

Record Bar Gets Down To Business

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pany to run it and are trying to set up formalized problem solving groups and committees on many levels," he said. Also involved is the identification of employee needs and interests from the clerk level on up, thus giving everyone a sense of ownership and influence in the company's profitability.

As part of the thrust into participatory management, Farr Cruickshank & Associates, a leadership and motivations consultancy, has been enlisted to further employee training and development and facilitate communication with the company.

According to director of operations Bill Joyner, this year's heavy emphasis on training and development also includes a six-month intensive management training program in five major stores throughout the country, in order to both train those already in the company and to attract outside talent.

'Back To Basics'

In addition, the "back to basics" ongoing training program set up last year is being reinforced this year. This program involves improved customer service and individual store profitability analysis through managerial planning and increased security.

On the customer service side, a "mutual interest" selling technique is being developed to utilize suggestive selling styles as opposed to hard sell. "The thing I enjoyed the most from working in the stores was turning someone on to music I liked," recalled Bergman. "It's something special about our job that makes it a lot of fun as well as profitable. But a lot of our people are very laid back, and though they're all music people who know the stuff, they don't have the selling mindset."

Joyner said that mutual interest selling calls for the clerk to talk up the music he enjoys with the customer to arrive at product which satisfies a mutual interest.

Individual store profitability is being increased by heightened store security to control shrinkage; Bergman said that shrinkage figures for the chain are already below the industry norm, which he estimated at 1.5 percent.

According to Joyner, national supervisors Al Coffeen and Brad Martin have developed individual store profit-and-loss analysis forms that allow comparisons of sales, cost of goods sold and expenses per store with the corporate average. "These reports will become a key means to measure the contribution to profitability per individual store and will involve managers with budgeting and monitoring expenses," he said.

Joyner added that managers will be trained in better buying techniques. Profit margins offered by the major prerecorded suppliers previously have been identified, he said; now the accessories lines will be broken down by profitability to establish sales guidelines for managers.

Profit Sharing

Increased profits will filter down through a new profit sharing plan now being developed. Dan Surles, vice president of finance, said the new plan is based on objective performance measures including profits, sales, inventory and shrinkage, and maps out incentive compensation on a store-per-store basis.

A review of Record Bar's performance as a whole shows a "nicely profitable year," according to Bergman. Still, it was a difficult year.

"The bills from our expansion through calendar year 1981 came due in fiscal '82, which ends in October," said King. "Christmas didn't meet up to our volume expectations, as last fall's releases can-

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AIRPLAY

TRUE PUBLIC SERVICE PROGRAMMING — As the economy gets steadily worse, radio stations have increased their efforts at helping alleviate the problem in their listening areas, mostly through job hotlines and by offering free advertising time to local businesses. In keeping with this trend, **WMJI** and **WBBG/Cleveland** are giving away \$25,000 worth of free advertising based on an applicant's demonstrated need to increase employment in the City by the Lake . . . Things ain't much better north of the border, as **CJCL/Toronto** recently instituted a job line. Open between 8 a.m. and 6 p.m., potential employers and job seekers can call (416) 923-9838 and speak with a representative from Canada's Manpower Centre. The station also plans to produce features on creative job searching.

STATION TO STATION — Epic recording group **Cheap Trick** has been added to the roster of the Dr. Pepper Concert-on-the-Pier series in New York City. The group will appear Thursday, Aug. 26. The series is co-sponsored by AOR outlet **WPLJ** . . . In Los Angeles meanwhile, **Shana**, the air talent at AOR station **KLOS** will be hosting **Rock On-TV**, a new 30-minute magazine-type show, which will be simulcast over **KLOS** and homes that receive subscription TV service ON-TV . . . On the heels of **Neil Rockoff's** departure from the vice president and general manager spot at AM country outlet **KHJ/Los Angeles**, **Allan D. Chlowitz**, who held a similar spot at sister station **KRTH**, has been named vice president and general manager at both RKO stations . . . **David Bernstein** has left the PD spot at AOR station **WAAF/Worcester, Mass.** to assume the spot at AM sister **WFTQ**. Moving up at AAF is **Robert Barnett**, who had been music director since December 1980 . . . And **Chris Gardner** is the new PD at **WOOK/Washington, D.C.** He brings PD experience from **WHYL/Carlisle, Pa.**, and was an air talent at such stations as **Z93/Atlanta** and **WLAC/Nashville**.

NETWORK NEWS — The RKO Radio Networks have pacted with Scientific-Atlanta to manufacture and install Audio Digital Distribution System (ADDS) using transponder space on the RCA Satcom I bird. At the same time, RKO will provide and install three meter earth stations for the top 150 markets for RKO I and RKO II stations, reportedly an industry first in terms of size of commitment . . . The Mutual Broadcasting System, has introduced a new concept in station clearance. Under the terms of the agreement, stations wanting to broadcast the three-hour Labor Day weekend feature *From Australia With Love*, hosted by **Dick Clark** and featuring such artists as **Rick Springfield**, **Olivia Newton-John** and the **Little River Band**, must also agree to air Clark's Thanksgiving and Christmas specials. Mutual says the concept enables stations to take long range views of promotional strategies and publicity campaigns.

SYNDICATION INDICATIONS — Tour De Force, a Milwaukee-based production company, recently began running commercials for neophyte New York AOR station **WAPP** based on call letter barrage and album jacket identification. "They have faces of album jackets and call letter barrage mixed with animated rock 'n' roll faces," promotion director **Gary Nosacek** told *Airplay*. "It has more call letter identification than any other commercial around now." Tour De Force test marketed the commercials at such AOR stations as **WAVA/Washington, D.C.**, and **KPLX** in its hometown . . . Fellow Milwaukee station **WEMP**, along with **KGFM/St. Louis** and **KGMS/Sacramento**, has adopted Drake Chenault's MOR "Hit Parade" format . . . Westwood One is releasing a two-hour radio concert and interview special focusing on the career of Gefen recording artist **Elton John**. The show, slated to run over the Labor Day weekend, is being hosted by **WPLJ/New York** air personality **Carol Miller**, with **Bert Kleinman** serving as producer. The show, available on barter, marks the second in a series of concerts aimed at Top 40 and A/C stations . . . *Rolling Stone* has signed over 100 stations to air its 48-hour-long *Continuous History of Rock and Roll* special, which airs over the Labor Day weekend. They include such AOR powerhouses as **KWK/St. Louis**, **KLOS/Los Angeles** and **WBCN/Boston** . . . Burbank, Calif.-based syndicator Radio Arts has signed 17 new clients for its various canned formats. Taking the MOR Entertainers Traditional service is **KTLC/Twin Falls, Idaho**. Adopting the contemporary version of the Entertainers are **WSFC/Somerset, Ky.**, **WKTQ/Pittsfield, Ma.** and **KLWO/Sheridan, Wyo.** In Gallup, N.M., **KQNM** will broadcast the firm's American Rock format. The company also produced a recreation of the old time show *Your Hit Parade*, hosted by **Andre Baruch** and **Bea Waln**, and **WJJD/Chicago**, **WHUN/Pittsfield, Ma.** **WTJZ/Norfolk, Va.**, **KAEF/Albuquerque** and **WSLT/Ocean City, N.J.** ran it.

FOR YOUR INFORMATION — **T.J. Donnelly**, former general manager at country station **KPLX** and **WHBQ/Memphis**, has formed Donnelly Media, a media placement service specializing in broadcast advertising. It is located in Arlington, Tex., at 1201 N. Watson Rd. The telephone number is (817) 640-0392 . . . The Radio Information Center has bowed Radiobase, a complete listing of all U.S. radio stations in a flexible computer system. The new system gives information on a station's status, frequency power, format, location by city, license, metro and ADI. It also uses a special format coding system and audience information based on detailed demographic profiles. For more information, call (212) 371-4828.

NAB NOTES — The National Assn. of Broadcasters (NAB) has asked the Federal Trade Commission (FTC) to temporarily suspend enforcement of its rule preventing food and gasoline retainers from advertising games or sweepstakes promotions on radio and television. The association feels that the rule severely inhibits broadcast advertising because too many details must be released about them . . . In a separate action, the NAB has asked the Federal Communications Commission (FCC) to partially reconsider revision of its FM policies, stating that new procedures to govern FM's growth should be fashioned to ensure the availability of local broadcast service. In addition, it said that the FCC should give priority to petitioners that are daytime-only AM stations seeking fulltime status, minorities proposing to serve communities with minority populations. The FCC should also seek to provide non-commercial service to communities that lack them, it said.

larry riggs

AM Stereo System Test Begins In Indianapolis

NEW YORK — Delco Electronics, General Motors' car stereo receiver manufacturing arm, and country station **WIRE/Indianapolis** last week began testing Motorola's AM stereophonic transmission. The test is expected to last three weeks after which the Magnavox and Harris system will be tested. No results are expected until the end of September, according to **WIRE** chief engineer Alex Keddie.

"We'll be using the same receiver for each test," said Delco spokesman Bill Draper. "Each will be electronically tuned for each proponent's hardware." This is necessary because radios currently cannot receive broadcasts from more than one system due to microchips in the radio that decode AM stereo signals being compatible only with a single transmission system.

To conduct the test with the Motorola system, **WIRE** had obtained special authorization from the Federal Communications Commission (FCC). Motorola has not filed with the FCC for type acceptance of its transmission system. The Kahn system was approved July 23 and the Harris one week later (**Cash Box**, Aug. 14). The Magnavox system is still pending before the FCC and Belar Electronics, the fifth proponent, is awaiting a marketplace decision on the industry standard.

In 1980, the FCC had chosen the Magnavox system as the industry standard only to rescind it three months later, in favor of letting market forces choose the standard system. Although six stations have begun broadcasting with the Kahn system and one on the Harris, the Delco tests are considered crucial to choosing a uniform standard because of the import of morning drive time.

Delco is the only car stereo receiver manufacturer currently testing AM stereo broadcasts. Both Ford and Chrysler reportedly are waiting for a standard system to emerge.

NAB Elects Fritts As 19th President

NEW YORK — Edward O. Fritts, president, Fritts Broadcasting, Indianola, Miss., was elected last week as the 19th president of the National Assn. of Broadcasters (NAB). He expects to assume the post Oct. 1.

By a 24-20 vote, the NAB joint board of directors chose Fritts, rejecting former NAB joint board chairman **Donald Thurston**, president, Berkshire Broadcasting, North Adams, Mass., the choice of the NAB-appointed presidential search committee.

Fritts had earlier taken a leave of absence from his position as NAB joint chairman to pursue the presidency. He had held that post since June 1980. Between 1979 and 1980, he was vice chairman of the joint board and between 1977 and 1979 served as chairman of the NAB radio board.

"The impact of new technologies is the most important issue facing broadcasters and the NAB must position itself to take full advantage of them," said Fritts at a press conference following his election.

He will be replaced as NAB joint board chairman by radio board chairman **William Stakelin**, executive vice president, Bluegrass Broadcasting, Orlando, Fla.

Viacom Names Wood

NEW YORK — Terry Wood has been named vice president, Viacom Radio. He had been general manager of A/C outlet **WRVR-FM/Memphis** since November 1980. During his stay there, the station became #1 in adults 25-54 in the market.

Commenting on Wood's promotion, **Paul Hughes**, president, Viacom Broadcasting, said that "Terry has, in a very short

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