efficient Temperature Perspectives
- 10003 4/27/98 Page 6 Gold/Silver Price
- 10004 4/27/98 Page 6 Partial Scores On Music Stations
- 10005 5/4/98 Page 6 Instant News Credibility
- 10006 5/4/98 Page 6 Surveillance Experts
- 10007 5/4/98 Page 6 The News-Writing "Rule Of 3"
- 10008 5/4/98 Page 6 TV News Anchors Who Have "It"
- 10009 5/4/98 Page 6 "From The KTAR News Center"
- 10010 5/11/98 Page 5 News Update Ticker On Your Website
- 10011 5/11/98 Page 2 Holistic 8 Mts: Meaningful Information
- 10012 5/11/98 Page 8 Attribution: How To WIN The "Traffic Reliance" Perception
- 10013 5/18/98 Page 6 Grading Each Newscast Using News Grid
- 10014 5/18/98 Page 6 News Grid
- 10015 5/18/98 Page 6 Wallace Wisdom: Perfectly Balanced Newscast

- 10015 5/25/98 Page 9 News-Writing Styles Of The Rich & Famous: The Basics
- 10016 6/1/98 Page 5 Daily News Sheet
- 10017 6/1/98 Page 5 Daily Fax
- 10018 6/1/98 Page 1 New Millennium News-Writing Intricacies
- 10019 6/1/98 Page 9 VR: "Hamburger Helper" for Newscasts
- 10020 6/8/98 Page 8 Complete Weather: Components Of An Efficient Weathercast
- 10021 6/15/98 Page 4 Out-Through Campaigns: Transit: Missed The Bus
- 10022 6/15/98 Page 8 Listener News-Tip Award
- 10023 6/22/98 Page 8 Surveillance: Expanded Storm-Coverage Policy
- 10024 6/29/98 Page 8 Surveillance: Traffic: Locations Before Situations
- 10025 7/6/98 Page 9 Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
- 10026 7/6/98 Page 2 Morning Weather
- 10027 7/6/98 Page 8 Broadcast News, 3rd Editions by Mitchell Stephens
- 10028 7/6/98 Page 8 Find Interesting Story Angles In The New York Post
- 10029 7/6/98 Page 8 The "Official" Stamp Of Approval (Weather Marketing, Outdoor)
- 10030 7/13/98 Page 10 Always An Upside (Sidebar About Mariah Carey Misquote)
- 10031 7/13/98 Page 8 Compel Listeners To Go Out Of Their Way To Listen (Mini-Docs)
- 10032 7/13/98 Page 6 Compel Listeners To Go Out Of Their Way (Commentary/Sub-

11000 Series — Public Service

- 11001 4/27/98 Page 4 Meaningful Mission Statements (KHTC)
- 11002 4/27/98 Page 5 Promotional Art & Science: Annual Recurrents (Kiss Party)
- 11003 4/27/98 Page 11 Promotional Art & Science: Annual Recurrents (2nd Chance Prom)
- 11004 4/27/98 Page 8 Most Effective Promotions: Stunts: Marathons (KILT)
- 11005 6/8/98 Page 6 Speaking In Superlatives: The World's Greatest City
- 11006 6/15/98 Page 4 Loyalty Marketing: Building Name Equity: Public Service Direct Touch
- 11007 6/15/98 Page 4 W. Steven Martin Direct-Mail Data-Base

12000 Series — Operations

- 12001 6/29/98 Page 1 How To Make The Most Of Your Time

13000 Series — Talk

(None)

14000 Series — Technical

(None)

15000 Series — The Internet

- 15001 4/27/98 Page 3 Website Live Streaming Audio (KIS)
- 15001 4/27/98 Page 3 Website Live Streaming Audio ('how to keep listening')
- 15002 4/27/98 Page 5 Website Canned Audio (Dees, Virgin, KFVB)
- 15003 4/27/98 Page 5 Website Wave Sound (WCBS-FM, 3AK)
- 15004 4/27/98 Page 5 Website Live Studio Cam (KBXX)
- 15005 5/4/98 Page 5 News Update Ticker On Your Website
- 15006 5/4/98 Page 5 Home-Page-Less (Levels Of Station Web-Site Surfing)
- 15007 5/4/98 Page 5 Enhanced Sites: High Road or Low Road
- 15008 5/4/98 Page 5 What Most Stations Forget To Include On Their Website
- 15009 5/11/98 Page 5 Cool Features For Your Deep Site: Helium Hilarity (KDKB)
- 15010 5/11/98 Page 5 Cool Features For Your Deep Site: Geek Jokes (KMXZ)
- 15011 5/11/98 Page 5 Cool Features For Your Deep Site: The Impossible Question (KMXZ)
- 15012 5/11/98 Page 5 Cool Features For Your Deep Site: Morning Show Archives (KMXZ)

- 15013 5/11/98 Page 5 Cool Features For Your Deep Site: RealAudio Features (KMXZ)
- 15014 5/11/98 Page 5 "Titanic" Topical Tactical TV (See Spot on Internet) (KIS-FM)
- 15016 5/18/98 Page 5 Websites With Attitude
- 15017 5/18/98 Page 5 "You've Got Spam" (AOL Voice Guy)
- 15018 5/18/98 Page 8 Charles Warner Website
- 15019 5/25/98 Page 5 Beginner's Guide To The Internet
- 15020 5/25/98 Page 5 TW Quote: Icon Contact No Substitute For Eye Contact
- 15021 6/1/98 Page 5 Web-Mistakes Many Stations Make: "Under Construction" Hiatus
- 15022 6/1/98 Page 5 Daily News Fax
- 15023 6/8/98 Page 5 Wheel World (Lex & Terry)
- 15024 6/15/98 Page 8 Listener News-Tip Award
- 15025 6/22/98 Page 5 Murray FM & Streaming Live Video
- 15026 7/6/98 Page 5 WebWise Whirl Til You Hurt - Coaster Marathon II (KFMB-FM)
- 15027 7/6/98 Page 8 Find Interesting Story Angles In The New York Post
- 15028 7/6/98 Page 7 Bobby Ocean Website
- 15029 7/6/98 Page 7 Radio 411 Website (Includes Bobby Ocean Cartoon Gallery)
- 15030 7/13/98 Page 6 Cyber-Survival For The New Millennium: How To Quote Original Text

TW Tips Index #1 — 2Q98

16000 Series — Computers

- 160014/27/98 Page 3 Website Live Streaming Audio (KJIS)
160014/27/98 Page 3 Website Live Streaming Audio ("how to keep listening")
160024/27/98 Page 5 Website Canned Audio (Dees, Virgin, KFWB)
160034/27/98 Page 5 Website Wave Sound (WCBS-FM, 3AK)
160044/27/98 Page 5 Website Live Studio Cam (KBXX)
160054/27/98 Page 7 Constructing An Arbitrend-Extrap Spreadsheet
160065/4/98 Page 5 News Update Ticker On Your Website
160075/4/98 Page 5 Home-Page-Less (Levels Of Station Web-Site Surfing)
160085/4/98 Page 5 Enhanced Sites: High Road or Low Road
160095/4/98 Page 5 What Most Stations Forget To Include On Their Website
160105/11/98 Page 5 Cool Features For Your Deep Site: Helium Hilarity (KDKB)
160115/11/98 Page 5 Cool Features For Your Deep Site: Geek Jokes (KMXZ)
160125/11/98 Page 5 Cool Features For Your Deep Site: The Impossible Question (KMXZ)
160135/11/98 Page 5 Cool Features For Your Deep Site: Morning Show Archives (KMXZ)
160145/11/98 Page 5 Cool Features For Your Deep Site: RealAudio Features (KMXZ)
160155/11/98 Page 5 "Titanic" Topical Tactical TV (See Spot on Internet) (KIS-FM)

- 160165/18/98 Page 5 Websites With Attitude
160175/18/98 Page 5 "You've Got Spam" (AOL Voice Guy)
160185/25/98 Page 5 Beginner's Guide To The Internet
160195/25/98 Page 5 TW Quote: Icon Contact No Substitute For Eye Contact
160206/1/98 Page 5 Web-Mistakes Many Stations Make: "Under Construction" Hiatus
160216/1/98 Page 5 Daily News Fax
160226/8/98 Page 5 Wheel World (Lex & Terry)
160236/8/98 Page 7 How To Be A Switched-On VR PD
160246/22/98 Page 5 Muray FM & Streaming Live Video
160256/29/98 Page 1 How To Make The Most Of Your Time
160267/6/98 Page 5 WebWise Whirl Til You Hurl - Coaster Marathon II (KFMB-FM)
160277/6/98 Page 8 Find Interesting Story Angles In The New York Post
160287/6/98 Page 7 Bobby Ocean Website
160297/6/98 Page 7 Radio 411 Website (Includes Bobby Ocean Cartoon Gallery)
160307/13/98 Page 3 Things To Come: 1 Terabyte Hard Drives (Bill Gates 640k Quote)
160317/13/98 Page 6 Cyber-Survival For The New Millennium: How To Quote Original Text

17000 Series — Sales

- 170015/4/98 Page 7 Sales 101: The ONLY 3 Reasons Why Radio Won't Work
170025/11/98 Page 3 Premium Rate: First Spot In Slotset
170035/18/98 Page 8 Broadcast & Cable Selling: Charles Warner
170045/25/98 Page 5 Sponsorable "Pods" - Unobtrusive Sales Features PD's Will Love
170056/1/98 Page 6 Most Effective Promotions: "The Last Contest" (KCBO)
170066/1/98 Page 6 Million Dollar Stash

- 170076/1/98 Page 6 \$50,000 Christmas Tree
170086/1/98 Page 6 "Concentration"
170096/8/98 Page 5 Bernie Waterman Quote: Everything involves salesmanship
170096/8/98 Page 5 Gary Edens Quote: No act of salesmanship goes unrewarded.
170106/15/98 Page 7 Participative Management: 4th Quarter Budget Goal Meeting
170116/22/98 Page 6 10 Dynamic Principles Of Selling Yourself
170126/29/98 Page 3 How To Justify Big Bucks For Your Morning Show
170136/29/98 Page 1 Win Mornings Win The War
170146/29/98 Page 1 Great Stations Have Defining Morning Shows

18000 Series — Production

- 190014/27/98 Page 2 QH Leverage: Invisible (Long-Term) Curse
190025/4/98 Page 7 Weekly Tracking: Key Factors You Should Be Benchmarking
190035/11/98 Page 2 Holistic 8 Ms: Math
190045/11/98 Page 5 Effective Frequency
190055/11/98 Page 8 Joan Of Arc (Underestimating Your Audience)
190065/11/98 Page 9 The Research "Rule Of 20"
190075/18/98 Page 1 Winning Positions: Perceptual Attribution
190085/18/98 Page 3 Gerard Duignan: Statistics Made-Up
190095/18/98 Page 9 Cut-Through Campaigns: Sexy 7 Color Combos Of Outdoor
190105/18/98 Page 9 Car-Sticker Color Combos
190115/18/98 Page 8 Researching TV Shows
190125/18/98 Page 8 Researching TV Shows (Quick & Dirty)
190135/25/98 Page 6 Winning Positions: A Station Mosaic
190145/25/98 Page 6 Winning Positions: Format FaceOffs
190155/25/98 Page 6 Winning Positions: Trending Benchmarks

- 18001 5/4/98 Page 2 The Voice Of The Station x 2 = Twice The Image
18001b 6/15/98 Page 7 Participative Management: Votes (Who Decides)
18003 6/22/98 Page 5 Car Sticker Promo: "Gettin' Sticky Wit It"
18004 6/22/98 Page 5 Car Sticker Promo: 50 Ways To Stick Your Sticker
18005 7/6/98 Page 6 Snap11! Color Radio (Chuck Blore) & The Chuck Blore Company
18006 7/6/98 Page 5 Elements Of Stationality: Sweepers

19000 Series — Research

- 190166/1/98 Page 4 Music Rotations: How "Hot" is HOT (The Audience Speaks)
190176/15/98 Page 4 Snap8! Holy Local (Mike Joseph) Retail Research (WABC)
190186/22/98 Page 1 Measuring Big Mo (Momentum)
190196/22/98 Page 7 TV Spot Recall: Likeability vs. Effectiveness
190206/22/98 Page 7 TV Spot Recall: Dancing Fat Boy
190216/22/98 Page 7 TV Spot Recall: Post-Testing
190226/22/98 Page 7 TV Spot Recall: Radio Index TV Campaign Awareness Trends
190237/6/98 Page 9 About Audience Loyalty & Exclusive Curme (Doug McCall Quote)
190247/13/98 Page 4 Making Sense Of "Flukes"
190257/13/98 Page 4 How To Use Arbitron Data To Know If You Were Slimed

20000 Series — Ratings

- 20001 4/27/98 Pg 7 Extrapolating Arbitrend Pure Monthlies
20002 4/27/98 Pg 2 Cloning Diarykeeper Mentality (Music Diaries)
20003 4/27/98 Pg 7 Constructing An Arb-Extrap Spreadsheet
20004 5/4/98 Pg 1 Mystical Math Of Forced-Listen Contesting
20005 5/4/98 Pg 1 The Filter System Of The Mind
20006 6/22/98 Pg 6 Cumulative Reasoning (Rhody Bosley, TW)
20007 6/22/98 Pg 7 TV Spot Recall: Ultimate Post-Test Ratings
20008 7/6/98 Pg 9 Audience Loyalty/Excl Curme (Doug McCall)
20009 7/13/98 Pg 4 Making Sense Of "Flukes"
20010 7/13/98 Pg 4 Using Arb Data To Know If You Were Slimed

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210035/18/98 Pg 1 Failure Avoidance Formula Applied To Life
210045/18/98 Pg 5 Funding Your IRA401K Today
210056/1/98 Pg 5 Lifestyle: 14,000 Things To Be Happy About
210066/1/98 Pg 10 "To Your Health" (Get Fit)
21007a6/8/98 Pg 5 Lifestyle: Making Time For Family (Covey)
210076/15/98 Pg 5 Lowry Mays Quote: Fun and Hard Work
210086/15/98 Pg 5 Lifestyle File: Bank-Balance Of Daily Life
210096/22/98 Pg 2 Using SWOT Model In Your Personal Life
210106/22/98 Pg 5 Reverse-Psychology "I'm An Idiot"
210116/29/98 Pg 1 How To Make The Most Of Your Time
210126/29/98 Pg 8 Lifestyle File:
Investments That Pay For Themselves
210136/29/98 Pg 2 Ernest Hemingway: Finish What You Start
210147/6/98 Pg 6 Lifestyle: Finding Quality Time For Your Kids
210157/13/98 Pg 5 Bookshelf: "Lead The Field" Earl Nightingale

22000 Series - PD Bookshelf

- 22001 4/27/98 Pg 10 PD Bookshelf: Trout & Ries Today
220024/27/98 Pg 11 "The Secrets Of Radio" (J. Paul Emerson)
220035/11/98 Pg 10 Keep Your Mind On Cutting Edge;
Read Other Trade Publications
220045/11/98 Pg 5 Effective Frequency (ANA)
220055/18/98 Pg 8 Broadcast & Cable Selling: Charles Warner
220065/25/98 Pg 7 The Art Of War by Sun Tzu
220076/1/98 Pg 5 Lifestyle File:
14,000 Things To Be Happy About
220086/1/98 Pg 2 Writing Broadcast News:
Shorter, Sharper, Stronger by Merv Bloch
22008a 6/8/98 Pg 5 7 Habits Of Highly Effective Families (Covey)
220096/15/98 Pg 6 Leadership Is An Art By Max DePree
220106/15/98 Pg 6 Empowerment Takes More Than A Minute
by Ken Blanchard
220117/6/98 Pg 8 Broadcast News, Third Edition (Stephens)
220127/13/98 Pg 5 "Lead The Field" By Earl Nightingale

4/27/98	Page 12	Going The Extra Mile	6/8/98	Page 10	Too Hip For The Room
5/4/98	Page 8	Preemptive Tactics and "Pulitzer Prize Plagiarism"	6/15/98	Page 10	In Defense Of Paranoia
5/11/98	Page 10	Keep Your Mind On Cutting Edge: Read Other Industries Publications	6/22/98	Page 10	A Famous Last Word: (Great) Attitude (Salute To Rick Shaw)
5/18/98	Page 10	Paying Attention To Paradigms	6/29/98	Page 10	Win A \$7,000 Think-Tank Weekend
5/25/98	Page 10	About That Major Announcement: The Authorized Boss Memos	7/6/98	Page 10	Pick Up The Phone Right Now (And Call A Friend)
6/1/98	Page 10	To Your Health (Getting Fit)	7/13/98	Page 10	I Owe Mariah Carey An Apology

Quotes Worth Re-Quoting

4/27/98	Page 2	Rod Muir	Unique Markets	6/15/98	Page 7	Stephen Covey	Begin With The End In Mind
4/27/98	Page 10	Randy Michaels	Making Mistakes, Trying Hard	6/15/98	Page 8	Ivan Pavlov	Good Doggie
4/27/98	Page 10	Chinese Proverb	Focus	6/15/98	Page 9	Todd Wallace	Ponderable Questions: 75-104 Year Old Baby Boomers
4/27/98	Page 11	Anthony Robbins	Inspiration (Getting Started, Doing Impossible)				Paranoia
5/4/98	Page 2	Roger Ailes	Assertions Not Responded To (Positioning)	6/15/98	Page 10	Folk Wisdom	The Best Have Passion
5/4/98	Page 2	Yogi Berra	The Future	6/22/98	Page 9	Dave Robbins	About "Doing"
5/4/98	Page 5	John McKay	Your Team's Execution	6/22/98	Page 2	Lucille Ball	Come Is Always Going Down, Can't Have TSL Without Come
5/11/98	Page 3	Branch Rickey	Errors Of Enthusiasm	6/22/98	Page 6	Rhody Bosley	No Such Thing As Too High A Come
5/11/98	Page 2	Rupert Murdoch	Better Bingo Beats Bingo	6/22/98	Page 6	Todd Wallace	Running CHR Station Like High School
5/11/98	Page 9	Arthur Carlson	Turkeys Fly (WKRP)	6/22/98	Page 9	Anonymous	Always Have Good Attitude, Honor Your Audience
5/18/98	Page 2	Bob Pittman	Nation Of Brand Buyers & Being Sociologists	6/22/98	Page 10	Rick Shaw	Kaizen: Where Everything Is Good/Better
5/18/98	Page 3	Gerard Duignan	Statistics Made-Up	6/22/98	Page 3	Todd Wallace	Finish What You Start
5/18/98	Page 7	Ron Jacobs	Preparation, Concentration, Moderation	6/29/98	Page 2	Ernest Hemingway	Listeners Being Herded Into P1 Stalls
5/18/98	Page 5	Ted Turner	Lead, Follow, or Get Out Of Way	6/29/98	Page 4	Todd Wallace	Boss Memo #2 (Perform For The People)
5/18/98	Page 3	Ken Greenwood	Can't Freeze-Frame Radio (Failure Avoidance)	6/29/98	Page 5	Ron Jacobs	On Sincerity
5/25/98	Page 2	Ken Palmer	Nothing's We've Ever Done In The Past	6/29/98	Page 7	George Burns	25-54 Is A Family Reunion
5/25/98	Page 2	Gordon McLendon	Would YOU Listen To You	6/29/98	Page 9	E. Karl	On Commitment To Winning
5/25/98	Page 5	Todd Wallace	Icon-Contact No Substitute For Eye Contact	7/6/98	Page 2	Richie Balsbaugh	About Audience Loyalty & Exclusive Come
5/25/98	Page 7	Sun Tzu	Know Yourself and Your Enemy	7/6/98	Page 9	Doug McCall	Subtlety
5/25/98	Page 7	John Mitchell	When You've Got 'em By The Balls	7/6/98	Page 3	Dr. Laura Schlessinger	Rivers, Stewart, Joseph Shut Up & Play The Hits
5/25/98	Page 7	Public Notice	Daily Floggings	7/13/98	Page 2	Rivers, Stewart, Joseph	Things To Come: 1 Terabyte Hard Drives
5/25/98	Page 9	George Schlatter	Knowing "When": Do Too Much	7/13/98	Page 3	Bill Gates	Ambition
6/1/98	Page 2	Malcomb Forbes	Doing What You Want To Do	7/13/98	Page 5	Steven Wright	Learn Something New Pass It On
6/1/98	Page 2	Jerry Della Femina	No Such Thing As A Bad Client	7/13/98	Page 5	Earl Nightingale	Working and Living
6/1/98	Page 3	Wayne Gretzky	Skating To Where The Puck Is Going	7/13/98	Page 7	Saint Edmund	
6/1/98	Page 3	Todd Wallace	Anything Can Be Said "Apparently Live"				
6/1/98	Page 5	Ron E Sparks	If I Put A Gun To Your Head				
6/1/98	Page 5	Ron E Sparks	I Know We Don't Pay You Much				
6/1/98	Page 5	Steve Strait	"Listen Asshole"				
6/1/98	Page 6	Marion Barry	Outside Of Killings				
6/1/98	Page 7	Ron Jacobs	Boss Memo #1 (Warmth, Cocky)				
6/1/98	Page 9	Jim O'Brien	This Ain't Clay Class				
6/1/98	Page 10	Jane Fonda	Hate To Exercise				
6/1/98	Page 10	Larry Hagman	Quitting Cold Turkey; So What				
6/8/98	Page 2	Buck Showalter	Getting Lots of Opinions (PM in Sports)				
6/8/98	Page 3	Ron Jacobs	Overconfidence Kills				
6/8/98	Page 4	Cd Tom Parker	Overexposure				
6/8/98	Page 5	Bernie Waterman	Salesmanship				
6/8/98	Page 5	Gary Edens	Salesmanship				
6/8/98	Page 9	IBM Motto	What workers respect				
6/8/98	Page 9	Paul McCartney	"And In The End"				
6/15/98	Page 2	Bob Pittman	Value Of The Increment Of Convenience				
6/15/98	Page 2	Robin Leach	Keep It Simple AND Stupid				
6/15/98	Page 4	Mike Joseph	Localize Before You Vocalize, Brevity Is Art				
6/15/98	Page 5	Lowry Mays	Fun and Hard Work				
6/15/98	Page 6	Ken Blanchard	Empowering People With Accountability				
6/15/98	Page 6	Max DePree	Outstanding Individuals or Outstanding Group				

Our Policy Regarding Photocopying Programmer's Digest Is Simple:

- ✓ Each subscribing station can make as many copies as they would like for station employees at their physical location. In other words, you can copy **PD** for anyone at *your* station; but a group owner cannot pay for just one subscription and distribute **Programmer's Digest** to 50 stations.
- ✓ In the spirit of fairness, we ask you, and expect you, to honor this liberal policy.
- ✓ As a service to our subscribers, we'll gladly supply extra copies of **PD** for \$75 a year (per extra copy) for 51 issues, which is about what it would cost you to do it yourself over the course of a year.
- ✓ Just call (602) 443-3500 or fax (602) 948-7800

If you've always wanted to schedule a weekend Programming Retreat

... Or ...

If you've wanted a FULL WEEK vacation away from all the busy-ness of the biz but didn't think you could afford it this year

"PD" has got ya' covered (either way)!

Deadline Is August 10th!

Hurry!
Don't Put It Off!

YOU Win a
can
\$7,000 Think-Tank
Weekend!

"Ya' feel Lucky, Punk?"

Todd and Kathy Wallace are making *Observation Lodge*, their hermitage in the tall pine country of Forest Lakes, Arizona (just two hours from Scottsdale) available to one lucky Radio professional, who will WIN a one week personal stay or a weekend consultation think-tank retreat, including round-trip air travel for two.

The main idea is to help you ... Recharge!

To some people the restorative powers of a week off with nothing to do but walk in the woods and commune with nature can't be matched.

To others, a weekend business retreat at an out-of-the-way venue surrounded by lots of nature (away from the hustle and bustle of the city and the distractions of the station) is a great way of emancipating those pent-up programming ideas that are just waiting to get out!

If you're our winner, you'll get to choose whatever turns your crank!

You'll stay at a 4-story, 4,500 square-foot rustic lodge set on 5 acres of Northern Arizona pine country (elevation 7,900 feet) on the historic Mogollon Rim surrounded by the Apache Sitreaves National Forest.

When we say rustic, we mean rustic-chic. The *Observation Lodge* way of "roughing it" includes all the creature comforts - and then some. Complete kitchen facilities and, of course, indoor plumbing. Conference table which seats 12 people. Complete telephone and fax service (modern capable). 120 channels of satellite TV from PrimeStar. Or choose from hundreds of books, dozens of board games, or a collection of over 500 video tapes to satisfy your whims or amuse any boredom. Fire up the fireplace, eat our food, drink our grog, feed the birds and squirrels, observe elk and deer, even the occasional bear, grazing nearby. Here's how it works ...

When YOU Win, Choose From The Following Prize Options

■ A 7-day Personal Vacation

We'll fly you and your "significant other" to Phoenix (and back) for a week-long escape to the pine country at *Observation Lodge*. You'll have unlimited use of our Landrover for day-trips to nearby lakes. Date availability: any 7-day continuous period between August 25th and October 11th (except the weekend of Sept 12-13th) or October 25th-November 15th.

■ A Think-Tank Weekend For Two

We'll fly you and another member of your staff (Owner, Group Head, Group PD, GM, Assistant PD, Music Director, Morning Personality, whatever) to Phoenix (and back) for a Friday-Saturday-Sunday *Think-Tank Intensive* conducted by programming consultant Todd Wallace. No holds barred, no secrets withheld. You'll get the same actionable information it would normally cost you \$2,500 a day to get if TW flew into your market to meet with you for three days. The Think-Tank will

occur the weekend of Sept 25-26-27 at *Observation Lodge*. All on-site transportation and expenses will also be covered.

■ A "Buddy System" Think-Tank For 2-4 Stations

You can share your *TW Think Tank* prize with another station - or with the three other PD's you've told about "TT". [Only proviso: we'll cover airfare and expenses for you and one other person. Any other tag-alongs will be responsible for their own airfare expenses. Their 3-day stay at *Observation Lodge* will be FREE, though.] While you will be sharing the think-tank consultation time that would normally be devoted exclusively to your station, you'll probably find that the synergy of the group more than makes up for it (because we can cover so many more bases and issues as learning experiences).

■ A Think-Tank Weekend For Your Entire Programming Staff

We'll fly two members of your staff to Phoenix (and back) for a Think-Tank Weekend with Todd Wallace at *Observation Lodge* (including ground transportation). You can fly up to 10 more members of your staff in for the full weekend event (plus cover their ground transportation and food expenses). Full catering service will be available for a reasonable fee. Accommodations at the lodge include: two twin-beds available in 5 bedrooms, sharing 3 bathrooms, plus a king-size bed available in the Master Suite. This Think-Tank will occur the weekend of September 25-26-27. ... OR ...

■ A 3-Day Think-Tank At Your Station's Venue

Todd Wallace will fly into your market for a 3-day *Think-Tank Programming Intensive* with your entire staff. You'll have no expenses for this event (unless you choose to locate the event at an off-station site). Any consecutive three days during 1998 may be chosen (including weekdays or weekends), subject to TW's availability.

Winning's As Easy As 1-2-3 — Just Tell 3 Friends & Fax-In To WIN!

- 1 Just tell three Radio PD's about "TT".
- 2 Then fax your name, address, phone-, and fax-number on your company letterhead, along with the names, addresses, phone- and fax-numbers of the people you've told about **Programmer's Digest** to (602) 948-7800.
- 3 We'll put every entrant's name in a hat and randomly draw one name on August 10, 1998. Winner will be notified on that date (and winner's name will be published in the August 10th issue of **Programmer's Digest**).

Good luck!

For a complete copy of contest rules, including restrictions, disclaimers and fine-print, call (602) 443-3500.

Stupid Human Tricks

Continuing Education For The Dedicated Radio Programmer

Building Names & Audiences
with

Cunning Stunts 'n' Stuff

For years, "personality" jocks have used stunts, gimmicks, and other neat twists to provide a non-quantifiable "chemical reaction" that can kick-start their name-recall and propel them to instant "household word" status.

Programmer's Digest Contributing Editor Ron Jacobs and I were comparing notes the other day about some of the more effective promotional mechanisms that have been used over the years. It might surprise you to know that some of the most exciting ones go clear back to the 50's for their roots.

One of the classic marathons is the *Wake-A-Thon*, featuring a jock's non-stop battle against sleeplessness. The first one may have been in 1959 at

K-POI in Honolulu, when Tom "TR" Rounds (now President of Radio Express) stayed awake in a department store window for 8½ days (the Guinness certified record at the time, before anyone knew what a Guinness was), getting front-page coverage.

(Continued... See *Cunning Stunts* on Page 2)

Compelling Newscast Tune-In

**How To Get Listeners To
GO OUT OF THEIR WAY
To Listen To Your News**

Many radio stations (especially music-based stations) view their news commitment as a necessary evil – something listeners expect in the Morning (and maybe PM Drive, in some formats) so they reason "we may as

(Continued... See *Compelling News* on Page 6)

Inside "PD" Issue # 12

- Page 2 *Cunning Stunts'n'Stuff*
- Page 3 *Making Time: Delegation, Procrastination, Communication*
- Page 4 *Making Sense of Flukes (How To Use Arbitron Data)*
- Page 5 *PD Bookshelf: Lead The Field (Earl Nightingale)*
- Page 6 *Compelling News Listens: Commentary & Style*
- Page 7 *More Lead The Field*
- Page 8 *Something Every TV Station Does That You Should Do*
- Page 9 *Ocean Toons by Bobby Ocean*
- Page 10 *Food For Thought: Apology To Mariah Carey*



Programmer's Digest Publisher/Editor Todd Wallace is a 30-year programming veteran — as a #1 jock, PD, GM, and station owner. Over the past 24 years, he has provided programming consultation services to over 100 radio stations. Internationally recognized as the "founding father" of the "callout" research concept, over 200 stations have used his systems of "in-house" music, tracking, and perceptual research.

Cunning Stunts'n'Stuff

(continued from page 1)

(When I was PD of KRUX/Phoenix, voice-over and production artist **John Driscoll**, then a young-pup jock, stayed awake for 250 hours to break and set the new record.)

KPOI lived up to its "Circus Radio" signature with an array of other interesting marathon stunts . . . from *Kiss-A-Thons* to *Pool-A-Thons*.

And two of the more unusual "thons" you'll ever hear of . . .

An "*Insult-A-Thon*", where TR and Dave Donnelly (now a columnist with the Honolulu Star-Bulletin) took turns trading insults. Days before the event, the station took calls from listeners suggesting insults.

(Could Stern and Imus be far behind?)

And a "*Talk-A-Thon*" face-off between Donnelly and Bob "The Beard" Lowrie. A stage was set-up at competing car-dealership locations. Listeners were encouraged to visit the venues and suggest topics for each jock to talk about. They lasted 52 hours straight (with only 5-minute potty-breaks allowed each hour).

KMEN continued the carry in the 60's, with the *San Bernardino-to-Riverside Walk-Back-And-Forth*, where jocks walked til they dropped. And the KMEN "*Build-A-Thing*" ("welders are standing by, 24 hours a day"). Both great charity fund-raisers.

During the "Great Top 40 War Of '63-64" in Fresno, KMAK featured Tom Maule doing a non-stop *Bowl-A-Thon* and Frank Terry's 80-hour *Drum-A-Thon* (which drew 3,000 people for the finish).

Pogo Pogue made a legendary name for himself in Denver in the early 60's by doing a series of stunts. Perhaps the most notable: broadcasting live for an extended period inside a snake pit full of live rattlers! People talked (and listened).

Years later in Denver, Steve Kelly (now with KOA) hamassed the power of "Bronco-mania" to raise funds for charities, once sitting in every seat of Denver's 74,000-seat Mile-High Stadium. He also endured a *Handshake-A-Thon*, shaking thousands of listeners hands for charity.

Tony Raven (now Jim Pruett of the popular Stevens and Pruett morning show at KLOL) once spent a complete week suspended in a car by a crane, clearly visible over a busy Houston freeway exchange. His live broadcasts gave listeners a reason to go out of their way to listen to KNUZ to see how he was coping. The listener who guessed when he descended won the car.

Addendum: A clever twist that many Radio New Zealand stations have added to this suspended-car promotion was a series of pre-promos the day-before stating that, "Due to occurrences on this morning's show, effective tomorrow morning, (Jock Name) will be suspended indefinitely". The next day, of course, listeners tune in to hear him/her doing the

The Guiding Force Of Top 40 Radio . . .

"Shut up and play the hits!"

— Steve Rivers, Mike Joseph, Bill Stewart, Don Keyes, Bill Drake, Ken Dowe, Ron Jacobs, Paul Drew, John Rook, Ted Atkins, Bill Hennes, Todd Wallace, etc., etc. etc.

(Apologies to the hundreds of other PD's left out, due to space constraints)

TW Tip # 7065 and #9083

"suspended" broadcast. (Meanwhile, everyone tells a friend about the jock who's been "suspended").

Gordon McLendon capitalized on the natural braggin' rights rivalry between Houston and Dallas, when Jimmy Rabbit (representing KLIF) and Russ "The Weird Beard" Knight (representing KILT) raced river-rafts down the Trinity River.

W. Steven Martin arranged a similar city-rivalry grudge-match when he organized the *Race Against Cancer, Ride Against Time* bike-race from Phoenix to Tucson (pitting KNIX jocks again KCUB personalities). W. is famous for his impromptu fund-raisers. Like *The Midnight Motorcycle Ride*, where he charged fellow riders \$10 to ride with him up to the city of Prescott, AZ at Midnight. 500 riders presented the \$5,000 to a young boy's family, who couldn't afford to buy him a much-needed motorized wheelchair.

Another attention-getter that captured listeners' imaginations was *The Race 'Round The World*, originated in the mid-70's on KVIL/Dallas and WIBC/Indianapolis. Two jocks take off in opposite directions (one flying eastward, one westward), racing around the world on commercial airlines. Hourly status-checks updated their whereabouts, painting theater-of-the-mind vistas about the city they've just visited or are flying over. This promotion is usually good for a 2-4 day actual run (plus a 3-4 day tease).

Involving The Listener: Guess which jock wins and closest to the total-elapsed-time to win \$10,000. Designate an official "finish line" at a conspicuous point in the airport; then try to book the incoming final flights to arrive simultaneously at different gates (hopefully on opposite ends of the airport, or in different terminals). This way, the grand finale culminates in a literal *foot-race to the finish line* (like we did at 2UW/Sydney, for Ric Melbourne and Pete Rudder). Great photo-opp (that listeners talk about at the water cooler for months).

Wallace Wisdom: I believe one of the linchpins to putting a stunt or marathon "over the top" (to the point where it captures an entire market's imagination) is to have a public service tie-in. "I vow to live on top of the AstroDome until we can raise \$50,000 for the United Way" (See "PD" Issue #1, page 8 for details about my Dome-Sitting Marathon in 1969). As RJ puts it, "All Circus promos were *always* for charity".

TW Tip # 3098, #4047, #6045, and #9087

Next Week

Signature Gimmicks & Radio With Pictures

Two weeks ago, we covered daily and weekly time management strategies (**PD** Issue #10, pages 1 & 2). This week we'll zero-in on the importance of delegation, how to avoid procrastination, and ways to improve your level of communication.

Delegate, Delegate, Dance To The Music

In the multipoly world of the new millennium, dividing up your duties and delegating them to staff members you can trust can mean the difference between being "in control" of your time (a confident feeling) and always "running to catch up" (a stressful one).

Every delegated task needs a point-person who'll be responsible for following its progress.

Try to get yourself out of the trap of thinking "it'll take me 5 hours to teach someone to do this, and only 5 minutes for me to do it myself". This ignores the hundreds of hours that may be saved *in the future* from the 5 hours teaching the right person the right way to handle a recurring task.

Give an employee "room" to do it his/her way (as long as you've clearly communicated what the outcome must be).

Don't insist that it be done "your way", in your style. In this way, the employee will feel that you've delegated the *responsibility* for the task or project to them (which they'll be more eager to tackle), not just the dirty work.

Some PD's use an interesting technique that fosters a genuine "team" feeling - letting subordinates take turns "running" their staff meetings. This demonstrates respect to you staff, while helping you spot upwardly mobile management talent. It also gives each staff member a chance to develop their leadership skills (and builds a confidence they can't get in any other way but by "doing").

Establish regular monitor-points for each project or task you delegate, preferably where employees are proactively

reporting progress to you (rather than you having to chase it down). In the file-folder for each delegated task/project, remember to include the names (and, when applicable, the phone or fax-number or e-mail address, of the persons taking responsibility for it. (It's useful to write it *on the front of the folder* (saves digging through the folder's contents).

Your Procrastination Station

Avoid the temptation to put things off. Try to establish a completion deadline for each project or task on your "to do" list. (If you know how long it will take, you can "work backward" mentally to know when you must start). Try to only begin a task or project that can be finished today (or stopped at an obvious "break" point). Caveat from my News/Talk practical experience: many major tasks at N/T stations are *multi-day* chores that don't always have a "clean" break point; don't be afraid to stop at a specific point and come back to it "fresh" tomorrow (I guarantee it won't go anywhere - it *will* be waiting there for you tomorrow!)

Phone Jobs & E-Mail

Recognize up-front that nearly every call is an interruption to your clockwork schedule. So don't be afraid to let the receptionist know when to hold your calls or put them directly to voicemail. Phone-tag is just part of business life. You can minimize it by leaving as detailed a message on the taggee's vm as possible. Granted, it's a little more impersonal than a live call, but you gain the benefit of time-efficiency.

E-Mail is a great way to quickly keep in touch. The key is keeping your e-messages short. By limiting your e-mail messages to just two or three quick bullet-points (or preferably one), you increase the likelihood that your e-mail will be read and that a succinct reply will occur. TW Tip #7066

Coming In "PD" Issue #14:

Snail Mail, Meeting Management, & People Skills

Signs Of Things To Come

"640k ought to be enough for anybody".

— Microsoft Chairman **Bill Gates** (circa 1981)

Some computer industry experts now estimate that **1 Terabyte** hard-drives will be commonplace by the year 2003 (assuming we all make it past Y2K)

TW Tip # 7067 and #16030

Making Sense Of "Flukes"

We've all seen situations where a station suddenly loses a substantial portion of its core-target demo in one book – only to see the same audience miraculously reappear (and then some!) in the very next book. Aside from seasonal cycles, sometimes these fluctuations absolutely defy logic or explanation. (We should probably add a new *TW Tips* category for "things that drive PD's to drink!")

Survey "Wobbles"

The ratings services, of course, all take great pains to point out (with paragraph upon gobble-de-gook paragraph of fine-print in the back of the book) that audience estimates are just that. *Estimates!* And they, therefore, are subject to what's been lovingly called "survey wobbles". Abnormalities. Spikes and troughs. Sometimes you get kicked, sometimes you get kissed.

The larger the sample, the less the variance and volatility . . . but . . . the mathematical laws of probability, and what's called "standard error", still apply.

What's important for you to know is:

They apply on two levels . . .

- ✓ Even with a decent sample size, the result will still be roughly within plus or minus 5% of the actual truth. So if you have a 10-share, it could be a 9.5% or a 10.5. That's the case 80% of the time.
- ✓ Less publicized is the other part of the standard

error equation that says that *one out of five times, the results could vary as much as plus or minus 20%*. In other words, your 10-share could be an 8 . . . or a 12!

How To Use Arbitron Data To Know If You Were Slimed

It'll take you a few hours of work at the computer (hopefully something you can delegate), but the feeling of getting to the bottom of a fluke is usually worth it.

Here's How You Do It . . .

- ☑ Using Arbitron's MaximiSer program, look at hour-by-hour by narrow demos (25-34, 34-44, 45-54, etc.). Some programmers like to do it 21-30, 31-40, 41-50, and/or 51-60. (Choose the method that best reflects your target).
- ☑ Then go back and do it again . . . month-by-month (weeks 1-4 vs. 5-8 vs. 9-12).
- ☑ At the monthly level, you'll usually see huge fluctuations. But when you see a demo that's particularly out of whack in a single-month, you can go back and isolate it *week-by-week*. You can also do a Max-run on what that hour (or that daypart) would look like *leaving out* the abnormal week.
- ☑ When you find the silly week(s), you can even isolate by individual day(s). And you can do a Max-run reconstruction of what that hour (or daypart) would look like without the oddball day(s) in the deviant week.

Wallace Wisdom: The above exercise seems to work well for zeroing-in on a quarter-hour loss due to a massive (and sudden) decrease in TSL (time-spent-listening). Go through the above motions and you'll usually have an "aha!" or two to reward your suspicions (and set your mind at ease).

But massive *cume-induced* fluke-drops can also occur (usually isolated to a "diary drop" that is unfavorable to a certain format type over the course of a month or series of weeks). This happens less frequently, but it *does* happen!

Unfortunately, the only options for waiting out a *cume-fluke* are

- trusting your "alternative" ratings-tracking source or
- trusting your gut (staying the course while "sweating it out" until the trend "rights itself" three months later).

TW Tip 20010 and #19025

This is one of the reasons I've always been so keen on maintaining some form of audience tracking – either in-house (as part of a comprehensive music-research program, where tracking calls are made for the ultimate purpose of snorkeling for music research respondents) or from syndicated tracking services (like *Accuratings*, *Willlight*, or *Radio Index*).

If *Arbitron* shows a sudden drop that is *not* confirmed with your weekly or monthly tracking, it's probably *not really* happening.

And the steadfast PD will avoid any premature knee-jerk reactions).

So is there a way of using the actual Arbitron data to know when you've been slimed by a mathematical gremlin? In a word, yes. See the box above.

TW Tip # 20009 and #19024

The "PD" Bookshelf

Lead The Field by Earl Nightingale

Our Down Under mate Ian Grace reminded me of a great book for the "PD" bookshelf. There are lots of "hip and cool", new wrinkle "pop-psych" books at any bookstore.

But, while this one was written long ago, it manages to retain a timeless quality that's as valid for the new millennium as it was decades ago.

It's actually offered as a tape series (with an accompanying notebook which contains the entire script).

Available from Nightingale-Conant (1-800-323-5553 or 1-708-647-0300; \$59.95).

As Gracie points out, "Every single manager, PD, or leader of any type . . . if they only ever read one book, *this* should be it". I couldn't have put it better myself. Following are a few of the reasons why.

First, some background . . .

The late Earl Nightingale was a Hall Of Fame broadcaster and lecturer, often called "The Dean Of Development". He lived his life around his personal philosophy,

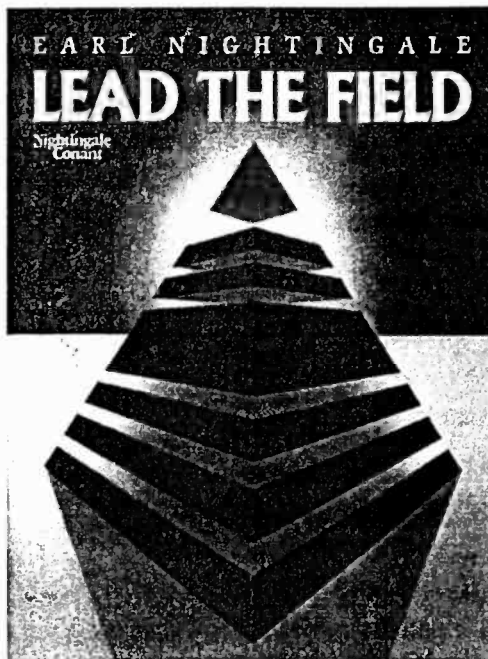
"Never let a day go by that you don't learn something new – and pass it on to others".

Some of the outstanding points offered by Nightingale in *Lead The Field*:

■ The magic word in life is *attitude*. People with great attitudes stack the percentages that they'll succeed. That's why a *positive mental attitude* is so important.

■ "Constructive discontent" is a good thing. It keeps you reaching and growing.

(Continued . . . See *Lead The Field* on page 7)



How You Can WIN

A \$7,000 Think-Tank Weekend In The Pines

Just help us spread the word about "PD" and you could WIN YOUR CHOICE of the following prizes worth roughly \$7,000

- A 7-Day Personal Vacation For 2 (including round-trip airfare) at *Observation Lodge* in Forest Lakes, Arizona
- A Think-Tank Weekend For 2, conducted by programming consultant Todd Wallace at *Observation Lodge* (including round-trip airfare)
- A "Buddy System" Think-Tank For 2-4 Stations (we pay for 2)
- A Think-Tank Weekend For Your Entire Programming Staff
— OR —
- A 3-Day Think-Tank At Your Station's Venue

See "PD" Issue #10, page 10 for complete details (also page 9 for the fine print and restrictions)

How You Win –

- ① Just Tell 3 of your PD friends about "PD"
- ② Fax your name, address, phone, and fax-number (on your company letterhead) along with the names, addresses, phone, and fax-numbers of the people you've told about **Programmer's Digest** to (602) 948-7800.
- ③ We'll put every entrant's name in a hat and randomly draw one name on August 10, 1998. Winner will be notified on that date and the winner's name will be published in the August 10th issue of "PD". Good luck!

"Ambition is a poor excuse for not having enough sense to be lazy."

— **Steven Wright**

News & Surveillance Ingredients

News

Compelling News Tune-In (Even On A Music Station)

How To Get Listeners To GO OUT OF THEIR WAY To Listen To Your Newscasts

(Continued . . . from Page 1) well give it to 'em, get it out of the way, and move on".

Very few stations view news programming as an "opportunity" to attract listeners they might not otherwise be able to get. But it *can be*. When you give listeners something *worth* making a listening appointment for, *they usually will!*

Hard Hitting Commentary

Day after day, week after week, year after year, the audience appeal of ABC's #1-rated *Paul Harvey News & Comment* proves that listeners *will* go out of their way to hear news they think they can't get anywhere else.

Why it works: Paul Harvey *delivers! Without fail!* Paul Harvey's winning combination is:

- his concise writing style, which results in a high story-count (normally touching on 12-15 stories in a 4½ -minute newscast)
- punctuated by his unique vocal style, which covers an incredible inflectional range
- his disarming, unexpected manner of conveying a story, often finding angles no one else can, and
- his well-reasoned commentary that always *makes you think* (whether you agree with him or not).

Yes, there is only *one* Paul Harvey. But there have been some good examples of *localized* personality news over the years.

- In the 70's and 80's, Logan Stewart (now retired) did a "Paul Harvey" style of *local* newscast (right down to the biting commentary and live testimonial commercials) on Top 40 stations KRUX/Phoenix and K TSA/San Antonio. It was a *serious, credible* newscast on a CHR station. But it was so original, not to mention *entertaining*, that, not only were existing CHR P1's satisfied, but Logie's presence served as a *cume-magnet*, drawing listeners from other formats (in a way that few other programming elements would or could).
- When I was OMPD of News/Talk KTAR/Phoenix, we hired former Editor/Publisher of the *Arizona Republic*, Pat Murphy, to deliver four totally different one-minute commentary pieces daily. Murphy is the most dedicated journalist I've ever heard of, much less known. (He'll wake up every 2 or 3 hours in the middle of the night to check out CNN, just to make sure he hasn't missed anything!) This dedication, coupled with his intelligence and comprehensive knowledge of local issues, made his *Murphy At Large* commentaries a "must-listen" for many Phoenicians.

Style & Substance

Often a hip, unusual, or uniquely personable "style" within a newscast can serve the purpose of putting the right strokes in diaries.

- Great contemporary news journalists like Brad Messer, J. Paul Huddleston, Jo Interrante, and J. Paul Emerson all had "followings" on their respective CHR stations.
- Consider an unusual "signature style". Like H. G. Listiac, the Morning Traffic Reporter on KMLE/Phoenix, who uses alliterative phrasing and creative analogies that would make Dan Rather jealous in his reports ("We've got the roads livin' it up faster than a new credit card, as our *bad-to-the-bone* babes bubbas, and banditos bail on the big-bucks bouncin' their bodacious bottoms and burnin' butts back to the barn, and here's what we've got, Northbound I-17, a 5-mile backup."). Many folks *need* their daily HG-fix.

Sometimes a *non-journalist* personality's unique "take" on the news makes him/her into a regular daily "habit" that can't be missed. One of the all-time best examples was the late J. Akuhead Pupule (better known as "Aku"), who was *the* force that built KSSK's Honolulu dominance. Aku did his own news (that's what his listeners preferred), which included his own running reactive commentary about many of the stories.

TW Tip# 10022 and #9086

On Page 8: Part 2: Something Every TV Station Does That YOU Should Be Doing

Cyber Survival For The New Millennium

From time to time, we'll try to pass along useful efficiency tips to help you flourish in our computerized race toward 2000.

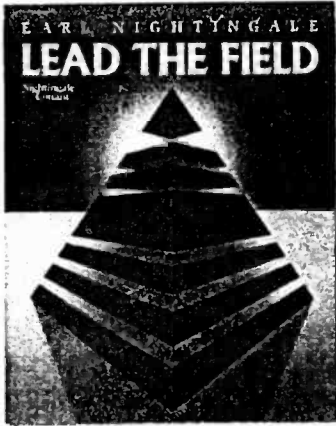
How To Quote Original Text In E-Mail Or A Post

If you check out any of the Radio-related message boards or chat rooms, you may have noticed posts that attempted to quote original text but were "empty". Or you may have simply wondered how to do it correctly (so you don't make the same mistake).

"PB" to the rescue . . . TW Tip# 16031 and #15030

The problem with the "empty" message or post usually stems from mixing up the use of the >> and the << symbols.

Here's the trick: Just insert the >> symbol where you want to start your quote from original text, then the << symbol at the end of your quote, and you're home and hosed. (Remember, though, if you reverse the order, it doesn't work!) With many internet providers (like AOL), you can simplify the process even further by simply mouse-clicking (once) at the beginning of your quote, depressing the shift key, and then arrowing down to the end of the part you want to quote (while keeping the shift-key depressed). Try it both ways, and see which way best fits your keyboard pace and style.



(Continued . . . from Page 5)

■ Successful people have a "success habit". Every hour of every day. All the time. They don't know how to do things the wrong way.

■ Acceptance and esteem from your contemporaries is one

of the deepest human cravings. But respect must be earned, not commanded.

- Establish goals. Keep your eye on your goals, and keep working towards them. Every day. Every week. Every month. Every year. 95% of people *never* try to better themselves.
- Keep raising the bar. If you're not growing, you're actually going backward. (Especially true in business – especially *ours!*)
- Become a sponge for information. Systematically study what you are most interested in. Look everywhere for new ways to skin the cat.
- "Getting along with people" should be a subject taught in school. It's what our adult life is *really* all about.
- Readers are leaders. Will to read more. Discipline yourself to make the extra effort to read 15 minutes a day. End result: you'll be able to read 2 books a month, 24 a year, and over 1,000 extra books in a reading lifetime.
- Your mastery of the language controls your success. The average person adds only 5 new words a year to his/her vocabulary. Good news: it's *never* too late to begin.
- Usually the amount of money you make is in direct proportion to the caliber of people with whom you associate. So choose your employer wisely.
- The importance of order: prioritize your day (tackling the most important things you have to do first); be efficient in every job or task

you do; stay with one thing at a time until you see it through.

- Live one day at a time. Saint Edmund, archbishop of Canterbury was right when he said, "*Work as though you would live forever; but live as though you would die tomorrow*".
- Nothing can take the place of persistence and determination. Remember that (if at first you don't succeed).

Most of all, strive in every way to be "the person on the white horse". Organizations always reflect the person at the top. Their style of management somehow always manages to "trickle down" and be emulated all the way throughout the chain of command.

Clear Channel's **Lowry Mays**. Jacor's **Randy Michaels**. Mel Karmazin at CBS. Chancellor's **Jimmy DeCastro**. Tom Hicks at Hicks/Muse. Capstar's **Steve Hicks**. ABC's **Robert Callahan**. Cox's **Bob Neal**. Bonneville's **Bruce Reese**. Emmis' **Jeff Smulyan**. Citadel's **Larry Wilson**. Jefferson-Pilot's **Clark Brown**. Saga's **Ed Christian**. Entercom's **Joe Field**. AOL's **Bob Pittman**. CNN's **Ted Turner**. The Celtics' **Rick Pitino**. Sports magnates **Jerry Colangelo** and **George Steinbrenner**. Fox/NewsCorp's **Rupert Murdoch**. The (Australian) 9 Network's **Kerry Packer**. Virgin's **Richard Branson**. **Bill Gates**. **Lee Iacocca**. **Donald Trump**.

You can literally "visualize" their style, and the aura of their entire organizations, as you read their name, can't you?

Same applies, on a smaller scale, to the management of an individual radio station (or cluster of stations). **The GM and the PD set the "tone" for how the business of creating entertaining programming is undertaken.**

Wallace Wisdom: Do yourself (and your career) a big favor and buy this tape series. Or rent it from an Audio Bookstore, or see if it's available at your public library. *Re-listen* to it at least *annually*. You'll find it to be a wise investment in your future. Worth making the extra effort to track down.

TW Tip # 7069, #21015, and #22012

News & Surveillance Ingredients

News

Compelling Listeners To GO OUT OF THEIR WAY To Listen

Part 2 — Something EVERY TV Station Does That YOU Should Be Doing

Every single network-affiliate TV station in America does one thing in particular to attract nomad viewers during "sweeps weeks" which, I submit, Radio should also do . . .

Mini-docs. Enterprise Stories. Sweeps series. Topicals. Special reports. Call 'em whatever you want, they really work! They work so well, in fact, that during sweeps-weeks most radio commercials for TV stations (often up-to-the-minute SAP-feeds) will be built around that night's "special".

Why they work: It's basic human nature — especially when you see/hear a promo that hits an *emotional* hot-button (like "How To Tell If Your Spouse Is Cheating On You", or "The Newest Way To Look 10 Years Younger In Just 10 Days"), you naturally make a point of *going out of your way* to satisfy your curiosity. There are even old standbys that always seem to drive ratings, year after year — like *any angle* (new or old) on UFO's. That's why you'll often see the Channel 5's mini-doc in February re-treaded as Channel 10's "topical" in May (or vice versa). (Radio isn't the only industry with a lemming effect and unabashed piracy!)

So why don't RADIO stations do "sweeps-series" type of specials? Usually, it's the old excuse, "it's too hard". Or other lame alibis, like "we don't have the staff". Even well-staffed News/Talk stations will claim they can't justify pulling a reporter off the street to do an enterprise story or that they don't have the right "kind" of staff to do it.

To which I say . . . *horsefeathers!* If you have the *commitment*, you can do it. Here's how . . .

- ✓ First, take notes on what the TV stations are all doing for their sweeps series. And not just in your market. Use Yahoo to find TV station websites from other markets (especially "the bigs") where you can borrow an idea and adapt it to your local marketplace and situation.
- ✓ Keep files on sweeps series and don't be afraid to recycle them (just like the TV stations do to each other). A report on "How To Tell If Your Teen Is Doing Drugs" hits a viewer/listener between the eyes/ears just as well today as it did 10 years ago (maybe even more so!)
- ✓ See what the "hot" contemporary newspapers in America's Top 100 markets are targeting for enterprise stories. Especially *USA Today*, which only has 2% penetration in most markets (thus 98% of your listeners will *not* have seen it this morning). Do your own local research to augment their basic findings and re-work it as "your" story.
- ✓ Use magazines that have mastered the art of "hot-button-hitting" (Redbook, Vogue, Cosmo, etc.) and pith (like Boardroom). Really, these days nearly *any* top magazine will feature headlines or articles that can serve as either thought-starters or even finished-products. If you credit the magazine, you can practically "steal" the story (just make *sure* you give proper attribution).
- ✓ Use participative management principles — and *brainstorm* "sweeps topics" with your staff. What are some stories that you'd go out of your way to watch for on TV? Those same stories might make an excellent *come-attractant* for your radio station.
- ✓ Word to the wise: here's a deployment-technique most TV stations have discovered over the years: As a general rule, avoid *extended* multi-part series (even on hot topics). The prevailing wisdom (based on extensive research) is that if a viewer/listener thinks they've missed any of the first 3 or 4 parts, they're less likely to tune-in "mid-stream". Makes sense.
- ✓ Think you can't do it because you're a music station? KFRC used to, in their hey-day as an RKO station. And I'll give you a more recent example which proves that one person can do it. When I was OMPD of KKL/Phoenix, I inspired Morning Co-Host & News Anchor **Monica Nelson** to write *weekly* enterprise stories (using the above reference materials), which we stripped hourly over Wednesday and Thursday's morning newscasts (thus influencing two weeks of diarykeepers). We called them "*Nelson's Lifestyle File*", usually written in four 45-60 second parts (two on each day, providing vertical "tune-in next hour" recycling and horizontal "tune-in tomorrow at this time" incentives.) Turns out she was/is a prolific writer with a solid journalism background and was able to crank out these interesting audience-magnets pretty much "on cue". Like these 25-54 Female targeted topicals: "Secrets The Hollywood Stars Use To Look Beautiful & Lose Weight Quickly", "The New Street-Smart Guide To Staying Safe In Your Neighborhood", "How To Raise A Non-Racist Child", "More Secrets Of The Stars — How To Grab Some Style And Dress Thinner", and "The Ultimate Fashion No-No's, Which Ones Don't You Know About?", etc. She now provides them on a freelance basis to radio stations of various formats around the world (either in complete script form, for you to "claim" as your own, or custom pre-voiced, to perceptibly "increase" your news-staff) (You may reach *Monica Nelson Media* at 1-888-873-6217 toll-free or e-mail mnelson05@sprynet.com)

Wallace Wisdom: I strongly encourage you, even if you're a music station, to look for new, contemporary ways to make your newscasts so compelling that they bring listeners out of the woodwork.

- Search for a special talent that can deliver meaningful, interesting commentary.
- Or maybe someone whose style makes you stand out so much that listeners simply *have* to tune-in
- Or take my challenge to do regular, *weekly* enterprise topicals.
- Or better yet . . . do what I would do . . . do them all. (Who says you can't?)

TW Tip # 7068, #9085, and #10031

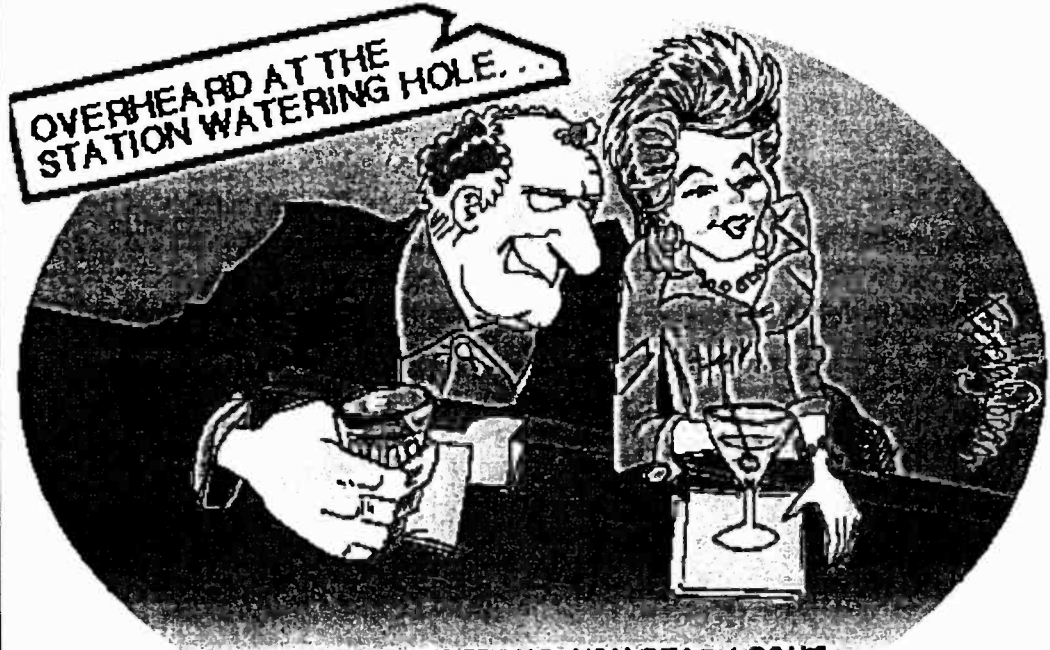
About "TW Tips"

At the end of each quarter, we'll issue a free "PD Index", to cross-reference every TW Tip into the following programming categories —

- 1000 series - The Audience
- 2000 series - Music
- 3000 series - Promotion/Marketing
- 4000 series - Contests
- 5000 series - Mornings
- 6000 series - Talent
- 7000 series - Leadership
- 8000 series - Morale
- 9000 series - Presentation
- 10000 series - News/Info
- 11000 series - Public Service
- 12000 series - Operations
- 13000 series - Talk
- 14000 series - Technical
- 15000 series - Internet
- 16000 series - Computers
- 17000 series - Sales
- 18000 series - Production
- 19000 series - Research
- 20000 series - Ratings
- 21000 series - Life
- 22000 series - Bookshelf

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 Jeff Young's Radio 411 (www.radio411.com) is the cyber-home of Ocean Toons and the Bobby Ocean Cartoon Gallery.



IT MUST BE CONTAGEOUS. YOU READ ABOUT MERGERS AND AQUISITIONS SO MUCH THAT, THE NEXT THING YOU KNOW, YOU'RE COMMITTING ONE.

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Programming Note:

Music Science 101

Originally scheduled for this week will appear in "PD" Issue #14 (July 27th)

Coming Next Week In The World's **Fastest Growing** Programming Newsletter

The First Quarterly "PD" Index Of

TW Tips
 Categorized For Easy Reference

And

More! **Basics**
 Morning Prep
 Pacing
 Spontaneity
 Pre-Flight & In-Flight Checklists

Also

Smart
 Human Tricks

Using Signature Gimmicks & Radio With Pictures
 To Build A Name

I Owe Mariah Carey An Apology

And so do hundreds, maybe thousands, of other people both in and out of the media who, unknowingly, helped to spread a story that the singer supposedly uttered a dumb statement about starving children in an interview. (For deep background, the quote being attributed to her was, "Whenever I watch TV and see those poor starving kids all over the world, I can't help but cry; I mean, I'd love to be skinny like that, but not with all those flies and death and stuff".)

Come to find out . . .
. . . *she never said it.*

And it's a good lesson for all of us, myself included, straight out of Journalism 101 about *why* it's so important to check – and *double-check* – facts, figures, and sources. (Just ask *CNN*, *Time*, or the *Cincinnati Enquirer!*)

The phony Mariah-quote momentum was apparently set in motion by an innocuous spoof interview on Cupcake (www.cupcake.com). Then it was plastered on several internet websites. It really took on a life of its own when some British tabloids printed it as gospel, without fact-checking, and even BBC's Radio One was sucked in, quoting the tabloid story, again without verifying the source. (That's where I first heard about it).

Look, Mariah Carey doesn't even know I'm alive . . . but I still feel very bad about this, because the guiding doctrines of my business and management style have

always been based on *fairness* and *treating others right*. (even if you don't know them personally) In this case, in my haste to add a small tidbit of what appeared to be observational humor (straight from a "newsmaker's" mouth), I made her appear to be stupid. That's not fair. And that's not right.

So . . . to Mariah Carey, I say *I'm sorry*. I truly am. And by extension, I would also like to apologize to any Sony/Columbia employees, who've had the uncomfortable task of having to deal with this situation (Who needs the headache of having to defend someone for something she didn't actually say?) And, by the way, just so you know . . . my apologies are based purely on principle; no one is coercing or encouraging me to do it.

Just as importantly, I feel I also owe an apology to "PD" readers. As you may remember, our mission at **Programmer's Digest** is *to provide useful, continuing education for dedicated, "thinking" Radio programmers worldwide*. I would never knowingly mislead you or want you to feel you cannot trust any of the material in the pages of "PD" to be based in accuracy. Please know that I will redouble my efforts to making sure that this is indeed always the case in the future.

All The Best,



Always An Upside

Let's all use this incident as a positive force for improving electronic journalism . . . as a new reminder to us all that we must *always* double-check our references on a story. And, no matter how imposing your deadline is or fierce the competitive pressures to be "first" are, if you can't attribute a quote or a fact to a specific, *legitimate* source, don't just "run with it" (on the mistaken thought that it's no big deal and it's easy to retract).

Take the higher road.
Be *right*. And be *fair*.

TW Tip # 7064 and #10030

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