

# RADIO INK



Turn to page 7

**SW**  
networks

The Radio Picture Company

**RADIO  
AAHS**

# CHRISTOPHER DAHL

**DEREG: The Effects on  
Programming, Billing  
& Traffic Software**

Vol X, Number 19  
Sep.-Oct. 1, 1995

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

0 74470 81947 9 09



**THE**

You tried TV and outdoor, spent a bundle and your share didn't move.

**RESULTS**

Then you started reaching people where Arbitron® & AccuRatings™ reach

**ARE**

their prospects; in the mailbox and on the phone. Reaching the people

**WHAT**

who count versus counting the people you reach makes the difference.

**YOU**

It happened because you refined your product and you forged a relationship

**PRAYED**

with Broadcast Direct.

**FOR**

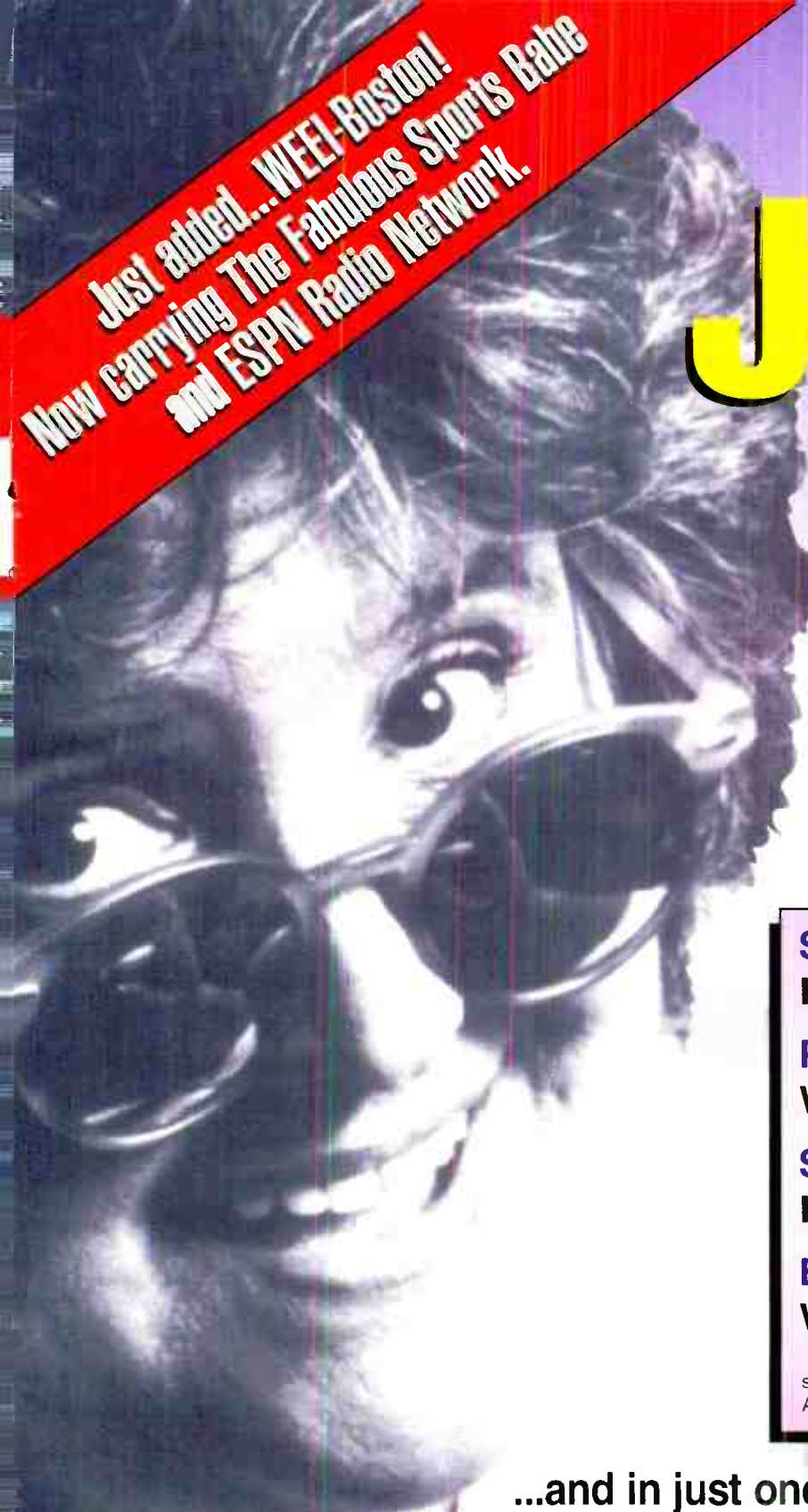
**BROADCAST DIRECT DELIVERS RESULTS!**



**BROADCAST DIRECT MARKETING, INC.**

**DIRECT MAIL • TELEMARKETING • DATABASE • MEDIA PLACEMENT • CREATIVE SERVICES • CUSTOM PUBLISHING • BROADCAST FAX  
CASSETTEPAK™ CASSETTE MAILERS • SMART TARGETS™ AUDIENCE PROFILING • SMART MAPS™ • INTERNET MARKETING SERVICES**

**MIAMI 305-858-9524 • CHICAGO 708-382-5525 • LOS ANGELES 818-782-9524 • SACRAMENTO 916-757-2272 • DENVER 303-954-8000**



Just added...WEEI-Boston!  
Now carrying The Fabulous Sports Babe  
and ESPN Radio Network.

# Men <sup>haven't</sup> Jumped High since the first slam dunk!

this

the first slam dunk!

The Fabulous Sports Babe  
is heating up middays, and the  
numbers for men 25-54 are soaring!

WI '95 To SP '95 AQH Increases, Men 25-54

<b>San Francisco</b> KNEW-AM	<b>up 167%</b>
<b>Philadelphia</b> WGMP-AM	<b>up 138%</b>
<b>Sacramento</b> KHTK-AM	<b>up 154%</b>
<b>Buffalo</b> WWKB-AM	<b>up 82%</b>

source: Arbitron, Winter 1995, Spring 1995, Metro, Men 25-54,  
Average Quarter Hour Persons, M-F Exact Times

...and in just one year, Shamrock Broadcasting's

WDFN/Detroit jumped from **100** to **7,800** AQH!

THE  
FABULOUS  
Sports  
Babe

source: Arbitron, SP '94 to SP '95, DMA, Men 25-54, Average Quarter Hour persons, M-F

For Affiliation Now Call  
Bob Stevens at 214-448-3323

abc **ABC RADIO NETWORKS**  
World Radio History

**ESPN**  
RADIO NETWORK





## FEATURES

28

INTERVIEW



**Christopher Dahl** ▶

Radio AAHS/Children's Broadcasting Corp. is the only national Radio network devoted exclusively to programming for children 24 hours a day, seven days a week. CEO Dahl discusses its growing success.

SPECIAL REPORT

34



### ◀ Dereg Effects on Traffic, Billing & Programming Software

We asked those in the Radio computer and software business to give us their thoughts on the deregulated floodgates being opened. With an emphasis on "flexibility," it appears this is one facet of the industry that could very easily accommodate the future looming on the horizon.

## DEPARTMENTS

Publisher's Notes .....	6
Reader Letters .....	8
People In Ink™ News Pictorial .....	10
Million Dollar Club™ .....	13
Forum .....	14
Case Study .....	16
PD Forum .....	23
Copy Clips™ .....	40
Events Calendar .....	41
Sales Promotion Planner .....	45
Movers & Shakers .....	46
Product News .....	46
Grapevine .....	48
Blast From The Past™ .....	50
Advertiser Index .....	50

## COLUMNS

<b>Management</b> .....	18
7 steps to a win. by DJ Mitsch	
<b>Sales</b> .....	19
The winning edge could be in the agenda. by John Fellows	
<b>Promotion</b> .....	20
Avoid same ole, same ole. by Mike McDaniel	
<b>Marketing</b> .....	21
Myths and half-truths. by Rob Balon	
<b>Programming</b> .....	22
Is young talk the only way? by Corinne Baldassano	
<b>Engineering For Management™</b> .....	24
If it sounds like a duct ... by William P. Saffa	
<b>New Business Development</b> .....	26
10 formulas for success by Kathryn Maguire	

**COMING NEXT ISSUE:**  
October 2

- The Fabulous Sports Babe
- Programming Consultants Face Off on Dereg

Cover photo by Steve Wost

Copyright © 1995 by Streamline Publishing, Inc. and Radio Ink (ISSN 1064-587X). All rights reserved. Radio Ink is published biweekly January through June, semi-monthly in July, biweekly August - November, and monthly in December. 25 issues each year, by Streamline Publishing, Inc., 224 Datura Street • Suite 701, West Palm Beach, FL 33401. © Radio Ink is a registered trademark of Streamline Publishing, Inc. POSTMASTER: Send changes of address to Radio Ink, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Second Class Postage paid at West Palm Beach, FL and additional offices. Subscriptions: Mail subscription rate: Two years \$225.00, One Year \$125.00, Six Months \$75.00. Canadian subscribers \$350.00 for two years, \$175.00 for one year, or \$100.00 for six months. European subscribers \$398.00 for two years, \$199.00 for one year, or \$110.00 for six months. Florida residents add 6% sales tax. All subscriptions, renewals and changes of address should include address label from most recent issue and be sent to the Circulation Department, Radio Ink, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Copying done for other than personal or internal reference without the express permission of Radio Ink is prohibited. Address requests for special permission to the Managing Editor. Reprints and back issues available upon request. Printed in the United States.

**Editorial Offices:**  
 224 Datura Street • Suite 701  
 West Palm Beach, FL 33401  
 Phone (407) 655-8778  
 Main FAX (407) 655-6164  
 Editorial Dept. FAX (407) 655-6134

**Subscription Information/  
 Advertising/Classifieds/Resource Directory**  
 Phone (407) 655-8778  
 Main FAX (407) 655-6164

# The Dr. Laura Show

## Talk Radio's Sensation of the 90's

**WTIC AM - Hartford, CT**  
A 25-54 Up 128.0%\*

**CALLER:** I love my girlfriend. We are monogamous. It's just that she lies to me about having to wash her hair or nap and she goes out with friends instead. She's broken up with me lots of times to be free and find herself. I don't know what to do.

**DR. LAURA:** Here's what you need to do: **recognize that you're not her man . . . you're her teddy bear . . .** and you're letting her knock the stuffing out of you because you think her using you for comfort and convenience means she cares . . . she doesn't

**WWRC AM - Washington, D.C.**  
A 25-54 Up 110.8%\*

**KRLD AM - Dallas, TX**  
A 25-54 Up 74.2%\*

**DR. LAURA:** I know it would be a thrill beyond imagination. But can you live with knowing it's not morally right?

**CALLER:** Well . . .

**DR. LAURA:** I can see you're trying to find a way. Think of this: would the excitement about doing something you know is wrong, or outlast the worry you'd have that it all might come back to haunt you?

**CALLER:** Dr. Laura, you sure know how to rain on a party.

**KFMB AM - San Diego, CA**  
A 25-54 Up 68.5%\*

**TAKE ON THE DAY**



**KFI AM - Los Angeles, CA**  
A 25-54 #1 Again!\*

**CALLER:** I want to get out of my usual mode of doing for others or just doing stuff. I want to get back to the idea of having value just because I am. I've been in therapy.

**DR. LAURA:** What kind of nonsense is this?! I cannot understand therapists who actually tell people, "You are wonderful simply because you exist." That is pure, unadulterated animal droppings! Your worth in your own mind as well as in the minds of others requires the expenditure of energy in the forms of creativity, sacrifice, caring, commitment, and hard work. **I don't think you ARE something of importance simply because you exist; you exist to DO something of importance.**

**WSB AM - Atlanta, GA**  
A 25-54 Up 36.0%\*

**WHP AM - Harrisburg, PA**  
A 25-54 Up 207.1%\*

**CALLER:** . . . but what about my needs?

**DR. LAURA:** Your needs come second . . . **that's a definition of parent.** That's why a lot of people are home with their kids and do home businesses, or sacrifice to live on one income. They do that so they can instill the morals, values, concepts, principles and behaviors that they want to see in their kids. You can't say, "I want my kid to turn out this or that way," and then hand the kid over to institutionalized day-care or bonded help to do it for you. It's your job to put in the effort to turn out a good human being. Kids are not pets or furniture. They are minds, hearts, psyches and souls to mold. **You have to BE THERE to DO IT.**

**KIRO FM - Seattle, WA**  
A 25-54 Up 482.1%\*

To find out about market exclusivity call Radio Today at (212) 581-3962.

\* Arbitron, Exact Time Audience Estimate, A 25-54, Metro Survey Area, Spring 94, Fall 94, Spring 95.





traffic and billing systems

## DATACOUNT

**DARTS** is a traffic system that handles all facets of traffic, billing, management reporting and collections. It's also...

**THE system that supports digital audio interfacing like no other traffic system.**

Datacount not only provides seamless downloads to automation vendors but is also one of the only traffic systems to provide automatic log reconciliation from automation play logs back to the DARTS system.

**DARTS also includes:**

- Flexible traffic scheduler
- Inventory Frontloading
- Multi-Station version
- Multi-User Version
- Entry Level Version
- Quality Support and Enhancements

## DATACOUNT Music Box

### Music Management and Scheduling System

No rent forever products here. Datacount Music Box can be purchased or leased with updates and support available at low quarterly rates. Now it's possible to get more, not pay more.

## SALESCALL PROSPECT MANAGEMENT SYSTEM

Completely integrated with DARTS, SalesCall provides managers with vital information on account activity and salesrep performance. Your salesreps can know who, what, where and when they contacted their prospects. More importantly, you can spot trends in sales efforts and their effectiveness.

## DATACOUNT

Call or FAX Datacount

**TODAY for more information!**

Tel: (334) 749-5641 FAX: (334) 749-5666

**EASY FINANCING IS AVAILABLE**

## PUBLISHER'S NOTES

# Deregulation: NAB's Great Buzz



Just like spring in Paris, we in the Radio industry look forward to fall at the NAB convention. Everyone plans their product launches around the NAB, makes their big "deal" announcements, and showcases their latest developments. And there's always some hot issue under discussion. So what was the buzz of this convention? Aside from DAB, data broadcasting (RBDS-RDS/HSDS), the Internet, duopoly, satellite DAB, the future of EEO policies, how good business is, and, yes, even the anniversary of Radio's 75th birthday, the biggest issue was the fear and opportunity of deregulation.

Deregulation will alter the way we present our medium on the streets and over the airwaves. Suddenly all the future issues like DAB, the Internet, data broadcasting, satellite delivery, etc., become less important because fewer of us will be directly involved in making decisions about them, and fewer of us will be employed.

Consolidation has been a way of life in other industries for years. Now that the Radio industry faces the same, chances are we can expect many of the same characteristics created when other industries were deregulated... fewer players owning most of the properties, consistency and sameness from city to city,

massive loss of jobs, massive expense cuts, enormous profits, increased overall market share, and the virtual elimination of the "little guys."

Since deregulation is the most important issue our industry has faced in years, we created a special report on it in our last issue. Plus, *Radio Ink* will focus on aspects of deregulation in every future issue through the end of the year, or as long as it is necessary.

Each of us has our opinions about deregulation. I love the idea because I know it will be great for business, yet I'm afraid of what it will do to the folksy side of our industry. Will it kill the opportunity for ma-and-pa owners, for young entrepreneurs who always bring fresh ideas with them, for the manager who some day wants to own her own station? Will we become McRadio with a formula for success duplicated in 10,000 stations? Deregulation will bring benefits and downsides, yet it's time we rid ourselves of many antiquated FCC rules. Deregulation affords that opportunity.

The feeling I gained from the convention is that most people are in favor of deregulation, however apprehensive about the major changes it will force. Since *Radio Ink* will be focusing on deregulation for months to come, I hope you'll share your feelings with us, making *Radio Ink* a forum of sorts. During this exciting time of reinventing Radio it will be important to get all the ideas out on the table.

A handwritten signature in blue ink that reads "Eric".

To reach me, write:  
**RADIO INK,**  
B. Eric Rhoads, Publisher  
224 Datura Street • Suite 701  
West Palm Beach, FL 33401  
Phone: (407) 655-8778  
Fax: (407) 655-6164  
EMAIL: Radiolnk@aol.com  
76326, 3720 @compuserve

Circle Reader Service #106



## Classic Radio Making It Mainstream

By Tony Rudel

A few weeks ago a friend of mine rented a British video, *Truly, Madly, Deeply*. His wife was very taken with the music used on the soundtrack, which turned out to be Bach's Brandenburg Concertos. My friend loves his wife — coming home from work the next day he drove an extra couple of miles to the local music store and went to the Classical department. There he found eight different versions of the piece of music he wanted. Bewildered as to which was the version his wife wanted — the version that had been used in the film — he approached one of the sales staff and asked for assistance. The sales person was, as luck would have it, something of a snob. Peering over his wire-frame glasses, the clerk informed my friend that Classical Music wasn't indexed according to the movies it had appeared in. Somewhat embarrassed, my friend strolled over to the rock section and picked up Bruce Springsteen's Greatest Hits. Oddly enough, no one in the rock depart-

ment quizzed him on the history of the recordings. Instead the clerk smiled and said *Great album, man.*

Bruce Springsteen recordings and Classical music *both* do what great music is *supposed* to do — they excite the passions, relax you and provide a great background for everyday life. But, unlike Springsteen, Classical music is too often presented in dry, soporific terms. Classical aficionados, unlike Springsteen fans, too often feel that their music should be the exclusive province of the intelligencia. This attitude is, I think, the single greatest barrier to Classical music and Classical radio becoming absolutely mainstream in terms of sales and popularity.

Certainly, recent years have seen a tremendous growth of interest in the Classical format: the success of recent Classical music recordings such as "Chant" and "The Three Tenors," the fact that advertisers are using Classical music to promote a wide array of products and the phenomenal growth of Beethoven sales since the de-

but of "Immortal Beloved" all demonstrate the format's growing appeal. SW Networks' new 24-hour Classical Music Network, Classic FM U.S. will build and expand on these trends by presenting Classical music as an exciting and relevant lifestyle choice. Our presentation is straightforward and honest. Classic FM U.S. blends over four centuries worth of music in a way that makes the programming perfect for each daypart — fast, exciting and readily recognizable pieces play during the morning rush hour, while more relaxing pieces play as a background for the evening hours. We expect the response of both the radio community and consumers to be overwhelmingly positive. We also expect considerable excitement among advertisers hoping to reach affluent members of the 25- to 54-year-old-demographic.

Classic FM U.S. makes use of the extensive expertise and resources of Classic FM U.K. — the fastest growing commercial station in the United Kingdom. The for-



Tony Rudel,  
Vice President, Classical Programming

mat has, however, been modified for the US market by our own production team. The result is nothing short of amazing; once the music is presented as *fun*, rather than as an academic exercise, people just naturally respond to it. Hopefully the clerk who snubbed my friend will have the opportunity to hear Classic FM U.S. — maybe it will give him some idea what classical music is really all about.

---

*For complete details on SW Networks: The Radio Picture Company's programming, our new proprietary digital technology and multi-media on-line opportunities — plus an evaluation of which SW Networks programs or formats might be right for your station, please call SW Networks' Affiliate Marketing Department at 212-833-5400 or fax us at 212-833-4994.*



## READER LETTERS

### Reference to Pancho Villa Outrageous

I recently had the opportunity to take a glance at your March 27 issue. I noted a ridiculous photograph and caption in the section titled, "Blast From The Past." In the photograph there were two "locos" mocking Latino culture.

The caption read, "with a Pancho Villa-esque pal." As a person of Latino descent, I find the reference to Pancho Villa outrageous. Would you now have an image of two idiots in blackface and say they were, "Martin Luther King

Jr.-esque"? I hope not.

Pancho Villa is a Mexican hero. I hope you find it in your soul to be more sensitive about Latino culture in the future.

**Jesús Garza**  
San Francisco, CA



### Anniversary Kudos

Nice job on the 75th issue!

**Ben Freedman, VP/SM**  
Thompson Creative  
Dallas, TX

I have just one word for your 75th anniversary issue. Excellent!

**Michael T. Shishido, Operations Manager**  
KSSK-AM/FM  
Honolulu, HI

Just wanted to say thanks and congratulations for a terrific 75th anniversary collector's edition of *Radio Ink*.

**Stu Olds, President**  
Katz Radio Group  
New York, NY

### What a Response

In response to Jack Rattigan's article, "What Makes a Great GM Great," from [July 24-Aug. 6], I passed it on to my staff and asked for their honest evaluation of my role as GM. What a response ... very refreshing! I highly recommend this exercise

for those GMs who really want to know what their staff is thinking. You may be surprised at how many "little" things you can do to make your station a better place to work in their eyes. Their comments were thoughtfully stated, and honest.

**Sue LaRose Starnier**  
WVPO-AM/WSBG-FM  
Stroudsburg, PA

### Mistaken Identity

In the August 21 - September 3 issue, the wrong photo (a photo of Joe Battaglia the consultant) was inadvertently used to identify Joe Battaglia, host of USA Radio Network's "Market Wrap." Here is USA Radio's Joe Battaglia.



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

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

## Griffin Knows How!

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

## Griffin Knows.



Call Craig Harper at 800-723-4743

Circle Reader Service #108



# The Job of a Leader Is To Lead. We're Just Doing Our Job.

CBSI's *Classic* and *Elite* business management systems have dominated the radio broadcast market for years. CBSI has shown the industry how traffic and billing should be done — supported by CBSI's devotion to excellent customer service.

But it's been more than 10 years since the industry has seen anything new — or radical — in the broadcast management market.

CBSI is about to change the way broadcasters can do business. CBSI *Classic* and *Elite* have a proven, new engine at the heart of each system. *Classic* and *Elite* are driven by the powerful DeltaFlex™ Traffic Engine created with High-performance Object Technology (H.O.T.™). Now, *Classic* and *Elite* provide broadcasters with greater flexibility, speed, detail and consistency.

You can reap the benefits of CBSI's development. The DeltaFlex Traffic Engine is proven, it's H.O.T., and it belongs to CBSI. Take a look at these features, and we think you'll agree.



**cbsi**  
Custom Business Systems, Inc.

## Straight Talk From The Big Name In Broadcast Solutions

P.O. Box 67 • Reedsport, Oregon 97467  
Call 800-547-3930 in the USA and Canada  
Telephone 503 271-3681 • FAX 503 271-5721



Call CBSI to learn more about *Classic*, *Elite* or *Premier*—our new flagship product for major market stations, duopolies and LMAs. Here's a sampling of *Elite* and *Classic* features:

- **Superior Copy Rotation**  
Create multiple plans and hundreds of levels of instructions; rotate by percentage ratio; rotate spots and tags. It's easy.
- **Streamlined Order Entry**  
End the struggles of a complex contract, and keep it simple for your client.
- **User-Defined Confirmations**  
Get absolute clarity of the contract for you and your client, and customize it for specific needs.
- **Exclusive CBSI Clipboard**  
Available for DOS and Windows formats, now you can cut and paste entire contracts easily.
- **Pending Orders**  
Now your sales staff can enter their own orders at the station or from the field.

### And there's more...

For example, CBSI interactive manuals, revenue projections far into the future, spot and program avaris projections, powerful sales management reports, a variety of log presentations and CBSI's faster-than-ever backup utility.



NAB '95 —  
Back in New Orleans

The 1995 National Association of Broadcasters Convention returned to the party town for the diamond anniversary of Radio starting things off with a 1) 75th birthday opening reception by Interop. 2) Getting caught in the *Radio Ink* flashbulb was Broadcast Programming's Edie Hilliard, 3) RCS' Andy Economus, 4) Buckley Broadcasting's Richard Buckley, 5) American Radio Systems' David Pearlman, 6) l-r E. Alvin Davis & Associates' Ted McAllister, E. Alvin Davis and WCUZ-AM Grand Rapids, MI's Dave Hicks, 7) Radio Hall of Fame's Katy Roan and Bruce DuMont (caught napping), and 8) Radio AAHS' Joy Plaschko and Jim Glowgowski.

From the *Radio Ink* cover hall of fame were people like 9) Katz's Stu Olds, 10) Jacor's Randy Michaels, 11) EZ Communication's Alan Box, 12) Arbitron's Pierre Bouvard and 13), Westwood One's Ed Salamon. Speaking of cover guys 14) David Brenner and producer Mark Drucker were so proud of their story, they pasted it on the wall of their remote booth. 15) And Dr. Laura Schlessinger (ctr) looked lovely along with her engineer Larry Metzler and producer Carolyn Holt at the Dr. Laura/Radio Today/SBI bash.

Caught wearing a big smile was 16) Infinity's Mel Karmazin. 17) Down at the convention center, the real USA Radio Network's Joe Battaglia (l) posed with network head David Reeder while 18) One-On-One Sports' Papa Joe Chevalier got busy in the lobby. 19) l-r Stepping out of the elevator was South Central Communications' Steve Edwards with EFM's Ed McLaughlin.

12 ▶

18





# The Most Important Book Ever Written About Radio.



## In Commemoration of Radio's 75th Anniversary

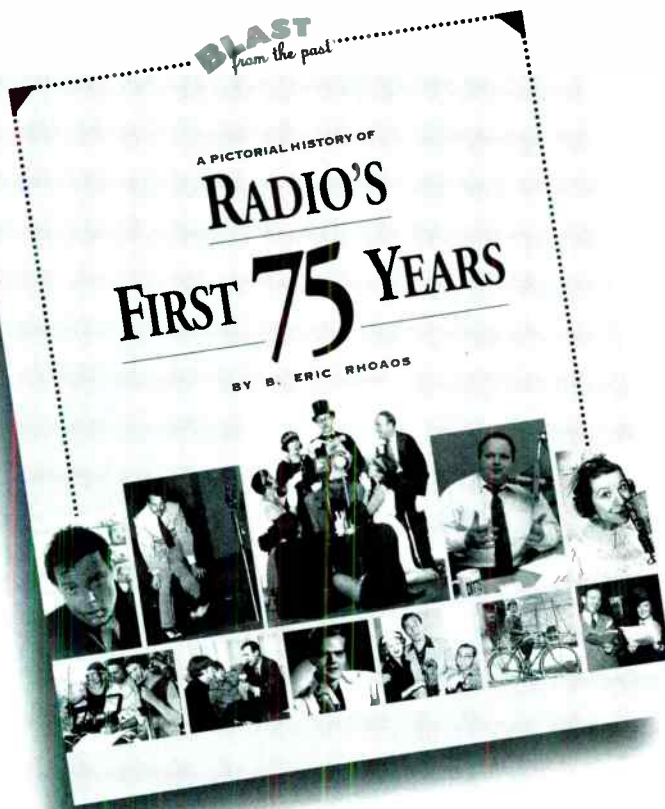
Streamline Press announces the limited advance lithography of an extraordinary coffee-table collector's book – The Deluxe Edition of *Blast From The Past: A Pictorial History of Radio's First 75 Years*.

And NOW, during a limited advance publishing period, the first Deluxe Collector's Edition is available at a special discount price to commemorate the 75th Anniversary issue of radio – only \$75.

### UNPRECEDENTED PUBLISHING

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

Radio has never been pictured more beautifully. This handsome Deluxe Collector's Edition will give you years of nostalgic pleasure and historic intrigue.



**NO RISK GUARANTEE:**  
I UNDERSTAND THAT IF I AM NOT SATISFIED FOR ANY REASON, I MAY RETURN THE BOOK WITHIN 30 DAYS.

Each Limited Deluxe Collector's Edition:

- Has a certificate of authenticity
- Is numbered
- Is signed by the author
- 75th anniversary price of \$75 – plus \$5.50 S&H (50% off the \$150 list price)

Orders will be accepted on a strict first-come, first-serve basis according to the time and the date of the order. CUSTOMERS ARE STRONGLY ADVISED TO SECURE THEIR RESERVATIONS IMMEDIATELY BY CALLING:

**TOLL FREE • 1-800-226-7857**

A major credit card is necessary to secure your reservation, and Streamline Press fully guarantees satisfaction with a moneyback policy for a full 30 days.

*Note to Collectors: If you place your order for this deluxe limited printing without delay, it will be processed immediately, and earliest orders will receive the lowest registration number.*

**THIS IS THE FIRST OFFER MADE. THIS ADVANCE PUBLISHING PRICE MEANS THE DELUXE COLLECTOR'S EDITION WILL GO FAST. ORDER TODAY TO BE SURE OF AVAILABILITY. (AVAILABLE FOR RADIO'S 75TH ANNIVERSARY.) CALL FOR QUANTITY PRICES OR CUSTOMIZED COVERS WITH YOUR LOGO. MAKES A GREAT ADVERTISER GIFT.**

STREAMLINE  
PRESS

FAX IN YOUR ORDER: 1-407-655-6164  
MAIL IN YOUR ORDER: 224 DATURA STREET  
SUITE 701 • WEST PALM BEACH, FL 33401  
World Radio History

# PEOPLE IN INK™

## NAB NEWS PICTORIAL

◀ 10

And when the sun went down the suites and parties lit up. Taking part in the festivities were 20) l-r *Working Mom On The Run's* producer Eileen Byrne and Host Debbie Nigro, 21) United Station's Andy Denmark (l) and Nick Verbitsky, 22) Westwood One's Renee Casis, 23) new ABC Radio Network's Urban personality Doug Banks and wife Wendy, 24) SW Network's Corinne Baldassano, 25) l-r One-On-One Sports' Carolyn Phillips, hostess Marza Young, and One-On-One's Chris Brennan and Chuck Duncan, 26) l-r unknown English guy and ABC's Marty Raab, 27) l-r Radio One's Tony Morrow, Mollie Christensen and Cliff Gardiner, 28) ABC's David Kantor, wife Teena, Diane Bono, friend of Jim Arcara, Arcara and Jack Swanson, and 29) l-r Jones Satellite Networks' Eric Hauenstein, Debbie Stark and Phil Barry. 30) Taking a full dosage of goofy pills was Westwood personality Scott Ferrall. 31) Summing it all perfectly was Radio AAHS' mascot AAHSIE showing what a week of conventioning can do to a human or cat. Next year — The Return to LALA Land. — SD

more convention photos next issue



SEND YOUR "PEOPLE IN INK" PHOTOS TO: SHAWN DEENA, 224 DATURA STREET • SUITE 701 • WEST PALM BEACH, FL 33401

## LEAVE THE DEALS TO US.

In the age of deregulation and "merger mania", solid financial decisions have never been more critical—or more difficult. With over 12 years experience in broadcast industry investment banking services, we've proven ourselves... deal after deal.

Contact Ross Secunda now to discuss your deal.

- Debt Refinancing
- Debt & Equity for Acquisitions
- Debt Restructuring

**HANEVAN**  
**FINANCIAL**  
**SERVICES**

*Solid strategies,  
proven expertise,  
deal after deal.*

1850 Parkway Place, Suite 420  
Marietta, Georgia 30067  
Ross Secunda, President

**770-499-8090**

INVESTMENT BANKING SERVICES  
SPECIALIZING IN THE BROADCAST INDUSTRY

## Richard C. Crisler Dies

Richard C. Crisler, a retired Cincinnati business broker who was the co-founder of Transit Radio, died last month following a long illness. He was 87.

Transit Radio gave a fledgling service — FM Radio — "a captive audience," providing music and commercials to the transit-riding public in 22 cities. Three heads of major brokerage firms got their start at R.C. Crisler & Co. — Ted Hepburn, Frank Kalil and Larry Wood.

Crisler was a 1929 graduate of Yale University. He is survived by his wife of 47 years, Lucy Hagin Crisler; a son, Richard C. Crisler Jr.; a stepson, C. Alexander Howard; a stepdaughter, Lucy Tallas; six grandchildren; and a great-grandchild.

Memorial donations may be made to the Greater Cincinnati Foundation, 425 Walnut Street, Cincinnati, OH 45202.





# Other than for sales personnel, what type of training programs do you have for your staff?



**John Lynch, Chairman/CEO • Noble Broadcasting • San Diego, CA**

**1. Continuing education.** Noble's full-time employees can qualify for 90 percent tuition reimbursement for up to two courses per semester. These courses in some way must be job related or job enhancing. Noble's continuing education program relates to both graduate and undergraduate courses. The employee must secure a C or better grade in order to be reimbursed. **2. Leadership and team building seminars.** All of Noble's management are presented team building and leadership seminars twice a year at Noble's management meetings. The managers are expected to provide the principles of these seminars to all of their employees in their markets. **3. Office environment seminars.** Each of Noble's stations present annual seminars on issues such as "how to avoid sexual harassment claims." These sessions are both practical and informative and lead to a professional as well as pleasant office atmosphere. **4. Annual drug and alcohol seminars.** Noble has long had a comprehensive drug and alcohol program. All prospective employees are tested prior to employment. The annual seminar reinforces Noble's program, services available, and reminds the employee of the ramifications of drug use or the use of alcohol at the station or at station sponsored events. ☒

**John P. Hayes Jr., President/CEO • Alliance Broadcasting • Walnut Creek, CA**



**W**e think we have an obligation to provide formal training and one of our four ongoing formal operating objectives at every Alliance station is personnel development.

In addition to extensive sales training, we hold three formal GM meetings, two PD meetings, one marketing manager's meeting and three controller meetings a year. All meetings cover a wide range of topics, including specific and actionable means for improved performance, and feature guest speakers.

Our local managers have the freedom to attend training programs they believe will be helpful such as industry sponsored training sessions (NAB/RAB/CMRC, etc.). Other examples of training in which our station personnel have recently participated include: University of Notre Dame's Management Development; Travis Associates' Sterling Institute "Management Makes the Difference," and a database management and marketing seminar presented by a leading trade organization. Finally, there are annual station retreats for all departments re-examining the vision, mission, objectives and everyone's role. ☒



**James T. Shea Jr., COO • Commodore Media Inc. • New York, NY**

**S**pecifically, our PDs are matched with the best programming consultants. These consultants work with the program directors to teach them the ABC's of programming from on-air formatics to music research. Air talent is critiqued weekly by the PD and monthly by the consultant. In their first year, morning air talent is sent to "Morning Show Boot Camp." Business Managers meet once a year as a group to keep current on issues of EEO, insurance, collections, customer retention, employer relations and accounting. Also, available to every member of the staff are computer training courses which are locally bartered at each station. Finally, senior management is encouraged to take one or two week executive courses at either Wharton or Harvard Business School each year to improve their management skills. ☒

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



**The Lund Consultants . . .**  
**The Experts in Radio Programming**  
 Format design, music, promotions, marketing, talent development  
 customized for your station's needs . . .  
 Call John Lund today!

**The Lund Consultants**  
**to Broadcast Management, Inc.**  
**415-692-7777**

ADULT CONTEMPORARY • COUNTRY • TOP 40 • ROCK • CLASSIC ROCK • OLDIES • NEWS-TALK

Circle Reader Service #113



## The new RetailDirect 1996 markets

Allentown-Bethlehem, PA  
Atlantic City-Cape May, NJ  
Bakersfield, CA  
Charleston, SC  
Chattanooga, TN  
Columbia, SC  
El Paso, TX  
Evansville, IN  
Flint-Saginaw-Bay City  
Gainesville-Ocala, FL  
Greenville-New Bern-  
Jacksonville, NC  
Honolulu, HI  
Huntsville, AL  
Jackson, MS  
Lafayette, LA  
Macon, GA  
Madison, WI  
Mobile-Pensacola, AL-FL  
Monterey-Salinas-  
Santa Cruz, CA  
Palm Springs, CA  
Quad Cities (Davenport-  
Rock Island-Moline), IA-IL  
Roanoke-Lynchburg, VA  
Rochester, NY  
Rockford, IL  
Spokane, WA  
Springfield, MA  
Toledo, OH

## Current RetailDirect Markets

Baton Rouge, LA  
Colorado Springs, CO  
Ft. Wayne, IN  
Las Vegas, NV  
Little Rock, AR  
Montgomery, AL  
Omaha-Council Bluffs, NE-IA  
Peoria, IL  
Richmond, VA  
Syracuse, NY  
Tucson, AZ

# Arbitron is going qualitative in 38 markets

*Introducing RetailDirect, the new, local market qualitative service for radio stations from Arbitron*

RetailDirect delivers more than just ratings; it gives you a detailed profile of the consumers who are reached by your station and by all the other advertising media in your market. That's valuable information you can use to pitch and win new local retail business.

### The local market media we measure

Radio, television, cable, newspaper readers *by section* and yellow pages – all the media in your market that compete for the local advertising dollars.

### The local consumer profiles we deliver

Automotive, audio-video, furniture and appliances, soft drinks and beer, fast food and airline travel, department stores, shopping malls, banks, hospitals... and much more. All the key retail categories that spend the lion's share of the advertising dollars in your market.

### Get ready for RetailDirect

Your 1996 budget plan isn't complete until you add a line for RetailDirect. It's a marketing investment that can pay off in a bigger share of local advertising dollars for your station and for radio. Remember, the more you focus on the retailer's business, the more you will grow your business. Call your Arbitron representative today to find out more about RetailDirect.

**Retail**

**DIRECT**

*Your connection to consumers and the media*

**ARBITRON**

© 1995 The Arbitron Company

## CASE STUDY



Dwight Case

# How are you preparing to deal with satellite delivery?



Dan Forth • VP of Affiliate Marketing • SW Networks • New York, NY

SW Networks is proud to have been the first Radio network to embrace all-digital technology. We announced our commitment to digital delivery at 1994's Fall NAB conference and have had the luxury of building our network, from the ground up, to enable affiliates to take immediate advantage of its benefits.

Digital transmission and reception allow us to simultaneously send different audio or text information to specific groups of affiliates, or even individual affiliates. For example, our Alternative Rock, Country, Urban, and NAC programming services get the right resources into the hands of the right stations without overwhelming affiliates across the board with superfluous, irrelevant information.

As we expand our affiliate universe, the ability to "speak" with one station or a subgroup of stations will enable us to provide much more of the specific kinds of information that individual affiliates tell us they want — in the most efficient way imaginable.

Also, as Radio's role in the world of new media continues to evolve, the ability to access and use information from many different sources and to process it quickly and inexpensively will become more important. We feel that as other networks convert to digital delivery, the potential of the affiliate/network relationship is greatly enhanced. As these prominent Radio networks join Sony Worldwide Networks in this new age of digital technology, it will ultimately benefit the entire Radio industry. ☐



Geoffrey Rich • President • Radio Today Entertainment • New York, NY

At Radio Today, we try to be on the crest of new technology delivery systems to Radio stations. In 1987 our "FLASHBACK" show was among the first to deliver programming on compact disc. We started using ISDN technology to deliver live stereo broadcasts to Japanese affiliates in 1992. We currently deliver programming via Satellite, CD, DAT and ISDN. Today's explosion of new technology delivery systems range from the Musicam satellite systems to direct downloading of programming off the Internet. These systems offer more flexibility and targetability in our delivery of programming to stations. The question is: Are they user-friendly and do they offer quantitative advantages (better quality, faster delivery)? The Sony mini-disk is an example of a delivery system that fails to meet this test (cost reduction at the expense of quality). It's important to find the intersection between programming delivery needs and technological capabilities. As John Naisbitt said half a generation ago in "Megatrends," for any new technology to be successful it must be high tech/high touch. The simpler and easier the demands on the stations, the better. Our investment is in programming and not technology. We don't want to be like the syndicator that bought a vinyl manufacturing plant in 1983 only to find we've merely bought the bones of next year's dinosaur. Flexibility is the key. The only sure bet is that today's new technology will eventually be replaced by something even better. ☐

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

**OVER ONE THOUSAND RADIO STATIONS EACH WEEK\*  
DEPEND ON OUR RESEARCH!  
PUT US ON YOUR TEAM!**

**MARKETING / RESEARCH  
PARTNERS, Inc.**

**800-359-MRPI (6774)**

\*MRPI produces callout music testing for MEDIABASE RESEARCH

Circle Reader Service #115



# Special Pre-Publishing Book Offer From Bob Doll,

Founder of The Small Market Radio Newsletter

# "SPARKS OUT OF THE PLOWED GROUND"

## The History of America's Small-Town Radio Stations

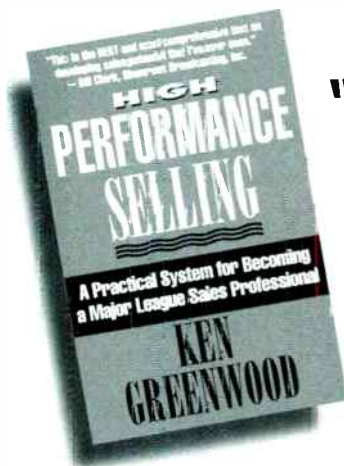
From the '20s to present-day radio, Bob Doll has captured the priceless stories and lost history of radio's small-town broadcasters and their impact on radio history. This 300-page book will entertain and educate. If you have lived as a part of radio history, you'll want this book on your shelf!

**Limited Time Offer!!**

Buy now and take advantage of the pre-publication offer ... we'll knock 10 bucks off the \$39.95 price!

**YOUR PRICE only \$29.95** (plus S & H)

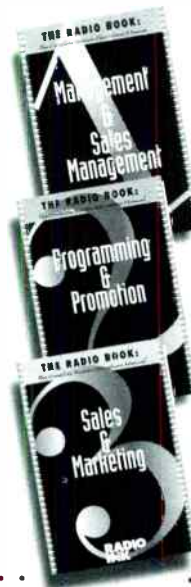
### Other New Books Available ...



### KEN GREENWOOD'S "HIGH PERFORMANCE SELLING"

Broadcasters have been begging Master Trainer Greenwood to write a book for years. Now it's become a reality. If you're selling radio, NO ONE knows it better than Ken Greenwood.

**\$39.95**



### RADIO INK'S "RADIO STATION OPERATIONS MANUAL"

This three-book series covers the challenges you'll face as a radio manager.

**Volume 1:** Management & Sales Management  
**Volume 2:** Programming & Promotion  
**Volume 3:** Sales & Marketing

**\$89.95**

**STREAMLINE PRESS**

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

**1-800-226-7857**

**Fax Orders: 1-407-655-6164**

**Discount: Order two books save \$15.00 • Order all four save \$75.00!**

YES, send me Bob Doll's new book at \$29.95

YES, send me Ken Greenwood's new book at \$39.95

YES, send me the *Radio Ink* three-book series at \$89.95

YES, send me the *Blast From The Past* book for \$75.00

**Add \$5.50 S&H per book ordered.** Florida residents add 6% sales tax.

Sub Total \$ \_\_\_\_\_ S&H \$ \_\_\_\_\_ Total \$ \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Payment Enclosed  Charge My (circle one):    Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_



by DJ Mitsch

## Let the Games Begin 7 Steps to a Win

If you took the goals out of sports, what would you have? A lot of focus on activity with no clear way to win. Not much of a game, but typical of the way many organizations operate. Just as scoring goals is the motivating force in athletics, goal achievement is critical in business.

Celebrated coaches also realize that when individual players are encouraged to act like winners, if they envision wearing "the ring," they will perform miracles to become champions.

Goals in sports are clearly defined, and the result is highly motivated participants. That's probably why there are so many athletic metaphors in business. Here's one more.

### Seven Steps

Following are the seven steps to creating a winning game plan for 1996.

**Step 1.** Create a one-sentence purpose for your station(s) that captures the essence of what you stand for. Maybe your group is committed to being a sustaining resource for your advertisers. Maybe they're the best source of information and entertainment for the listeners. Whatever it is, capture it, and write it as a team. Make it visible by putting it on a sign, paychecks, etc. Make it come to life much as Ford did with "Quality is Job 1."

**Step 2.** The entire staff creates a wish list of what they want to produce next year in revenue share, ratings share, contribution to the community, reputation of the team, and promotional events. Facilitate a brainstorming meeting with the goal of uncovering all their ideas. No judgments. List every idea on flip-chart paper in 40 minutes. A time limit makes it a game.

**Step 3.** Prioritize the list and divide

it into categories. The categories should be one-word descriptions of the five or six most meaningful priorities or values of your team. One station narrowed their list to these five: revenue, environment, growth, development (including product and people development), and balance (contributions to community and family).

**Step 4.** Each department head determines from the list what they are responsible for producing and managing. They write these items as realistic, specific and measurable goals, complete with time-lines and assignments. A coordinator arranges the list under the five or six priority headings.

**Step 5.** Assign points for each category, until they add up to 100. If revenue is where you want to put the emphasis, the revenue category gets the most points.

Here's an example using the same station mentioned above:

1. Revenue	30 Points
2. Development	33 Points
3. Growth	16 Points
4. Balance	15 Points
5. Environment	6 Points
	100 Total

Each goal has a point value. Each point has a dollar value. For example, each point is worth \$100 for a pool of \$10,000 to purchase a group vacation at year's end.

But wait! Here's the "Play-Off" plan. Ten bonus points are assigned for "Above the Rim" play. These goals are things like hitting an additional \$350,000 in revenue, or implementing a new and improved workflow system to handle traffic and billing frustrations.

The bonus points are worth \$5,000 each for a total of \$50,000 in potential

### QUICKREAD™

- Just as scoring goals is the motivating force in athletics, goal achievement is critical in business.
- There are seven steps to creating a winning game plan for 1996.
- Step 2. The entire staff creates a wish list of what they want to produce next year in revenue share, ratings share, contribution to the community, reputation of the team, and promotional events.
- Each goal has a point value. Each point has a dollar value. For example, each point is worth \$100 for a pool of \$10,000 to purchase a group vacation at year's end.

incentive cash. The funds have incremental kick-ins, over and above the expected revenue budgets, so that the pool of cash is covered by the additional revenue. You don't even have to budget the bonus. Each full-time employee gets a share of 90 percent of the bonus earned. Each part-time employee receives their share of the remaining 10 percent. A play-off plan assures you a winning season.

**Step 6.** Hold a team meeting and explain the game. Then as you play throughout the year, keep score with visual displays, posters, and signs. Give monthly rewards for accomplishing benchmarks and celebrate a "player of the game" each month.

**Step 7.** Make each month a game in a year-long season. Too many incentive games are abandoned, and employees become cynical about management's ability to see them through.

*D.J. Mitsch is president of The Pyramid Resource Group, a company specializing in organizational and career development, and an executive coach with Coach U. She may be reached at 919-319-0099.*





by John Fellows

# The Winning Edge

## It Could Be in the Agenda

**H**ave you ever heard of the “winning edge theory”? It postulates that being just a little bit better can lead to huge differences in earning power. Think about it. In a horse race the winning horse earns on average more than 10 times what the second place horse wins. Yet the winning horse need not win by 10 lengths, or even 10 feet. It just needs to win by a nose ... or less. Sales is much the same. In our business the “winner” often gets the biggest piece of the pie, sometimes the whole pie. If you want to be in the winner’s circle more often, you need to do the little things that add up to big differences. That’s what we’ll look at here, one of those little things that can set you apart from, and ahead of, the pack.

When was the last time you walked into a client meeting with a specific agenda in mind. For many of us that’s easy, it was our most recent meeting. Now when was the last time you went in with a specific *written* agenda, typed on your company letterhead? Gotcha. But cheer up and think about this. Who do you know who routinely meets with clients, typewritten agenda in hand? Stumped? If you can’t think of anyone doing it, congratulations! You’ve just identified your very own marketing niche.

If you want your clients and prospects to respect you and think of you as organized, professional, focused, courteous and motivated, get into the habit of using written agendas for your meetings. (Managers — this is something you should do for your staff meetings too.)

Just a one-on-one meeting you say? Just a couple of things you need to cover in your meeting? Dump the excuses and start using written agendas. They make a very powerful statement to the people in the meeting. They say, “this meeting with you was important enough to me to organize my thoughts in advance and put them on paper.”

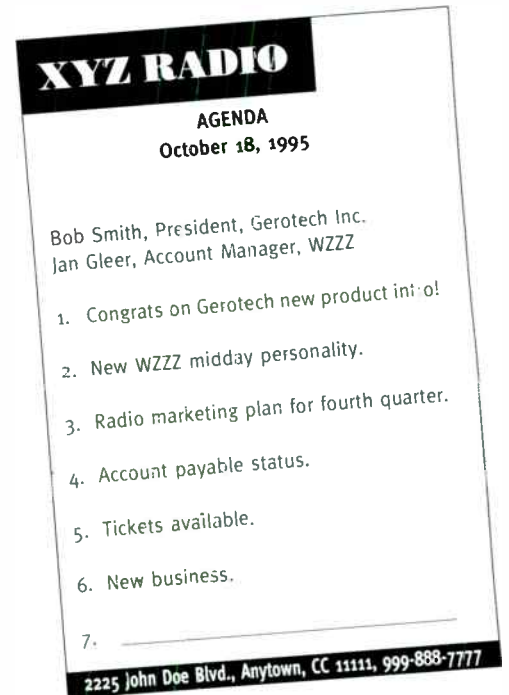
Agendas guide the meeting. They create a natural start and end point. They define the range of topics. They keep the meeting on track, and on time. They help you prioritize, and get the most important things done. They let you introduce topics in a predetermined sequence. They give everyone a chance to think about what they want to say about each topic. They turn time into gold.

Don’t be concerned about how many items you need to cover or how many people will be in the meeting. Invest your time evaluating your priorities and the sequence in which you should introduce topics to achieve maximum effect. Then put them on paper and make a copy for everyone who will be in the meeting, plus an extra for good measure.

### Agenda Checklist

Here’s a quick checklist for agendas, the best new power tool in your sales kit.

1. Type it. Don’t hand write it. Use crisp clean typefaces.
2. Make sure you have enough for everyone (plus an extra or two).



3. Print it on photocopies of your letterhead or your “internal quality” paper.
4. Be succinct. Don’t include stuff just to make it longer.
5. Be thorough. Don’t leave anything important out.
6. Prioritize and organize.
7. Consider what might be the best sequence. The most important or most delicate should generally be neither first nor last.
8. Always make the next to last item “new business.”
9. Always leave the last item blank.
10. Always include a title (eg: AGENDA), the date, and the names of the people expected in attendance.
11. Always double or triple space. Leave lots of room for notes and doodles.

*John Fellows, “Mr. Radio,” is president of Giraffe Marketing, Inc. offering sales training and advertiser workshops for groups and associations. He may be reached at 800-547-5756.*

### QUICKREAD™

- **When was the last time you walked into a client meeting with a specific written agenda?**
- **If you want your clients and prospects to respect you, get into the habit of using written agendas for your meetings.**
- **It’s often the little things like this that give you that winning edge.**



by Mike McDaniel

# Avoid Same Ole, Same Ole

## Plan Promotions in Advance

Most salespeople (new and veteran alike) have spent time teaching sound business principles to mom-and-pop advertisers. The biggest challenge? The philosophy that advertising should be a budget line item.

Just like a small retail advertiser, Radio stations should have a plan for doing business. The plan includes expectations for reasonable spot sales, regional and national business, usually broken down by salesperson. A good plan includes budgeted promotions, on the table as much as 18 months in advance.

Promotions (unusual ways of packaging commercials to draw attention, and traffic, to specific events, locations and businesses) should not sit on a shelf, or in a book, waiting for the next crisis. "My gosh Fred, you're gonna miss the numbers, here, take a quick promotion."

Radio can do what no other medium can, and that is generate excitement. Even when the crowd doesn't turn out as expected, the thousands listening hear excitement as if it did. They hear the sizzle of an itty bitty steak cooking and it

sounds like a four-pound porterhouse.

With no plan for promotions, all there is, is programming and spots. Believe it, there are Radio stations doing just that, nothing. The music is fine, the announcers trained, but the overall impression is like the brown dresses my barrel-shaped fourth grade teacher always wore ... tired, ho hum, same ole, same ole.

Promotions make it exciting and fun. Promotions are a part of the budget and planning process, not a fast fix. Promotions are value-added vehicles to generate dollars above rate card, and, at the same time, work as a positive impact on listeners and advertisers. Promotions can attract new dollars, new listeners and new advertisers.

### Points to Ponder

Here are some points to ponder:

1) Plan promotions in advance. Every year should have several Biggies and six to 10 smaller happenings.

2) Plan promotions when you put them in your calendar. Planning 19

### QUICKREAD™

- Radio stations should have a plan for doing business. A good plan includes budgeted promotions, on the table as much as 18 months in advance.
- With no plan for promotions, all there is, is programming and spots. The overall impression of the station is tired, ho hum, same ole, same ole.
- Always build the profit figure into the planning. You want 20 percent? Add 20 percent to the package.
- If a promotion croaks, cut the line and take your losses.

months out will set a timetable that may impact other plans. Plan early.

3) Always build the profit figure into the planning. Every promotion should make a profit, after paying for rate card spots and expenses. You want 20 percent? Add 20 percent to the package. Good promotions do not invite a scrutiny and comparison of rate card because they contain so much more than spots

25 ►

## Come on Up, where the Air is Fresh and Clean



The hot new positive country niche format

- ★ CD-Quality Audio by Satellite
- ★ Major Market Air Personalities
- ★ LOCALIZED (Digitally Addressable)

Morningstar Radio Network  
Nashville: (615) 367-2210

Circle Reader Service #117





by Rob Balon

# Marketing Myths and Half-Truths

Students of popular culture have long understood that once a half-truth or myth becomes ingrained into a particular culture (particularly if that myth has been mediated) it is very difficult to dislodge or eradicate. Witness the apocryphal and endless story of the exploding cat in the microwave oven, a classical example of a mediated pop culture myth.

In Radio, where there appears to be an endless number of half-truths and myths, we have much the same situation. Somewhere, something begins and it's handed down from broadcaster to broadcaster without anyone ever bothering to verify or validate the message.

I've encountered a number of these in research over the years:

1. *The Myth of The Linear Relationship Between Specific Program Moves and Arbitron Results.* Who has not heard a programmer in Radio talk about tweaking the format or adding a record or two on the weekends to smooth out the sound a little bit. I've had programmers tell me they've added an image record or two to try and

get some more 35- to 44-year-old women into the fold.

There's a pervasive notion in Radio that for every action that a Radio station takes there is an equal and linear relationship to Arbitron ratings. In the vast majority of instances, nothing could be further from the truth. Most listeners are not able to tell whether a station is markedly different because it added a record or two. It takes much more than that to have an impact on the average listener. And yet, many Radio station executives chase their tails on a daily basis trying to find that one little missing ingredient that will create the desired response in Arbitron. That's just the point. There isn't just one little ingredient that will do it. People develop attitudes about Radio on a cumulative basis. Over a period of time they begin to develop benchmarks for that particular Radio station. By and large, they never get as specific as the last two image records you've added in afternoon drive.

We've also had programmers tell us that in the process of attacking time

## QUICKREAD™

- In Radio there are a number of half-truths and myths.
- There's a pervasive notion that for every action a station takes there is an equal and linear relationship to Arbitron ratings.
- Why do Radio programmers fall into the trap of programming their stations as if diary keepers were sitting there waiting for each eventful moment in the day in the life of a Radio station?
- The fallacy behind "branding" your station is that listeners don't buy Radio, they simply listen to it.

spent listening, they've reduced the spot load in the last half-hour and taken out some of the clutter. Again, this does not work on a linear basis. If you do this and maintain it over a period of time, there may be a gradual, cumulative effect. But it generally doesn't happen in the unrealistically short time frame that the typically impatient Radio executive allows. Once the changes are made, they need to

25 ▶


### E-Z UP Instant Shelters

## Every Station's Favorite :60

Start to finish, this sturdy, steel-frame, fabric top shelter takes less than :60 to set up. No ropes. No tools. Nothing to assemble.


8' X 8', 10' X 10', 10' X 15', 10' X 20' all fold compact for E-Z transport. Stations all across the nation choose E-Z UP for... **REMOTES, SPECIAL EVENTS, HOSPITALITY BOOTHS, CALL LETTER PROMOTION**

CORPORATE & MANUFACTURING HEADQUARTERS: International E-Z UP, Inc.



**(800) 45-SHADE**

**We Do Custom Graphics**



1601 Iowa Avenue, Riverside, California 92507

Circle Reader Service #118



by Corinne  
Baldassano

## Talk Radio Is Young Talk The Only Way?

**T**alk Radio has finally gotten to the point where it's experiencing the fragmentation usually associated with music-based formats. We've all heard about Young Talk, Rock Talk, Hot Talk, Conservative Talk, Traditional Talk, and Liberal Talk. If you're programming a Talk station, are you out-of-date unless you jump to claim one of these niches as your own? Should your Talk station try to scoop up some of those attractive younger demos that are getting all of the press coverage lately? Do you have to abandon your core audience of 35+ listeners in order to continue to appeal to advertisers? Not necessarily.

Talk stations traditionally deliver older, affluent audiences who listen to the Radio for extended periods of time. These listeners are loyal, and they have responded to the format's calls for action over the last several years. They are active and activist. Why not find a way to maximize the huge loyalty and foreground listening habits of this audience, instead of being ready to toss them aside in the never-ending quest for younger listeners? Of course, it's always a good idea to seek out new listeners (and more of them), but there's a growing opportunity in the business of marketing to older Americans, and Talk Radio shouldn't have to apologize for its strong delivery of that demographic.

Keep in mind that the national demographic profile is trending older, not younger. The earliest members of the baby-boom generation will be turning 50 years old soon, and the advertising marketplace will grow older right along with them. Talk Radio is poised to capture that marketplace. In the 1970s, advertisers clamored for 18- to 34-year-old audi-

ences, then slowly shifted to the current "darling of the demos," 25-54 (the Adult Contemporary format saw a growth spurt when this occurred). The demand for 35- to 64-year-olds can only increase, because that's where the bulk of the population will be. And that's the demo that Talk Radio delivers best. Instead of being coerced into redefining who should be listening to the Radio station, there should be a concerted effort among Talk stations and heritage stations to help advertisers redefine their targets.

The timing is right. There will always be advertisers who want to reach younger demos, but boomers are, for the most part, a fitter, more involved society than their parents were when they were this age. Talk Radio listeners are consumers too — they buy goods and services, and they're a loyal group, so they're likely to be loyal to the advertisers whose products they buy. After music-based formats fled to the FM band, Talk Radio blossomed, and it soon became the salvation of many AM Radio stations. It has proven staying power and the power to succeed with its audience. Talk Radio should be able to prove the same to advertisers and not just be driven by Clearasil-type buys from Clearasil-age buyers.


### Going Against the Grain

Talk Radio has gone against the grain from its inception. The hosts take on the power establishment, and don't accept traditional thinking. They deliberately look to contradict, and to challenge authority. Yet management has willingly and willfully gone along with the old ideas of why Talk must have younger demographics. Talk Radio has revolutionized the country's social and political

### QUICKREAD™

- **There's a growing opportunity in the business of marketing to older Americans, and Talk Radio shouldn't have to apologize for its strong delivery of that demographic.**
- **Talk Radio should not just be driven by Clearasil-type buys from Clearasil-age buyers.**
- **Talk Radio has gone against the grain from its inception.**
- **In the same way, that should be its role when it comes to how advertising is purchased on the Radio.**
- **We have to show advertisers that Talk Radio is a good buy, and that programming Talk for the 35+ listener is not a mistake, but good programming philosophy.**

fabric (and now become an integral part of it), by taking on national "sacred cows," and creating a forum in which needed changes could be discussed. In the same way, that should be its role when it comes to how advertising is purchased on the Radio. Talk listeners participate in the process, they're active, and they respond to calls for action, whether it's for public policy or advertising. So why can't we as Talk Radio professionals collectively muster the same strength to challenge traditional knee-jerk reactions when it comes to advertising?

This is not just a concern for the general manager or the sales manager. This issue affects all of us, and we have to show advertisers that Talk Radio is a good buy, and that programming talk for the 35+ listener is not a mistake, but good programming philosophy. 

*Corinne Baldassano is vice president of programming for SW Networks in New York. She may be reached at 212-833-5706.*



# Do you feel syndicated programming (talk or music) is beneficial? And if you don't use it, why not?



**John Sebastian • KSLX-FM • Scottsdale, AZ**

Until recently, I took the position that one of the strengths of Radio has been its localized programming. The cost effectiveness of syndicated programming, however, many times outweighs the strength of localization in smaller markets. It is rare when I use any type of syndicated music specialty program. If you have a strong niche and expert programming why mess with a successful mix? Then there's talk and morning show syndication. It's no great revelation that Howard Stern, Rush Limbaugh, Don Imus, Mark and Brian and others are very successful. If a personality is really great at entertaining or communicating it doesn't matter where they're broadcasting from. The Radio listener doesn't listen like those of us in the media. They merely like or don't like what they're hearing. Unless local programmers stay on the vanguard in research and with all other programming nuances, syndication of all forms could one day dominate Radio in markets of all sizes. ☒

**Mario Mazza • WCRB-FM • Boston, MA**

Many classical stations traditionally use a wide variety of syndicated programming: symphony 'strips,' complete operas, edu-tainment shows, new release highlights, short-form informational features and much more. My concerns about syndication center around the "Four C's" ... Control ... Consistency ... Contribution ... Constriction. I tend to be very conservative in music programming and hesitate to concede control to, in effect, an entire cadre of programmers whose music tastes may be at odds with that of our listeners. Music gets aired that has little bearing on audience desires creating a station which is not consistent. Syndicated programming must contribute significant revenue as well as significant listenership. Otherwise only half the equation is resolved. The focus of a particular program may also be too constricting, serving too small a listener cluster. ☒



**Dana Jang • KSJO-FM/KUFX-FM • San Jose, CA**

In deciding whether to use syndicated programming, a variety of factors should be examined. Is the syndicated program long-term or a special? Does the syndicated program fit the programming direction of the station? etc. Syndicated programming in selected cases offers stations access to talent and resources they may be unable to provide otherwise. The challenge for programmers is to "weave" the syndicated program into the "fabric" of the individual Radio station and promote it with enough frequency for the station to gain ownership. Compelling personalities, archival material such as interviews and live recordings of concerts, and access to a network of resources nationally are all advantages of syndicated programming. Locally, the Radio station should not merely "plug-in" the programming; they should look for ways to make it their own. ☒

**IF YOU WOULD LIKE TO RESPOND TO A PD FORUM QUESTION, CALL SHAWN DEENA AT 407-655-8778.**

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

**A Full Service Broadcast Research Firm**

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

All work is done in-house. We operate from our 14,000 square foot facility in San Diego with the latest state of the art Ci3 Cati™ Interactive Computer Interviewing System. DIR Interviewers follow the sun, starting in the Eastern time zone and working across the Country to Hawaii.

**Call Don Nelson, Director of Marketing  
to discuss your research needs**

**800-676-5883**

Circle Reader Service #119



by William P. Suffa

## Mother Nature If It Sounds Like a Duct ...

"One hundred and 10 degrees and humid, that's today's weather from 96FM ..." (Picking up the phone ...) "96FM, Who's this?" "Hey man, just wanna know why I can't hear you even though I'm 10 miles from your tower..."

Uh, oh. Another gut-wrenching call from the manager to the engineer ... seems the programming guys report that the station can be heard over 200 miles away better than it can be heard at home. And, unfortunately, there is little the engineer can do about it.

96FM is experiencing a phenomenon called ducting, where FM — and microwave — Radio waves travel long distances through the various layers of the ionosphere. The most frequent and protracted ducting conditions occur in southern and southwestern coastal areas of the United States — the Gulf Coast, Los Angeles, and San Diego are notorious "ducting" areas — although ducting conditions can also exist in other areas of the country. When ducting occurs, it is common for the signal to be heard sev-

eral hundred miles from the station, while it "skips" right over the local market. And, of course, ducting conditions are most frequent during the summertime, just as the beach crowd is arriving for vacation. Oh yes, it can affect a poorly designed microwave STL system, too.

Since we know what the problem is, it should be easy to find a cure. Not so fast. This is Mother Nature we're talking about. Ducting is generally the result of temperature inversions, where warm, humid air gets trapped at various levels of the atmosphere. Most commonly, these inversions occur in the mornings and evenings where cooler air overrides warm air trapped near the ground ... and when they happen, your signal can be gone in a matter of minutes.

In some cases, there is a cure. Microwave systems can be easily (albeit more expensively) designed to overcome ducting and inversion fades. Class C FM stations, or stations with very high antenna heights (over 1,000 feet) can often achieve relief with a lower antenna height (that's right, lower).

### QUICKREAD™

- When ducting occurs, it is common for the signal to be heard several hundred miles from the station, while it "skips" right over the local market.
- Microwave systems can be easily (albeit more expensively) designed to overcome ducting and inversion fades.
- Class C FM stations, or stations with very high antenna heights, can often achieve relief with a lower antenna height.

#### Microwave STLs

For microwave STLs, if your station is near the ocean, or the STL travels over a long water path, you should ask your engineer about investing in a "diversity" STL. A diversity STL uses two antennas (at different heights on the tower) and two receivers to receive the microwave signal. When one signal disappears due to atmospheric conditions, the other keeps pumping your signal to the audience. Don't be confused by hype from manufacturers of digital STL systems that claim diversity

25 ►



**THE CELLULAR DIFFERENCE**

- Easy to Use
- Reliable
- Cost Efficient
- Portable
- Flexible
- Excellent Sound Quality



### CELLULAR TRANSCEIVER, FREQUENCY EXTENDER AND MIXER — ALL IN ONE!

Powered by rechargeable batteries or AC power or 12v DC adapter (cigarette lighter adapter) for your car — utilizes cellular technology or land lines.

On-the-spot broadcasting need not be expensive, frustrating, complicated, or just for the regular broadcast crew anymore. In addition to its usage for sportscasting, advertising remote broadcasts, traffic reporting, etc., Cellcast provides a proven way for an experienced account executive to drive air-time sales and increase station revenue through Cellcast's combined use of technology and convenience.

Let Cellcast make "The Cellular Difference" in your station. Call us today for more information.

**1-800-852-1333**

Circle Reader Service #120



---


## PROMOTION

◀ 20

and entry blanks. Be realistic in your thinking. A rare promotion will bill more than regular sales in a month. Don't get too greedy and you can bank a bundle.

4) If a promotion croaks, and you can smell a dead one moments after it hits the streets, cut the line and take your losses. Even the best won't work every time for every broadcaster.

5) Don't pull one out of the hat to fix a problem. Promotions are not superglue, and they are not "surprise, surprise, surprise."

Promotions should be a part of the overall station plan, not a fire extinguisher. Plan them ahead and work the plan and promotions will generate excitement, new listeners, and advertiser dollars over and above same ole, same ole. 

*Mike McDaniel produces the Action Auction promotion nationwide, has written a book about promotions, and owns and operates two Radio stations. He may be faxed at 812-847-0167.*

---

## MARKETING

◀ 21

be consistent, they need to be marketed, the listeners have to have time to understand them, and they have to be significant enough for listeners to understand.

2. *The Myth of Quarter Hour Maintenance.* Why is it that Radio programmers fall into the trap of programming their stations as if diary keepers were sitting there with their diaries clutched in their hands waiting for each eventful moment in the day in the life of a Radio station? Virtually everyone in Radio understands that diaries are not kept simultaneously and that the diary process is primarily an exercise in unaided recall. And yet, many programmers still talk in reverent tones about quarter-hour maintenance. This philosophy originally had its genesis many years ago when there was virtually no such thing as formats, or format competition for that matter, and there were far fewer Radio stations. The premise was that a station could do something to sweep the listener from 10 minutes after the hour to 20 minutes after the hour, thereby turning 10 minutes of listening into 30 minutes of listening (since it takes five minutes of listening to get credit for 15 in a diary). Given the amount

of research that has been conducted over the last 15 years, any broadcaster should understand immediately that the most important things about time are, 1) telling your listeners the times that your station does things, and 2) telling them what time it is. If listeners know that you have a specific benchmark that comes on at 7:10 each morning or at 3:50 in the afternoon, that's far more powerful than a convoluted attempt to try to get the listener to remember that you "swept" him across a quarter hour five days after he last filled out his diary.

### Branding


3. *The Myth of Branding.* There has been a lot of buzz and misinformation lately about the concept of branding and its relationship to Radio stations. In the world of consumer affairs, you can argue that people buy brands and not products. Hence, several people have suggested that you could brand your Radio station. The fallacy behind this logic is that listeners don't buy Radio, they simply listen to it. Most have very little understanding about the nature of the Radio station from which the product that they enjoy emanates. To look at the true power of a brand in the consumer world, remember the colossal blunder Coke made when they debuted "New Coke." The fact that Coca-Cola was able to re-emerge with "Classic Coke" was an amazing tribute to the overall strength of the Coca-Cola brand. That brand has been bought and paid for with billions of dollars from the war chest of Coca-Cola. This is something that a Radio station, any Radio station, simply could not do.

Think back a few years to what was probably the best known and best identified station in the West. KHJ. If KHJ was a brand, the brand went into an enormous state of decline. The KHJ brand was not stronger than the subtotal of its product, categories or product changes. There isn't a Radio station on the face of the planet that could change its product dramatically, alter its entire marketing image, and then come back and say, "Oops, we screwed up. Please forgive us. We're going to start again." Indeed a lot of stations have tried that, only to find that the audience's attention had already moved elsewhere.

It is extremely difficult to develop a brand for something that is as easily ob-

tainable as Radio and that carries no risk or sanction for the consumer. Again, I repeat, Radio is not consumed, it is listened to, and that makes all the difference.

As long as the Arbitron diary is the methodology by which Radio stations are judged, branding makes very little sense. The most logical thing that stations can do is to create image benchmarks which can trigger unaided recall and which are specifically related to the product or some other aspect of the Radio station. One of the problems with Radio in the '90s is that it's a business that a number of people spend an inordinately large amount of time trying to overcomplicate.

The process is simple. Give listeners something they enjoy listening to, and create benchmarks for them to remember where they've listened to it and when. It sounds simple doesn't it? If only we could keep it that way. 

*Rob Balon is president/CEO of The Benchmark Co. in Austin, TX, which specializes in open-ended perceptual research for Radio. He may be reached at 512-327-7010.*

---


## ENGINEERING

◀ 24

receivers are unnecessary: at least one digital STL system on the market actually performs worse under fading conditions than older analog STLs do.

### FM Stations

For FM stations, the problem is more interesting. Tall FM antennas can actually be located within the inversion layer. In those cases, the FM signal bounces around in the inversion layer like a flashlight in a house of mirrors, reaching the ground only where the inversion layer ends. In those cases, the only solution is to lower the FM antenna to get it below the inversion layer. Some stations have auxiliary antennas located only 500 feet above ground, which is generally low enough to avoid inversion problems. This is one case where reducing the antenna height can improve coverage.

With lightning, ducting, and other effects, it's certainly not wise to mess with Mother Nature. But if you know the risks and the problems, good engineering can reduce your downtime. 

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



By Kathryn Bidy  
Maguire

## New Business Math 10 Formulas for Success

In pursuing vendor/new business, it is often good to know some of the formulas and percentages used on the retailer side and the manufacturer side. This will help you help them, and enable you to understand their business more effectively.

### 10 Formulas

1. When a food manufacturer promotes a 15% price reduction on a product, has it featured in a supermarket's circular or newspaper ad, and receives off-shelf display in-store, he will experience an incremental sales increase of 545% on the average.

2. An unbelievable two-thirds of the consumer's buying decision is literally made in the store. Millions of dollars are spent on attracting people to the store and having them take notice when they get there, but the buck stops at the store level.

3. About 85% of all coupons distrib-

uted appear in the Sunday newspaper. That's about 300 billion coupons that represent \$175 billion in value. Only 2.3% actually get redeemed, though.

4. ROI, return on investment, is a term that manufacturers use to determine if the cost of spending funds on a sales promotion will get a reasonable sale (from the retailer) in return. For example, a manufacturer may spend \$1,000 for every \$10,000 he gets in orders which would illustrate a 10 to one return on investment.

5. A terrific new business selling ratio for you to follow is to try to have five to 10 times pending what you actually want to bill in a given time period.

6. Manufacturers determine how well a sampling program went by figuring the conversion rate. This is the difference in the number of samples that were distributed vs. the amount of units that were later purchased. A typical conversion rate is usually between 10-15%.

7. To calculate a retailer's co-op advertising budget — his co-op accruals plus his out-of-pocket investment — you multiply the retailer's co-op accrual times his participation percentage (example: 25 in a 75/25 plan) then divide that figure by the manufacturer's participation percentage (75) and you will arrive at the amount that the retailer must spend on top of his accruals to maximize his entire co-op advertising. Want to see how it works? If Kate's Tires has \$750 in Michelin co-op and Michelin has a 75/25 plan, multiply 750 X 25 = 18,750. Divide 18,750 by 75 to arrive at \$250 for the retailer to spend on top of \$750. Total co-op advertising budget: \$1,000.

8. At least two thirds of the average

### QUICKREAD™

- In pursuing vendor/new business, it is good to know some of the formulas and percentages used on the retailer side and the manufacturer side ... such as:
- An unbelievable two-thirds of the consumer's buying decision is literally made in the store.
- About 85% of all coupons distributed appear in the Sunday newspaper.
- At least two thirds of the average packaged goods manufacturer's expenditures are for trade and consumer promotions.

packaged goods manufacturer's expenditures are trade and consumer promotions. Most of that is trade promotion, that is, promotions having specifically to do with, and in, a store. Hmmm ... kind of makes you look at Nos. 1 and 2 again and wonder how you can help manufacturers get the things they need in the store, because then you know they will sell cases.

9. Efficient Consumer Response (ECR) is a formula that retailers use to study the effectiveness of promotions, product flow, and product development to determine profitability of a brand.

10. A station can add 5% to its local sales revenue in the first year of focus by adding a full-time vendor/new business department.

Sources: *Wall Street Journal*, 5/10/94; *Promo Magazine*, 4/95, 1/95, 9/94; *Supermarket News*, 5/20/91; *Adweek*, 4/13/92; *Brandweek*, 5/24/93.

Kathryn Maguire is president of Revenue Development Systems. She may be reached at 617-424-8718.

**RADIO  
INK**

**"The Radio Book"**

*The complete station operation manual!*  
This three-book series covers the challenges you'll face as a Radio manager.

Vol. 1 • Management & Sales Management  
Vol. 2 • Programming & Promotion  
Vol. 3 • Sales & Marketing

All three only \$89.95 (plus 5.50 S&H)  
Available for Immediate Delivery!

**1-800-226-7857**





# Top Salespeople Aren't Born.

## *They Are Trained.*

Are your salespeople selling the most they can?  
If you want higher billing, get *"Strategic Broadcast Selling"*  
A 15 session VIDEO series by Pam Lontos

- ▼ Get your newly hired salespeople selling professionally and making more sales in just one week.
- ▼ Improve the productivity of your "pros."
- ▼ Having the course permanently allows for space repetition learning for dramatic results.
- ▼ Cut down your turnover.

*"Strategic Broadcast Selling takes Pam's experiences from the past and brings them into 1990 selling."*

— Terrell L. Methany,  
Jr., KMVI, Wailukku, HI

*"Pam's video is best for teaching new and veteran salespeople how to really sell Radio."*

— Catherine Moreau,  
KGMX/KHJJ, Lancaster, CA

Pam Lontos is a top broadcast sales trainer. Former vice president of Shamrock, she raised sales 500% in one year after a decline in ratings.

### **Here's what you get!**

- ▼ Manager's manual
- ▼ 15 sales meetings on video
- ▼ Sales tests for each of the 15 sessions
- ▼ Sessions on Sales Circle, Questioning, Benefit Selling, Hypnotic Selling, Eliminating Objections, Trial Closes, Motivation
- ▼ Extensive role-playing to show your salespeople how the techniques work

**Your  
salespeople  
will sell more.  
I GUARANTEE  
IT!!!**

**Buy Now and SAVE! • CALL (407) 299-6128**

**Lontos Sales & Motivation, Inc.**

P.O. Box 617553 • Orlando, FL 32861 • (407) 299-6128

*Our new East Coast office.*

**INTERVIEW**

# CHRISTOPHER DAHL





**O**ver the past 25 years, Christopher Dahl has spent the majority of his career founding or acquiring numerous distribution, marketing and entertainment-related businesses.

He began his career in 1967 in the media department of Knox-Reeves Advertising in Minneapolis, where he developed the “30/30 Piggyback” concept for the agency’s clients, most notably **General Mills** and **Alberto-Culver**.

In 1969, Dahl left the agency to start his own business, a holding company which became involved in ventures that varied from photo finishing and retail photo sales, to the national distribution of toys and notions.

Toward the end of the ’70s, Dahl sold his various business interests to devote more time to his family, and to develop his passion for creative writing. During this time he conceived a book and several television screenplays, the most commercially successful resulting in the hit TV series, “The Six Million Dollar Man.”

In 1986, he founded **Community Airwaves**, a venture initially chartered with acquiring and operating small-market Radio stations in the Upper Midwest. From its first acquisition, an AM/FM facility in Redwood Falls, MN, Community Airwaves has grown to a group of 19 stations in nine markets in the Upper Midwest and Hawaii.

In 1990, Dahl formed **Children’s Broadcasting Corporation** to purchase **WWTC-AM Minneapolis/St. Paul**, which has become the flagship station for the growing national network of **Radio AAHS®** affiliated stations. Radio AAHS/Children’s Broadcasting Corporation is the only national Radio network devoted exclusively to programming for children 24 hours a day, seven days a week. There are currently 26 affiliate stations covering approximately 30 percent of the United States.

Dahl is a native of Minneapolis/St. Paul where he now lives. He received his bachelor’s degree from the University of Minnesota in 1967 and also studied at the Harvard Business School of Advanced Management.

Dahl is a member of the World Presidents’ Organization, the Minneapolis Executives Organization, the National Association of Broadcasters and numerous local civic organizations. He is also on the national advisory board of the National Children’s Film Festival.

**NK: Let’s start out with the obvious question. Why on earth did you decide to go into children’s broadcasting?**

**DAHL:** A couple of reasons. Number one, I have been in small-market Radio for a number of years through the ownership of a group of Radio stations. Like a lot of people in this industry, I saw the need for a national AM format that would work. In researching different opportunities and different options, we realized that 19 percent of the entire U.S. population wasn’t being served by Radio, the market of kids 12 and under. The other reason was that I grew up with Radio. I remember great Radio before television. It was a wonderful part of my existence as a child. I felt, if we could bring that back to the kids today, we would have an audience. Just as a sidebar, I raised two kids

## SIDELINES

◆ Leisure activities: **Travel, upland bird hunting, fishing, food, wine, reading, & sailing — all activities I can do at my summer hideaway on the Canadian border which exemplify leisure.**

◆ Recommended reading: **The Bible — life’s driver’s manual. It has it all: wisdom, psychology, law, drama, great love stories, escape, adventure, passion.**

◆ The most interesting person you know is: **My life has been filled with a lot of interesting people. It would be impossible to crown one of them “most interesting.”**

◆ If you had 30 minutes to sit and talk with one person, whom would you choose? **I wish I had the time to spend 30 minutes with anybody!**

◆ If you were granted one wish, what would it be? **An eternal state of bliss. If I had that, all the rest would be irrelevant.**

◆ If you could go back in time, where would you go? **I don’t think I’d take the trip. It’s great being in the here and now.**

◆ Whom did you listen to on the Radio when you were growing up? **All the kids’ Radio dramas: “Sky King,” “Sergeant Preston,” “The Lone Ranger.”**

◆ What did you want to be when you grew up? **I am not sure the growing process has been completed yet, but if I’m there, I am doing pretty much what I imagined. An unemployable Radio junkie running his own business — great job security.**

◆ What is your pet peeve with Radio? **Very few operators invest any money in our future. Have you ever heard of a Radio R&D department?**

◆ What has been your most elusive goal? **The ability to honestly see all sides of an issue.**

◆ Of what achievement are you most proud? **My family — a wonderful work in progress.**

◆ As a listener, what is your favorite format? **Radio AAHS® — I love all formats, and we play most of them on our nonchildren’s stations, but I really do love our AAHS™ format. I can be a kid again just by tuning in.**

◆ What advice would you give someone who wants to get into Radio? **The same advice I gave my oldest son: Read everything you can find on Radio, work harder and think smarter than everyone else. In other words, make your own luck, and if you’re really good, dad will promote you!**

## INTERVIEW

◀ 29

and a funny thing happened when they turned 11 and 12 years old, they started to listen to Radio. When Radio was responsive to them, they were responsive to Radio. I didn't seem to think that kids 12 and under would react any differently if we provided a product.

**INK: You began your children's network not too long after a couple others failed. How did you use it to your advantage, or did you?**

**DAHL:** I think you are referring to the Imagination Station. If I can recall, that was successful on a local basis in Orlando, but one of the problems was that they went national right off the bat and ran out of money. I started up almost the same time they did, but my desire was to prove it on a local basis before going national. This is a very mature industry. People aren't quick to endorse new ideas. So we knew it was going to be a long haul, and we wanted to perfect it locally before we went national. A number of kids' television networks have become extremely successful by broadcasting to this age group — Fox Kid's Network, Nickelodeon, The Turner Cartoon Network and all have taken a long time to develop. It's no different in Radio where you have to build the network piece-by-piece.

**INK: Radio totally abandoned children's programming when television took hold, believing that kids wouldn't listen to Radio anymore.**

### IF YOU PROVIDE IT, THEY WILL COME

**DAHL:** Kids don't listen to Radio but the reason they don't listen is because there is nothing on the Radio for kids to listen to. If you provide a product they will listen to it. In fact, they do listen rather aggressively. In markets that broadcast Radio AAHS, ninety-one percent of the kids under 12 listen to Radio. When I was growing up, the kids' programs that existed were national. They had a national branded identity and Radio, with a few exceptions, has gotten away from that. Radio AAHS is bringing that back to Radio too. With the network, the Radio AAHS Magazine, the Radio AAHS web site on the Internet and our national interactive phone system, we are branding kid's Radio the same way Nickelodeon has branded kids TV. In our market kids think of Radio AAHS not WXYZ-AM.

**INK: One of the things that impresses me about your operation is how big your network has become and how tied in you are with national companies like Time Warner, Disney and others, who obviously see your value. Can you explain some of these relationships?**

**DAHL:** We are extremely proud of these relationships. The Radio AAHS-Warner Music Enterprises joint venture produces the country's first kids' monthly magazine that comes with its own CD or cassette of the top songs on Radio AAHS. Potentially, there is a huge market out there that can be reached through the Radio airwaves, as well as through the magazine and eventually through our record label.

Disney sees Radio AAHS as a new way of reaching their core audience, kids under 12, and we produce live shows each weekend from Disneyland and Walt Disney World. It is interesting that our audience isn't just kids. Like adult formats, 50 percent of our listening is done in cars so we capture mom and dad too.

**INK: From what I understand you're**

**getting good advertising support for that demographic as well.**

**DAHL:** Yes. On a local basis, we've taken an AM station here in Minneapolis/St. Paul from the 15th or 16th billing AM station to the 4th biller in the market. Radio AAHS is the only game in town in terms of programming to kids, but because we get mom and dad too, traditional advertisers are a solid business for us. It's like somebody saying, "I'm going to give you demo XYZ all to yourself." You would laugh, but that's what we have with kids under 12.

**INK: This is a format that is very difficult to produce on a local basis because of the type of programming that you're doing, is it not?**

**DAHL:** Yes. We're literally a clearinghouse for kids music. Our library has thousands and thousands of kids songs. For somebody to say, "Gee, we'd like to start doing this locally," they'd have a difficult time not only in developing the character identities and the shows, but amassing the music library we have developed over the past six years. On the other hand there isn't any reason why this has to be a local format. Kids don't care whether Nickelodeon comes from Orlando or from New York. They don't care where Mighty Morphin Power Rangers is produced. They understand that media today is more national than local. Broadcasters always want to localize satellite formats as much as they can, but you really don't have to do that with Radio AAHS.

**INK: One of the things that I would ask if I were investigating the possibility of putting this on my Radio station on a local basis is how difficult, or how different, a sale is it and how much time does it take before you really start seeing results?**

**DAHL:** We've put a lot of money into the flagship Minneapolis station, but if we were an affiliate station, it would have been profitable after the first six months of operation. AccuRatings did a study for us and we were number one in family listening and the ninth most listened to station when you factor in kids. There's a great story to see with the format. It's a concept sale that produces results for advertisers.

**INK: When you're talking about any format, it is designed to be targeted towards a fairly narrow audience, although I'm not so sure that kids are very narrow.**

**Narrow**

Clockwise from top: Dahl and 1994 vice president of fun, Jimmy Freeman; Dahl accepting the 1994 Crystal Radio Award from NAB President/CEO Eddie Fritts; and Dahl with Cheech Marin who was part of the lineup at the second successful Radio AAHS concert, 1993.





# E. Alvin Davis & Associates

## The World's Most Experienced Oldies Consultant

*Two Formats, One Consultant*

### **60s Oldies ♦ 70s Oldies**

*No Consultant Is More Experienced ...*

**Experienced with more stations . . .**

— Twice as many clients as our closest competitor

**Experienced in more markets . . .**

— 45 markets, 3 countries

**Experienced in more head-to-head FM Oldies battles . . .**

— Undefeated in 8 battles, 7 times as the underdog

**Experienced in more Oldies start-ups . . .**

— 9 start-ups, average start-up debuts with an 8.9

**Experienced in more successful ratings turnarounds . . .**

— Our average turnaround client increases ratings 60.6%

**Experienced in more 25-54 ratings successes . . .**

— 29 clients achieve Top 5 ratings, 17 reach Top 3

**Specializing exclusively in 60s Oldies and 70s Oldies . . .**

— Oldies is all we do!

To learn more —  
telephone E. Alvin Davis  
now at 513/272-2300



## INTERVIEW

◀ 30

audience formats have a tendency to succeed in the top 10 markets. How deep can you go with this particular format and still make money with it?

### A FORMAT FOR THE TOP 100

**DAHL:** It is a format for the top 100 markets. It doesn't mean that somebody in a smaller market can't make money with it, but we really don't want to go much deeper than 100. As you say, it is something that needs a large population to support it. When we deliver 8,000 to 10,000 kids to an event, the local advertisers say,



Top to bottom: Dahl with wife Linda; This gold album — "Sebastian" — from Disney's *The Little Mermaid* was the first ever presented to a children's Radio entity.

"We know somebody is listening to this and something must be working." I don't think you can do that in a small market.

**INK:** You said that AccuRatings had done a research study. What other kind of research has been done related to this format?

**DAHL:** Arbitron has done surveys. We are working with Arbitron in terms of a new methodology. I don't think Arbitron, AccuRatings or Children's Broadcasting has developed the right method of rating kids. The average age of our listener is seven and a half years old. We know they don't respond to Arbitron's approach the same way an adult does. We are putting a fair amount of effort into audience measurement and most of it is outside traditional methods. I can't really comment on some of the things that we are

working on now, but it will be different from any of the present approaches.

**INK:** Do you think that the trend you've got happening signals any changes in the Radio industry in terms of how we need to program?

**DAHL:** I think it's an interesting fact that we have a 10 billion dollar industry and, if you talk to most of the major operators in this industry, you would find that zero dollars are going toward research and development. Most other industries in America are looking out for their futures. Radio seems to spend a lot of time in the past and present and almost no resources are allotted to the future. I think broadcasters are going to be forced to look at products, like Radio AAHS, that provide new audiences and new ad revenue.

**INK:** One of the things that I was totally impressed by, was the number of affiliates that you had, especially in the larger markets. Can you touch on that?

**DAHL:** We've been very fortunate with the expansion we have had. In little more than two and a half years we've captured almost a third of the United States. We also have the support and vision of some major broadcasters: NewCity Communications in Orlando; Bonneville has us on in Phoenix; and Evergreen in Detroit. I think these are people who are looking at this as one of the last frontiers of Radio. The company also owns and operates stations in Minneapolis, Los Angeles, Dallas, Kansas City and Denver.

**INK:** If you listen to the way your network is presented it is not something that one can just fall into. I would imagine that you have had a lot of hit and miss experimentation until you got it to the point where it is today. Though it sounds like it is very appealing to kids, it also sounds like it is relatively sophisticated in its approach, not something that you probably just stumbled onto.

**DAHL:** You are right. It is constantly evolving. This product was not put together by people outside the Radio industry. Everybody in this company has an extensive background in Radio. Our executive vice president of programming, Gary Landis, is one of the top programmers in the country. He has done a great job in the three years that he has been here, recognizing not only the trends in the kids' music industry, but the trends in the kids' entertainment industry and translating them to our network. We target kids and

their parents and have waded through copious amounts of research and listener feedback, garnering experience and applied common sense in developing this format. A survey we conducted of over 1,000 parents found that 56 percent of the respondents listened to Radio AAHS without their children. We present ourselves as an entertainment medium that happens to educate as opposed to an education medium that happens to entertain.

**INK:** You've had good success in that. I understand the record companies have told you that they can tell when you turn a Radio station on in a market because of the increase in sales that immediately takes place.

**DAHL:** Minneapolis/St. Paul is ranked number two in the United States for kids' record sales. We believe this is primarily due to Radio AAHS. It operates just like a traditional Radio station; people hear the music and they go out and buy it. We think we will have a bigger impact on the kids' music industry as we grow.

### GOING PUBLIC

**INK:** Could you touch on the fact that you are a public company?

**DAHL:** We went public a couple of years ago and the public has responded very well. We've raised 17 million dollars through the public markets. I think investors have been very supportive in terms of looking at this as a long-term concept. They realize there is significant profit potential once the network is fully developed.

**INK:** It is a real PR move also ... if you've got an AM Radio station and don't know what to do with it.

**DAHL:** Yes, it is a huge PR move. When we go into a market, we often capture front-page coverage and usually full-page coverage in the variety section. I don't know of another format that can generate that sort of interest. It really is doing something good for the kids. I've never been involved in a business where people actually thank you for what you're doing. I hear this a lot from our listeners. They really appreciate Radio AAHS. It is bringing back what Radio does best: making theater of the mind, the imagination, as vivid as it was back in the golden days of Radio.

**INK:** Could you give a brief overview of what a typical day's programming would be like?

**DAHL:** Our programming is great stuff. It is

33 ▶



quite possibly the most unique and complex format in Radio today. It isn't just Raffi and Barney. In fact, they are hardly played at all! We start out with the "All-American Alarm Clock®," which is a very upbeat, up-tempo, wake-up show that involves personalities — some real, some imaginary. They talk back and forth, do news, music, call-ins, jokes. Next we rotate to a program which is kind of a hip-urban "Sesame Street," called "Avenue A™." Here we lower the music gauge a little bit to reach a slightly younger audience. Throughout the day, I might add, we have The Radio AAHS Brain Game, where kids can call in and win a prize. At our current pace we will have received over four million phone calls this year. At noon we have Storytime Theater™, which is a half-hour segment where we may play Jack Nicholson reading "How the Leopard Got Its Spots," or a wonderful piece called "Mr. Beethoven: Lives Upstairs," or maybe an old rerun from the "heyday" of Radio. When kids come back from school, we go into a super music mode. We have 20-25 kids on our Radio AAHS AirForce that come in one, two at a time to do a daily three-hour segment after school. Then, we repeat Storytime Theater™ at night. After that, we go into a heavy music rotation with Stix Franklin, who is becoming quite the celebrity heartthrob with the subteen set. As I mentioned earlier we have live programming from Disneyland on Saturdays and from Walt Disney World on Sundays. We have a news department, headed by an adult, but we have seven or eight AirForce kid reporters who cover different beats. It's all highly produced news ... it might be an interview with a kid from Bosnia, or a kid that was involved in



Dahl with sons Chris Jr. and Corky.

the L.A. earthquake or a human interest story. They basically focus on good news, but it could be the positive side of bad news, all through a kid's viewpoint.

#### **WHAT ABOUT LOCAL PROGRAMMING?**

**INK:** What about local programming? If I'm running an affiliate station, do I need to create local children's programming of any kind?

**DAHL:** Some of our affiliates have local programming. It isn't necessary. We urge our affiliates to take the feed full-time. Kids really don't care where the programming comes from.

**INK:** Do you produce anything yourselves?


**DAHL:** Yes, we produce quite a lot of material, especially within our dayparts, and with "The All-American Alarm Clock," and "Avenue A." We also have our own in-house creative team that produces a lot of our commercials.

**INK:** You're not only doing traditional Radio programming, but you also have a magazine and an on-line service. Tell us about that.

**DAHL:** Radio AAHS Magazine is produced jointly with Warner Music Enterprises and is the only kids' magazine in the country that comes with its own CD or cassette tape of the top kids' songs. We also are on Time Warner's Pathfinder, which is the most heavily ac-

cessed area on the Internet today. We are right up there with *Time* and *Sports Illustrated*. The address is <http://www.radio-aahs.com>. One of the interesting things about the Internet site is that the local affiliates have access to a "Playing in Your Town" page where they can describe exciting activities they are sponsoring or that are taking place in their city for kids and families. Otherwise, the site follows our magazine, which in fact follows our programming, with stories, games, jokes, letters and artwork. In our first month we had over 10,000 visits to the Radio AAHS web site. I think everyone's been very impressed with it.

**INK:** Any other thoughts?

**DAHL:** My one last thought is the very important fact that this industry has looked at kids very skeptically for a long time and it's time we started giving this almost 20 percent of the country access to Radio. We're entering our sixth year and what we're doing is revolutionizing the Radio listening patterns of kids 12 and under. When we received the NAB Crystal Award last year, Eddie Fritts said, "You know, you're not only delivering audience to Radio, but you are delivering an entirely new audience to Radio." That new audience also happens to be the fastest growing demographic in the country today. 

## CUTTING-EDGE MARKETING TOOLS FOR YOUR STATION

### LAPTOP COMPUTER-BASED MULTIMEDIA SALES PRESENTATIONS

*State-of-the-art technology for your Sales department: audio, graphics, photos, charts, text and more, all on a laptop!*

### THE TRIVIA SUPER CHALLENGE™ INTERACTIVE GAME SHOW

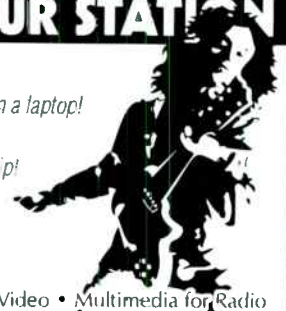
*The portable game show for station appearances. Awesome interactive excitement, designed for sponsorship!*

### TOTALLY ORIGINAL TV SPOTS

*Break through on TV with an utterly original, network-quality spot — for the price of a syndicated spot!*

### SALES MARKETING VIDEOS

*A custom-produced sales marketing video for your station — a superb sales tool!*



The Leader in Film • Video • Multimedia for Radio

 **HALEY PRODUCTIONS**

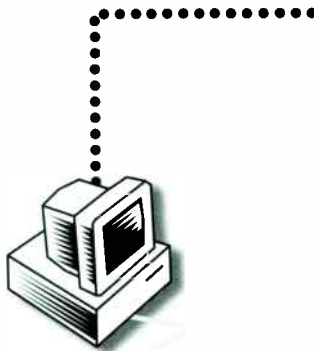
**CALL TODAY! (610) 892-7970**

Circle Reader Service #123

**SPECIAL  
REPORT**

# **THE EFFECTS: Radio Computer/Software Business Sector**

by Shawn Deena



**A**s steps toward deregulation continue, will owners and managers be afforded the opportunity to become more efficient on many levels with Radio software?

Most stations by now have replaced the Rolodex® or 3 x 5 cards with a music software program. Traffic and billing have in the neighborhood of 50 programs from which to choose. In just the last few years there have been developments that combine music, traffic and billing into a seamless operation.

To get a better idea of what the Radio computer and software business thinks of the deregulated floodgates being opened we collected a sampling of comments from various individuals who for the most part are prepared and looking forward to it. With an emphasis on "flexibility," this is one facet of the industry that could very easily accommodate the future looming on the horizon. Here's what they had to say ...





**Patti Shannon, Director of Communications and Training Maxagrid International Inc.**

With heightened deregulation, the value of software will decline. Where broadcast properties will place value is in the service and conceptual resources provided by the companies whose systems they operate via software. This is precisely why Maxagrid has, over the past few years, focused on the strategies and processes involved with revenue management; we are consultants to our broadcast customers, not software vendors.

**John Newman Altair Communications Inc.**

With deregulation, I think all software companies that have products for Radio stations will have the challenge of how to price a group owner that used to have one station in the market and now has two or three. There is a potential threat of lost revenue. The additional challenge will be how you can make sure all of your software interacts among different Radio stations; handling multiple stations out of one computer.

Radio is becoming very homogenized, very much a formula anymore, and you have to have the right economy of scale to make it work, so we don't really have any choice except to look at what is happening out there and make sure that our products continue to meet broadcasters' needs. The thing about writing a software product is it is never done. You can write a book, finish it, and distribute it, but a piece of software ...

**John M. Caso, President/CEO Automated Business Concepts**

I haven't really thought about it. Other than the fact that we are ready because we are already handling companies that are multifaceted, the Infinity Broadcastings of the world.

Duopoly allowed some of the systems time to prepare and move forward. Our system is powerful enough to perform consolidated financials and detailed general ledgers on 9,000 different companies. We can handle the traffic and billing of 81 different stations on one system. We built our system for flexibility. We give people today the more- power-tomorrow type of thing. We go for the flexibility upfront.

**Jerry L. Johnson, President Datacount**

My guess with total deregulation is that we'll probably see some unhealthy Radio for a while but the market will eventually adjust itself. We are preparing for increased competi-

tion, and making our products as affordable as possible. We've already made changes to our system to allow it to operate up to "x" number of stations from a single location.

I am going to maintain more of a posture of reacting to the results of deregulation than to the anticipation of the way I think it is going to be. My competitors may want to jump all over that and say, "We're on the leading edge," but like I said, I think the market will eventually adjust itself. I can't feel comfortable enough to determine exactly what is going to happen to make a major investment based on "what if."

**Paul Ward, President Far West Communications**

Well I do formats, and I also do custom compact discs for Radio stations who need music, and everybody needs music. So deregulation really doesn't impact me that much.

But I know everybody is scared — all of the suppliers, Radio stations, employees — because big business is taking over broadcasting in this country. In a recent trade magazine article, one of the giant corporate heads said: "In theory I could wind up owning all of the Radio and television stations in a market like Washington, New York, or Los Angeles. It is an exciting prospect." I think it is a very bad prospect.

If you look at it logically, with satellite, there are about 10 or 12 formats nationally and everybody plays the same music. A lot of these Radio stations that are just straight satellite, particularly in larger markets, don't get any ratings. The people who run these Radio stations don't make the connection between boring programming and getting listeners.

**Bob Howard, VP Marketing JDS/Columbine**

We have really been excited about deregulation, because it probably will change the model the owners of Radio groups use to automate their traffic and billing functions. Rather than put traffic and billing systems in each place, the better model would be to set up a client server system where I maintain a centralized database as a server, put client software at the stations and have them all operating on a more uniformed system. Since we believe that we have, if not the only, certainly the premiere client server approach to computing in this particular niche, we think we are perfectly positioned to help these people embrace a new model. Also, larger groups might want to be more creative in how they sell their stations, how they package that inventory across a region. Again, we have some unique capabilities in our software that would make us a good

solution for those models.

We are very anxious to meet with some of these people as they start to put together their new media empires.

**Neil Edwards, President Broadcast Data Consultants**

Most of our clients are public Radio stations. With deregulation and what they are doing with public stations, removing funding and everything, they are really having to scramble to make up the shortfalls and are doing that with underwriting, because that is about the only thing left to do. What deregulation is going to do is throw all the rules out the window.

Today's software is going to have to be rewritten because the situations are going to be different. You have instances where somebody could only own two Radio stations in a market. Fortunately, our software was built to handle up to nine Radio stations. This is how it was designed about eight years ago, just by accident.

We're doing fairly well now with commercial stations because our software handles both public and commercial. The strange ways of doing things in public Radio are beginning to catch on by those in commercial Radio as they are finding new and different ways to do things.

**Donna Halper, President Donna Halper & Associates**

People have a tendency to take the worst case scenario and say, "Oh, my god. We're going to be run out of business by the Baby Bells." I don't think that is the case at all. On the other hand, as a small-business person, of course I am worried. I see the same problem with this as I saw with duopoly. I see the danger of oligopoly, of two or three companies owning everything.

There has to be a happy medium. I think that some of our congresspeople are a little out of touch with the average working person. Not all of us are multimillionaires, but that doesn't mean we are not good at what we do. If we are going to have a country of the haves and have-nots, the Radio listener will be the one who suffers. I value the fact that I can do things for my clients on a personal level that I don't think some of the big companies can do.

The small vendor, no matter how good they are, no matter how many years of experience they have, has to be concerned. But I think you need to continue to put your name out there, continue to do a good job for your clients, keep your rates competitive, and don't try to be a clone of the big companies. People chose you





because they didn't want that other company. So I say that there really is room for all of us, but I don't know for how long.

What I'm not convinced is necessarily a benefit is to clone something for 175 stations. I really do believe that there are regional differences and the company that is able to be flexible is going to be the company that survives.

### **Bob Greenwald, Sales Auditrionics Inc.**

If you are allowed to have more than 12 stations, but up to whatever, then your challenge as a manufacturer in my area would be to make sure that your presence and your equipment is represented at the right level of Corporate America so that you would get an equal, fair shot of the sales.

In one aspect it would affect our advertising. What we have always done, since we are a technical company, is make the engineers aware of our stuff, and every once and a while target the manager, the production manager, the programming director etc. and try to give him some reasons why his job will be better if you buy this equipment. With deregulation we'd probably be giving more of a middle and upper management spin to it.

We would also probably learn how to wine and dine that next level of folks a little more so than what it takes to wine and dine the engineer or the production manager. Even when we go to a show, it might be a little less of stating, "Here is the box, here is this box on tables and here is the brochure." It might actually be a nice couch area with a coffee table. A little bit more like a corporate meeting room.

### **Cecilia Garr, President/CEO FirstCom Music**

Basically, we have been going through this with duopolies and LMAs since the early '90s. At that time, there were several people in the industry who said it would be doom and gloom, but our business has improved dramatically. I think the reason for that is, as the local competition grows, the need for more and better quality production music grows. This is what we found with duopolies. So many of the stations that might not be competing, or for whom it wasn't as important to have high quality things, all of a sudden were owned by a company who wanted to be able to take that station into a different and higher realm of production. The

other side effect of it is that collections are much easier because now we are dealing with people who can pay. The solid, professional broadcast organizations are really concerned with how their stations sound. They know that quality is going to win. Our philosophy has always been just to continue to grow our selection of music, improve our services and offer them options that are covered in their budget.

As far as corporations possibly setting new policies to homogenize, that works great for us because we can make the arrangement on a corporate level, but can customize at the local level.

### **John Lund, President Music Manager**

Let's just say there are 11,000 Radio stations in America, and instead of being owned by 5,000 people they are owned by 1,000 people ... the service to these stations should not change. One thing for sure is that the multiples at which stations are being bought — 12 or 13 times cash flow — what it does, when you are highly leveraged, is you seek outside experts for they are probably more cost efficient than hiring people in-house. So in light of the changes that are going on, I finally think that our research business, media research, and our consulting division, will continue to grow but will probably grow at a faster rate, so it is very positive. When a leveraged buyout occurs and a major company takes over another company, the first thing that the company that spent all this money does is look for ways to cut costs, and hiring outside consultants is always cheaper than employing those people full-time.

### **Jimmy Edwards, GM Micropower Corporation**

I guess deregulation could be a benefit in that each customer could represent many customers because that customer could be part of a group. But overall, I don't think deregulation will affect our business.

Regardless of the format of the Radio station, our software is a skeleton and each individual Radio station uses that skeleton to create their own music database and rules that the software follows. So it doesn't matter if all of these Radio stations are the same format and have the same rules. It doesn't matter from our end because you would have 500 different people on the other end operating the software and, therefore, have 500 different people who would have 500 different ideas that they would pass along to you to keep the software updated and keep it on the cutting edge of technology.

### **Steve Warren, President Music 1 For Windows**

I don't think anybody is really prepared for deregulation. Nobody quite knows what is going to happen. The larger companies are

going to get much larger and consolidate, which ultimately means, fewer people working in the Radio business. With the advances in technology, a lot of the people left will be decision-makers. There will probably be fewer program directors and more call for consultants. People will have guys like me overseeing their Radio stations rather than trying to hire 15 different programmers.

Radio will tend to be more formulated. Even now, with 10 Radio stations, every week I have a full 30-minute conference with each client just to go over their playlist. If I were handling 25 stations I couldn't do that. Yet, if I am handling 50 Radio stations, then I am more likely to have a plain-wrapped vanilla playlist that everybody needs to play. It tends to be a little safer, a little bit less market tuned, and a little more like McDonald's. People can argue whether this homogenization is good or bad. Regardless, it is just a fact of life. We will deal with it. On the whole though, Radio is a hell of a lot better now than it was in the '70s, '60s, and '50s.

### **Richard Irwin Sacramento Network Access**

I happen to think that the deregulation that began in the '80s was one of the worst things that ever happened to broadcasting. Where you used to have one program director, one general manager, and one sales manager for every station on the dial, you've got one program director, one general manager and one sales manager for three or four stations. It is a sad day particularly for younger folks who might have had an interest in Radio and wanted to get into it. Where are the opportunities?

I think the sad thing about it is that I am a free-market guy. I don't have a problem with anybody in this country achieving or acquiring anything they can. But these guys who have, for instance, bought all the Rock formats in one market, or all the Country formats in one market, are fooling themselves. What if one facility goes down a couple of points, and the other goes up two points. They are competing with themselves. They are digging their own graves. They are locking themselves in a closet and saying nobody can beat us because we own all the facilities. I think it is very sad.

### **Steve Kenagy, VP Sales & Marketing CBSI**

We are poised to go with deregulation if it occurs because our software allows us to do that very easily. Right now we can handle 40 stations on one computer system. So far, there hasn't been a situation where there have been that many on one computer system. We have one using 26 right now, but nobody else can do that, even that kind of number. Most likely, if somebody had 500 stations on one, they would probably be looking at regionalizing



# Give us your application, we'll give you the Stars.

Call us now if you're considering satellite communications for data, audio, telephone, or Internet connections. As leading satellite systems integrators, we'll help you select the right system for your needs from our multiple equipment lines. NSN features a stellar line-up of products from ComStream, ViaSat, Gilat, Channel Master, NorSat and other leading manufacturers, and satellite capacity on the GE Americom and PanAmSat fleets, Orion Atlantic, and other major carriers.



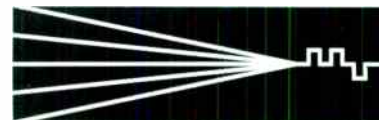
## That's great. (ho hum) But what about service?

On average, NSN installs a network a week. And we support them all, large and small, 24-hours a day, everyday. We'll help you implement the network you need and keep it up and running.

**What about Internet?** NSN's InSat<sup>SM</sup> system is the world's first interactive satellite Internet server, providing Internet connectivity anywhere on the globe, regardless of telephone line availability. NSN can also deliver turnkey Internet domain hardware and software (with or without satellite access) for your company, ready to "plug and play" with any

existing Internet service provider, so that you can put the 'Net's global connectivity to work immediately.

**It's not Rocket Science...** just good old-fashioned attention to detail and the best customer service in the business. Call us now with your application... we'll give you connectivity, from the stars of the VSAT industry.



**NSN NETWORK SERVICES**  
SM

PO Box 578  
Avon, Colorado 81620

sales@nsnnet.com  
tech@nsnnet.com  
<http://vsat2.nsnnet.com>

970◆949◆7774  
Fax 970◆949◆9620

800◆345◆VSAT  
8728



them, as opposed to having all 500 working off of one system.

With this whole new traffic engine that we are bringing out, there is tremendous room for additional kinds of things to go on; as the industry changes, the needs change. The demands are there, and we are positioned to bring out software to take care of them.

**Jack Carter, President  
MusicMix Software**

Deregulation has been really good for us because more stations are using digital automation. Our niche is small-market stations, so we are seeing situations where they are acquiring a second station and are using the digital automation system during some parts of the day. In our case where it is really small stations, many of them never had music scheduling software before, and that's what we do. You need music scheduling software for digital automation, so they are, in many cases, buying their first software and, in some cases, their first computer.

The one thing that I have had to do, and it is not at all negative, is that it used to be I would sell one piece of software, one program, to one Radio station. Now I've got companies calling me with two or three stations and, of course, they don't want to pay full price for the software three times for all three stations. This is actually fine with me because I am not going to have to support three full-blown operations either. Once I get station one trained, then two or three are also going to understand because of the guy over here at one. So it is more economical for me to support it. Therefore I don't mind giving a break to a company that is buying three packages for three stations under the same roof.

**Cliff Gardiner, President  
Radio One**

I think deregulation has a very great effect on us and it is really the reason that we designed our whole network approach, because I think there will be additional opportunities for networks in markets that are duopoly or triopoly, or whatever it comes to. This is why we have designed our localization package, particularly our support package, to let us do some of the other menu items like traffic and production for affiliates. We think it will be quite a boon to the network business and is really the reason that

we've spent all this time and money in getting up to launch time here with our formats.

As a person who has been in broadcasting since 1955, it is a shame to see the individual owner, entrepreneurial era sort of move on, but the truth is that Radio groups will be large enough to afford very good management and be very aggressive. I actually think that Radio revenues in total will increase significantly because of the group influence.

**Corey Deitz, President  
Winning Edge Productions**

Every time there is deregulation of some sort, the business finds a way to use fewer people for more jobs. In that respect there will probably be fewer air personalities who are preparing real Radio shows, so I could see deregulation affecting what I do from that aspect. In one respect, deregulation is good because I think the government should finally get out of the policing-broadcaster business and let broadcasters police themselves like any other market competitive situation.

I just worry about what will happen to people if total deregulation occurs because Radio has been such a people-business and it seems like it is less that way as time goes on.

**Brad Harrison, Sales Manager  
Register Data Systems**

We make two products, digital audio systems and traffic and billing software. Where we see tremendous potential for growth as a result of deregulation is on the traffic and billing side. Because a lot of these bigger groups will need traffic systems that are going to be capable of handling multiple stations and be modular in form so that parts of it can be managed centrally and parts of it can be managed locally. We've got those hooks built into systems that we have under development right now. A lot of these things went into the design of the system as a result of LMAs and duopolies. The need for flexible and easy-to-use software is just going to grow more and more as time goes on.

On one level, the phenomenon of digital automation systems like what we build has saved a lot of marginal stations from going under. But there are still a lot of people out there who haven't made the jump for one reason or another, whether it be the potential for a pending sale, or something else. There is still a lot of possible demand out there.

**Rocco Macri  
PromoSuite For Windows**

The basis of our product is to increase the efficiency of your marketing and promotion department. What we're noticing, and we've been around for two and a half years now, is that the stations and the companies that have jumped on-board with us quickly are the ones that are very advanced in terms of technology,

and of trying new things and finding ways to invest a little money now to make more money down the road. I have a feeling that those are the companies that are going to prosper through all of this. If that is the case, I'm looking at it as more opportunity because there will be fewer people who I will need to convince that my product is the best thing that they need for their promotion and marketing department. If I sell one person, I can get 40 or 50 stations from that one person.

**Drew Simpson  
Tapscan**

We have been providing tools that are helping Radio be what it truly is becoming more and more of, and that's a bigger business. Bigger businesses are going to need a lot of things, especially with more ownership. There's going to be the need for more consolidated, more centralized information.

We're already there as far as our multimarket analysis is concerned. We can look at the value of an advertising campaign over several markets for the purpose of delivering a single campaign efficiently to an advertiser. We saw deregulation coming in the very beginning and we're ready for it.

**John Schaab  
International Sales Director  
TM Century**

Deregulation is going to change the whole face of things. From a business standpoint we will be taking a much a harder look at the group strategies involved. We're talking about facilities that could have as many as 100 Radio stations. That is a tremendous buying block.

We're going to make the programming more efficient, more concise. Stations will be able to get their programming easier. They'll be able to have cost savings because of delivery systems and things like that, but also will have the flexibility to stack these things and make them individual. This is one of the advantages of new technology. If you don't address that, if you just basically become another satellite music channel, notice I carefully avoided the word network, then you're really not doing anything for broadcasting.

We are just aiming our marketing efforts at the hub rather than all the spokes on the outside. From a technology standpoint, we are keeping in touch with the right people, the right organizations, and just trying to have a better solution than the other guy. The bottom line is that while Radio has to be as cost efficient as possible, we cannot sacrifice quality.

Deregulation really brings us in line with the rest of the world. The reality of it is, large, extremely large broadcast groups, are a worldwide phenomenon. We really are, us and Canada, probably the two countries that have the most restrictions.



**Boyce Williams**  
**Pristine Systems Inc.**

Deregulation is just something that we will have to react to. It could end up making no difference, or, if we see a specific trend, we may have to make changes in terms of our products without hesitation to accommodate it. I don't think anybody has got the crystal ball on this one.

**Sidney Hubbard**  
**Marketing Director, Datastar**

One of the things that people can do now is buy more than one or two stations in a market. We've seen people that have three and four stations in a market. Knowing that was happening, we made StarCaster so that it comes ready to handle eight stations and is network capable. Groups that have a couple stations here and a couple there, can operate StarCaster remotely. They can pull up and generate the reports they need, no matter where they are.

Deregulation has been talked about for a long time. Knowing this, we made our system ready for it.

**Gil Bond, President**  
**Market Buy Market**

I don't see how deregulation could affect the third-party software suppliers who analyze the Arbitrons. The number of stations that one owner is allowed to have, the mix or whatever, should not change in anyway the need for the service.

The only thing I've noticed in the last several years when Interep and Katz bought Blair, Torbet and all of those companies, is that did change the apparent need for third-party analysis. That gave them tighter control over it and really reduced the competition. Once you reduce the competition, then you reduce the need for the analysis.

**Stuart McRae, Regional Manager**  
**Computer Concepts Corp.**

Deregulation will definitely change the Radio business. But between our traffic system and our DCS Digital Audio Management System, combining stations is something that we have been doing for many years already. So we are ready for it.

There is no telling what might happen down the road. If someone wanted to do a corporate location for all their traffic for all of their stations, we could help them do that very easily. We are also doing work in document management, image management graphics, where you could scan a contract in and shoot it across to another part of the building and, eventually, another part of the country.

Personally, I do worry about the medium

and small markets being controlled by one or two operations.

On the positive side, we will see more and more stations combining, more money for more skilled production people, and more and more skilled programming people out there. I think it is probably going to help people who have been around for a while in this business. For the newcomers, however, it may be a little more difficult to get into. They will have to work harder, but that will be a good thing also.

**Maurice Collins, President/CEO**  
**Digital Audio Information Systems Inc.**

Deregulation is going to be very beneficial from my point of view because the decision-makers will be more consolidated for me. Plus, I think the smart guys are going to set up networks that will enable them to get a broader picture of what the market is doing on a, virtually, real-time basis. This can be done with the interactive marketing capabilities that our systems have. You mix into that ratings and sale availabilities, then you've got a very powerful tool that would only be functional by them being able to gather all the information from these different sources. They would be able to spread it over multiple budgets. I'm excited about it.

As far as I can see, and I come from a Radio background, it is going to make the work force smaller, but I also think it is going to synergize the Radio industry.

**John Shelton, Vice President**  
**Strata**

For us, now we walk into Cincinnati where there are seven stations, not owned, but controlled by the same guy. That is a big difference. Now it is big business. Now they can control the market advertising agencies so that all of a sudden the price of commercials has gone up a little bit. All of a sudden they have Sports, Male Talk and Acid Rock, and are cornering the male market, so prices are going up. They're bigger companies. For us, we lose out a little bit because where we used to have four customers, we now have one. The good thing about it is that one customer is, at least, a real business, instead of this little shack.

I think that long-term it is a positive; short-term it is money out the door. We know what happens when two Radio stations merge, one of ours and one of Tapsan's ... whoever has the longest term contract normally wins the battle.

**Dave Carlisle**  
**TeleDATA**

In the old days you had 25 stations and 25 owners and nobody could control anybody else's market position. To do so would be to collude. Now an owner owns the competition and the second and third competitor. It allows for all stations to do a little better. They know

what the competition is doing because they are the competition.

In a nutshell, deregulation will basically be good. Through deregulation, of course, there are now going to be more and more stations engaged in duopoly. The problem is that just because you buy a station doesn't mean that you know how to run it as well as the stations you originally owned.

It was duopoly and deregulation that caused me to come up with TeleData. I talked with group owners regularly who said, "Please don't let me go out and spend 20 million dollars on a station only to have it come in and take away audience from the station I already own." TeleData is an interactive telephone software system that allows you to gather data from your listeners. Say they call in and want a list of concerts coming to town. Before you give them that information, you're going to say press "1" if your male and "2" if your female. Then, they will have to enter their age etc. Now, instead of dealing with broad demographic categories, you will know exactly who your listeners are. TeleData also lets you find out how your listeners feel about each of the stations you own. If you notice that they perceive all four of your stations, for example, as being the same, and you have not done a good job of carving an individual niche for each of them, then you can find that out.

Deregulation and duopolies create a very strong need to search for new streams of revenue and require that we effectively carve out a niche for each of the stations owned so they won't be leeching off of each other.

**Jim Gilbert, President**  
**Broadcaster Pension Services**

We do 401K retirement plans for Radio stations. Our business is doubling this year as a result of deregulation. It is because our clients are the people who are growing very quickly right now, such as Evergreen Media, SFX Broadcasting and OmniAmerica. What I think ultimately will happen is Radio will no longer be a business made of entrepreneurs and broadcasters, but will become a business made up of financial types and big corporations, and I think that's sad. Radio is personal to the point where when we do what we do, we literally go out to each Radio station, meet with all the employees and teach them how to adjust their money. You can think of us as still making house calls. Corporate types will look at what we do and say we don't fit the paradigm of what a pension plan company should be doing, even though we are very successful in doing it our way. In preparation of that, I have been trying to expand my customer base and actually start to develop clients outside of broadcasting just for the day, I think, somewhere off in the future, when corporations will take over. It is a grim story. ☹

**NEW  
EACH ISSUE!**

# COPY CLIPS

Below are six different Radio spot copy ideas which have been used on the air successfully in various markets. Just copy this page, cut out the cards, put them in a filing box and use them as a reference for tried-and-true copy ideas. Send your great Radio spot copy by fax to 407-655-6134, or mail to: Radio Ink, Attn.: Copy Clips, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Please remember to include your address, the copy category, client's name, your name, title, station and whether the spot is :30 or :60.



## RESTAURANT & LOUNGE

:60 NORMANDY INN

(sfx: trumpet) Anncr: Introducing the New Normandy Inn. On Market Street in Minerva. The Normandy Inn has just completed a grand remodeling both inside and out! Come check out the newly refurbished Normandy Inn ... Relax in their beautifully decorated lounge. Enjoy a delicious dinner at the Normandy Inn's great restaurant. The Normandy Inn specializes in steaks ... choose from mouth-watering Filet Mignon, Porterhouse or fresh-off-the-grill Ribeye steak ... a 5 oz. size Ribeye available for kids. Feast on Cajun style or traditionally grilled entrees. (sfx: sound of meat sizzling on the grill) or, pick the scrumptious 16 oz. Boston Strip for "the man of the house." Feast on Prime Rib on Friday and Saturday nights only. All dinners include salad bar and choice of potatoes. Couldn't you go for some delicious BBQ ribs right about now? Or, how about a marinated chicken breast? The Normandy Inn specializes in shrimp and dinner specialties with special sauces ... Mackie Berro, WZKL-FM/WDPN-AM Alliance, OH

**RADIO  
INK**

## PHARMACY

:60 RUTLAND PHARMACY

(sfx: crowd cheering) Anncr: We are coming to you live from Rutland Pharmacy, Allen Street in Rutland, to talk to Smilin' Steve about his great low prices on all pharmaceutical needs. The crowd is going wild, because everybody loves Smilin' Steve and the friendly service he provides all his customers. Oh, I think I see him coming out of the store right now. (sfx: cheers get louder then stop suddenly) Anncr: Smilin' Steve is there something wrong? You're not smiling. Lady in Crowd: Hey, that's not Smilin' Steve. That's an impostor. What have you done with Smilin' Steve? Let's get 'em. (sfx: angry crowd) Anncr: Let's go right in and see if we can locate Smilin' Steve. Oh my gosh, he's all tied up. Woman: Hurry, get that tape off his beautiful smile. (sfx: tape rips, yells "ow") Anncr: Now, you see folks, people love Smilin' Steve so much, they'll go to any lengths to become the man behind this incredible business at Rutland Pharmacy, where you can find everything from prescription drugs to over-the-counter medicine ...

Toni Masercola, WZRT-FM/WSYB-AM  
Rutland, VT

**RADIO  
INK**

## COMPUTER/SUPERHIGHWAY

:60 WINCHESTER ON-LINE

Vc. #1: Hey, you old dog! You did it! You got the car! It looks great! C'mon ... what do you say, let's go for a ride? Vc. #2: Ride? What do you mean? Vc. #1: What do you mean ... "What do you mean," let's go for a ride! Let's see what this baby can do on the highway! Vc. #2: Oh, I get it. Sure, I've heard about this "Highway Stuff", but it's too fast and confusing. I'm fine right here in the garage. Here, listen to this great audio system. Vc. #1: I don't believe you! You're putting me on! You're not even going to try the highway? Anncr: Sounds a bit ridiculous, doesn't it? But there are people who own a computer and have never tried the Information Superhighway! Let Winchester On-Line show you how easy it is. They can get your computer out of your study ... and on the open road ... turning you on to all the amazing information the world has to offer! They provide all the software, and set up your computer for you. You get logged on and activated ...

Gregory Cromer, WINC-FM  
Winchester, VA

**RADIO  
INK**

## FURNITURE

:30 STEINBACH FURNITURE

(voice: character voice) (sfx: dinosaur roar) (deep, rough voice): Hi this is Deal-a-saurus from Steinbach Furniture! All this week I'm taking a big bite (sfx: crunching) out of high furniture prices! Right now get floor sample sofas for 30% off — regularly \$699 to \$1499! Steinbach Furniture has \$300 off man-size recliners, now just \$599! (questioning) I wonder if they have dino-sized recliners? And floor sample lamps are half price! Tremendous furniture values I can really sink my teeth into (sfx: crunching) Top Quality Simmons Celebrity Mattresses and box springs are priced as low as \$189! Save \$200 on a Queen size sleep sofa, just \$599! This Deal-A-Saurus likes this saving too! A Palliser Lodge Tufted Velvet Sofa is only \$699! Or save \$1000, on a Country Oak Bedroom just \$1887, and get the matching nightstand for \$250! (sfx: dinosaur roar) Low pre-historic prices, on modern furniture! All at Steinbach Furniture!

Karen M. Horobec, CHSM-AM Steinbach, Manitoba,  
CAN

**RADIO  
INK**

## PET STORE

:30 AQUATICS AND CRITTERS

(sfx: water bubbling in aquarium; voice with "bubbling" effect) Fish: Aquatics and Critters! (sfx: birds; parrot squawk and voice) Parrot: Aquatics and Critters — Awk! — Aquatics and Critters! (wacky cartoon music under) Ferret: Hey! Bet ya never thought you'd hear a ferret talk on the Radio — but here I am! And if you think I sound cute and lovable, wait till you see me — and all my fellow ferrets at Aquatics and Critters. Not to sound egotistical, but we are really cute, and really lovable — and we need a good home. And Aquatics and Critters makes it easy! You save five bucks when you purchase one of us — ferrets, that is — through March 3rd! So come on and take me home ... you'll be glad you did. Anncr: A wonderful world of pets awaits you at Aquatics and Critters, 1735 Main Street, Marinette. Greg LeGault, WMAM-AM/WLST-FM Marinette, WI

**RADIO  
INK**

## CAR WASH

:30 WASHERY SYSTEM

(sfx: Pink Panther theme or mysterious intriguing music) Shhhh!!!! Sodium Sam here, aka the Salted Monster. Feel secure at home? Pretty relaxing, huh? Late at night, and everyone's resting ... but, not me!! No. I don't sleep. While you're snoozin', I'm eatin' away at your car's exterior. And what can you do?! Sure, stop at the Washery System on Route 11 Bloomsburg, Yeah ... but by the time you realize that they're convenient, inexpensive and use only soft gentle cloth, I'll be eatin' at the neighbors. Anncr: Head to the Washery System on Route 11 Bloomsburg, and ward off that Salt Monster. Open Monday through Saturday from 8 to 6 and Sundays from 9 to 4. That's the Washery System.

Michelle Metzger, WKXP-FM Bloomsburg, PA

**RADIO  
INK**

## THE RADIO BOOK:

*The Complete Station Operations Manual*

This three-book series covers the challenges  
you'll face as a radio manager.

All three only

**\$89.95** (plus 5.50 S&H)

AVAILABLE FOR IMMEDIATE DELIVERY!

**1-800-226-7857**





# RADIO INK

Radio's Premier Management & Marketing Magazine

## Publisher

B. Eric Rhoads, CRMC/CRSM

## President, Magazine Division

Yvonne Harmon, CRSM

## Executive Editor Emeritus/Los Angeles

Dwight Case

## Managing Editor

Anne Snook

## Editorial Assistant

Shawn Deera

## Contributing Writers

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

## Art Director

Linda DeMastry

## Assistant Art Director

Marianne Young

## Press Photographer

Bruce "Flash" Cooley

## Production/Circulation Manager

Tom Elmo

## National Sales Manager

Chuck Renwick

## Marketing Consultants

Helen R. Brown

Linda Galiano

Ken Lee

## Sales and Marketing Assistant

Chris Whelan

## Accounting and Credit

Cecilia Browne

## Washington, D.C. Counsel

Michael H. Bader

Haley, Bader & Potts

## STREAMLINE PUBLISHING, INC.

### Chairman

B. Eric Rhoads, CRMC/CRSM

### Chief Financial and Operations Officer

John J. Montani

### Assistant to the Chairman

Joan Benca

### Radio Ink Mission Statement For Readers:

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

### Radio Ink Mission Statement For Advertisers:

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

To Subscribe or for Classified/Resource Directory Information Call:

1-800-226-7857 or 407-655-8778

## EVENTS CALENDAR

### 1995

Sept. 27-29—ANA Creative Advertising, Promotion Strategy, Media Strategy, Rye Brook, NY. 212-697-5950

Sept. 29—SBE Chapter 22 Central New York's 23rd Annual Regional Convention, Liverpool, NY. 315-477-9670

Oct. 5-7—Oregon Association of Broadcasters Fall Conference, Bend, OR. 503-257-3041

Oct. 5-8—Audio Engineering Society Convention, New York, NY. 212-661-8528

Oct. 7-10—Assoc. of Nat'l Advertisers 86th Annual Meeting & Business Conference, Boca Raton, FL. 212-697-5950

Oct. 14-17—RAB Board of Directors, Boca Raton, FL. 212-387-2100

Oct. 15-19—EIA/CES Fall Conference, Scottsdale, AZ. 202-457-8700

Oct. 18-22—National Broadcast Association for Community Affairs Conference, Seattle, WA. 602-325-0940

Oct. 19—Internat'l Radio & Television Society Foundation Newsmaker Luncheon, New York, NY. 212-867-6650

Oct. 19-20—Ohio Association of Broadcasters' Fall Convention, Columbus, OH. 614-228-4052

Oct. 19-23—International Broadcasting & Telecommunications Show, Milan. 39-2/48-155-41 in Italy

Oct. 20-21—CRS Southeast, Charlotte, NC. 615-327-4487

Oct. 20-22—AWRT Western Area Meeting, San Francisco. 703-506-3290

Oct. 23-Nov. 3—The Museum of Television & Radio's First Annual Radio Festival, New York. 212-621-6735

Oct. 25—Tenth Annual Bayliss Media Roast honoring CBS News anchor Charles Osgood, New York. 408-624-1536

Oct. 25-28—SBE Broadcast Cable & Satellite India '95 Exhibition, Paragati Maidan, New Delhi. 317-253-1640

Oct. 28-29—Radio Hall of Fame Weekend, celebrating Radio's 75th anniversary and inductions into the Radio Hall of Fame, Chicago. 312-629-6026

Nov. 5-7—NAB European Radio Operations Seminars, Barcelona. 33-1-26-92-12-79

Nov. 8-12—National Association of Farm Broadcasters Annual Convention, Kansas City, MI. 612-224-0508

Nov. 6-10—Managing Brands for Success, Media Strategy, Interactive Marketing, Creative Advertising, Promotion Strategy, Rye Brook, NY. 212-697-5950

Nov. 12—NAB Small/Market Mgrs. Roundtable, Washington, D.C. 202-429-5402

Nov. 16-19—National Association of College Broadcasters 8th Annual National

Conference, Providence, RI. 401-863-2225  
Nov. 21—International Radio & Television Society Foundation (IRTSF) Newsmaker Luncheon, New York. 212-867-6650  
Dec. 13—IRTSF Christmas Benefit, New York. 212-867-6650

### 1996

Jan. 5-8—EIA/CES Internat'l Winter Consumer Electronics Show, Las Vegas, NV. 202-457-8700

Jan. 13-17—NAB Board of Directors Meeting, Palm Springs, CA. 202-775-3527

Feb. 3-4—Dan O'Day's PD Grad School, Dallas. 310-476-8111

Feb. 3-6—53rd Annual NRB Convention & Exposition, Indianapolis. 703-330-7000

Feb. 15-17—Oklahoma Association of Broadcasters Winter Convention, Oklahoma City. 405-848-0771

Feb. 22-25—R&R Talk Radio Seminar, Washington, D.C. 310-553-4330

March 2-4—NAB State Leadership Conference, Washington, D.C. 202-429-5402

March 20-23—Alpha Epsilon Rho Nat'l Convention, Los Angeles. 803-777-3324

April 15-18—NAB Annual Convention 1996, Las Vegas, NV. 202-429-5402

May 4-7—RAB Board of Directors, Boston, MA. 212-387-2100

May 19-22—Broadcast Cable Financial Mgt. Assoc./Broadcast Cable Credit Assoc. Annual Conference, Lake Buena Vista, FL. 708-296-0200

May 21-26—NRB International Conference, Jerusalem. 703-330-7000

June 6-13—EIA/CES Internat'l Summer Consumer Electronics Show, Chicago, IL. 202-457-8700

June 19-22—PROMAX & DBA Conference & Expo, Los Angeles, CA. 213-465-3777

June 22-25—NAB Board of Directors Meeting, Washington D.C. 202-775-3527

Sept. 28—NAB Radio License Renewal Seminar, Kansas City, MO. 202-775-3527

Oct. 2-5—NAB 1996 Radio Show & World Media Expo, Los Angeles, CA. 202-429-5402

### 1995 Arbitron Survey Dates

- Fall Sept. 21-Dec. 13

### 1996 Arbitron Survey Date

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

### FAX YOUR ORGANIZATION'S

Events To: Events Calendar, c/o Shawn Deera 407-655-6134.



**HELP WANTED MANAGEMENT**

**Incredible opportunity for sales manager** in Corpus Christi, Texas to join top-ranked CHR, News/Talk AM and start-up FM duopoly. Must enjoy cool beaches, fired-up sales staff and hot market potential. Resume/references to: GM, P.O. Box 9757, Corpus Christi, TX 78469 (512) 883-3516 EOE.

**KBIQ-FM**, a 24-hour Contemporary Christian music station, has immediate opening for Sales Manager. Three years media sales; CRMC preferred. Send resume to KBIQ, 1465 Kelly Johnson Blvd., #340, Colorado Springs, CO 80920. EOE.

**Sabre Communications** needs an outstanding, promotable leader capable of developing the sales staff of top-rated WNKI-FM & WCLI-AM, part of our new duopoly in Elmira-Corning, New York. Great market, great lifestyle, with a radio group that needs to develop managers who can grow with us. Ideal opportunity for someone in a larger market sales staff who wants to move up faster. If you can train, motivate and lead a successful sales team, send your track record to: Dennis M. Ryan, CRMC, Group Manager, c/o WINK 106, 99 W. First Street, Corning, NY 14830. Calls accepted between 7 a.m. & 7:45 a.m. EOE.

**HELP WANTED SALES**

**Seeking an experienced account executive** who knows how to sell; who is not afraid to make cold calls, and who has the ability to become top biller. Must be adept in developing promotional and marketing proposals and be knowledgeable in market and industry research. Seeking a professional with a degree in communications, marketing or related field and good oral and written skills. Strong leadership abilities a must. Submit resume to WROU, Local Sales Manager, 211 S. Main St., Suite 400, Dayton, Ohio E.O.E.

**You don't have to be a heavy hitter ... yet.** Just have the desire! Great opportunity for an experienced Account Executive with the exclusive OLDIES (Great Hits of the '60s & '70s) Station in the market. Send resume to: GSM, 2610 Horizon SE, Suite F, Grand Rapids, MI 49546. EOE.

**HELP WANTED SALES MANAGER**

**WQTY**, a 25kw blowtorch covering Terre Haute and Vincennes with SMN Stardust seeks a street fighter to become Sales Manager and build a winning team at two studio locations, Linton and Sullivan, Indiana. Local sales experience a must, sales manager experience not necessary. Success could lead to General Manager's job and part ownership. Contact owner Mike McDaniel, Linton, Indiana 812-847-4474.

**HELP WANTED LOCAL SALES MANAGER**

**DAME MEDIA**

**A legendary station. A growth oriented company. A challenging environment. A brand new facility and a quality opportunity.** Dame Media is hiring a Local Sales Manager for Radio 810 WGY in Albany, NY. Candidates must be proven sales professionals with News/Talk background. Send your information to Dame Media c/o WGY, One Washington Square, Albany, NY 12205 E.O.E.

**HELP WANTED SENIOR ACCOUNT MANAGER**

**Great small market group's 25,000 watt heritage FM** in Southwest Virginia is in need of a career-oriented senior account manager to help SM. in development of sales staff. Must have 2-3 years experience in radio sales, knowledge of competitive media, a winning attitude, be goal-oriented and a self-starter. Must be able to think on your feet, develop marketing solutions for clients, have working knowledge of promotions and be dedicated to customer service. Excellent fast track opportunity to move into sales management within this growing radio group. Fax or send resume to Gregg Sweet, GSM, New River Media Group, 7080 Lee Highway, Radford, VA 24141. Phone: 540-633-5330 Fax: 540-633-2998. Calls of inquiry will be accepted.

**SITUATION WANTED MANAGEMENT**

**Need creative, versatile, experienced GM?** Will relocate. Dave (217)-245-0043.

**SITUATION WANTED PROGRAMMING AND PRODUCTION**

**Programming, Production, On-Air, Sports since 1985.** Degree, computer literate. 205-758-6172.

**SITUATION WANTED SALES MANAGER**

**Looking for quality leadership?** 30-plus years in broadcasting—superb background in all levels of Management including ownership. Solid sales, programming, promotional and marketing background. Recently sold my group and now I am ready for my next challenge. Reply to Blind Box 949 c/o Radio Ink.

**Record-setting performer.** 40%+ revenue gains. Major market combo. Sports and event marketing expertise. CRMC, trainer, leader and more. Minority candidate. 1-800-841-5168.

**COLLECTION CONSULTANTS**

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

**COPYWRITING**

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

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

**:60S TO GO**  
1001 GREEN BAY ROAD  
WINNETKA, ILLINOIS 60093  
708.926.0581

Circle Reader Service #170

**Right Brain Visions** ..... 800-646-3339 CUSTOM COMMERCIALS. No "fill-in-the-blanks." Try it right now...FREE!

**COPYWRITING/PRODUCTION**

**CREATIVE COPYWRITING WORLD-CLASS PRODUCTION** *productions* **Urbanwild**

If your salespeople are sitting in front of computers trying to write copy, they're not out selling. We turn around persuasive copy in 24 hours, SUPERIOR production in 48. Equip them and send them out. Overseas inquiries welcome.

Contact Bill Flowers at Urbanwild Productions Phone (207) 583-9911 • FAX (207) 583-2328

Circle Reader Service #171

**FINANCIAL/BROKERS**

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

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

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

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

Replies to Blind Box numbers should be addressed to: Blind Box (#), c/o Radio Ink 224 Datura Street • Suite 701 • West Palm Beach, FL 33401



# YELLOW INK PAGES™



## IDS, SWEEPERS, LINERS

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

## INDUSTRY ORGANIZATIONS

Talk Radio '95. June 22-25, 1995. Sponsored by the National Association of Radio Talk Show Hosts. For more information and membership: Tel: 617-437-9757; Fax: 617-437-0797

## MANAGEMENT/SALES CONSULTANTS

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

## MARKETING AND PROMOTION

**BROADCAST DIRECT**  
 MARKETING INC.

### STRATEGIC TARGET MARKETING, SALES AND PROMOTIONAL CAMPAIGNS

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

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

Circle Reader Service #172

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

### LISTING AD RATES

LISTING (NAME & PHONE)	13 ISSUES	25 ISSUES
ADDITIONAL PER EXTRA LINE	\$195	\$300
	65	100

### BOX AD RATES

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

## MARKETING AND PROMOTION

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

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

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

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

For more information call:

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

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

Circle Reader Service #174

## J \* U \* M \* B \* O EVENT TAPE™ Be Everywhere!



ONE COLOR  
**Budget Express**  
**\$299** +S/H  
 3000 ft.  
 Low One-Time Set-Up

Also Available:  
**BunchaBANNERS™**  
**FLASHBAGS™**  
**PONCHOS**

## FirstFlash!

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

Circle Reader Service #175

## PAINTER CAPS — T-SHIRTS — BANDANNAS.

Inexpensive Premiums That Work! English, Ethnic, Rock, EZ, Classical. We'll help you with the art. Valuwear. Monroe NC 800-277-0031. Gorgeous screening.

## MARKETING AND PROMOTION



## INFLADABLE IMAGES ...

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

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

INFLADABLE IMAGE INDUSTRIES  
 2773 Nationwide Parkway • Brunswick, Ohio 44212

Circle Reader Service #176

## DRAW CROWDS TO YOUR REMOTES with the JACKPOT MACHINE!



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

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

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

**JackPot PROMOTIONS 702/248-6373**

Circle Reader Service #177

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

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



# YELLOW INK PAGES™

## MARKETING AND PROMOTION

It's better than Brand 'Z'! **It's KD!**  
**UP IN 30 SECONDS**

**KD Kanopy.**

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

**1-800-432-4435**  
 Circle Reader Service #178

**MAKE YOUR REMOTES WITH Sizzle**

**The Treasure Quest**

If you've been looking for a proven concept that can create a unique draw in your market - then . . . **Look No Further!!!**

EXCLUSIVE MARKET RIGHTS GRANTED

**A.R. ENTERPRISES**  
**1-800 334-3848**  
 Circle Reader Service #179

## PROGRAMMING

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

**CRAZY FOR BROADWAY!**  
 A UNIQUE ONE-HOUR PROGRAM OF THE BEST OF BROADWAY SHOW MUSIC WITH TALK, ANECDOTES & INTERVIEWS

Music by these great composers:  
 RICHARD RODGERS, COLE PORTER, IRVING BERLIN  
 JEROME KERN, GEORGE GERSHWIN,  
 STEPHEN SONDHEIM, JULE STYNE...and many more

For more info or a free demo, call  
**KANBAR INTERNATIONAL**  
 914-472-9808

Circle Reader Service #180

## PROGRAMMING

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

Circle Reader Service #181

## PROGRAMMING CONSULTANTS

**IS SPANISH RADIO FOR YOU?**  
 We can help! Call TOP SOUND  
 Spanish Consultants (818) 841-0078  
 Ricardo Salazar

Circle Reader Service #182

## PRODUCTION

**RADIO POTATO™**

SWEEPERS  
 PRODUCTION MUSIC  
 NEWS/TALK PACKAGES

**FOR A FREE DEMO, CALL**  
**800-GOT-NUPI**  
**(800-468-6874)**

Circle Reader Service #183

## NATIONAL REP FIRMS

**THE INTEREP RADIO STORE**

Selling Today... Innovating for Tomorrow

**1-800-INTEREP**

## SATELLITE SERVICE

**PROGRAM DELIVERY YOU CAN COUNT ON...**

To receive **RadioServe** media kit and details on special introductory rates

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

Circle Reader Service #184

## SERVICES

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

## SPEAKER/TRAINING

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

## SYNDICATED PROGRAMS

**HONKY TONK SUNDAYS**  
 Hot country hits and spiritually uplifting hour with people like Diamond Rio, Kathy Mattea & Sawyer Brown on CD each week.  
 70+ markets — Barter.  
**GMI Media Group**  
 206-839-9414

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

**Mark Carlton,**  
**713/792-4633.**

Circle Reader Service #185

**Complete Your Radio Ink Library**  
 Get the issues you've missed.  
 Available in limited supply.  
**Call 800-226-7857**



# SALES PROMOTION PLANNER

## OCTOBER QUICK FIX™

- "Build a Booth." Contract with a building supply client or contractor to build a booth & sell station items.
- "Breakfast Break." Have listeners fax in to win breakfast, brought to their office during the morning show.
- "Football Fans." Print fans & pass out at football games with the station logo & a sponsor.

### DATES TO REMEMBER

- 9 Columbus Day
- 14 Dessert Day
- 16 Boss' Week
- 21 Sweetest Day
- 22 Mother-in-Law Day
- 31 Halloween

### NATIONAL:

Adopt a Shelter Dog, Country Music, AIDS Awareness, Pizza, Popcorn and Car Care Month, Baseball World Series

## NOVEMBER QUICK FIX™

- "The Lunch Deal of the Day." Each day at noon the DJ will announce the best place to get lunch that day. The sponsor must offer a great deal.
- "Pet Party." Have pet suppliers have a party in the park for pets. Have contest, sampling, and grooming tips.
- "Turkey Walk." Host a walk for charity on Thanksgiving Day or the day after to walk off the extra calories.

### DATES TO REMEMBER

- 4 Sadie Hawkins Day
- 7 Election Day
- 11 Veteran's Day
- 16 Great American Smokeout
- 23 Thanksgiving
- 24 Busiest Shopping Day

### NATIONAL:

Diabetes Month

## JANUARY

### TARGET PRODUCTS:

Ski Equipment & Resorts; Clearance Sales; Weight Loss Centers & Products; Fitness Centers & Products; Office Supplies; Tire Dealers; Cold & Flu Season

### DATES TO REMEMBER

- 1 New Year's Day
- 4 Trivia Day
- 8 Elvis Presley's Birthday
- 15 Martin L. King Jr. Day
- 28 Super Bowl Sunday

### NATIONAL

Pizza Week, Soup and Eye Care Month

## FEBRUARY

### TARGET PRODUCTS:

Spring Fashions, Candy Stores & Products, Florist, Hotels, Jewelry, Tourist Resorts

### DATES TO REMEMBER

- 2 Ground Hog Day
- 14 Valentine's Day
- 19 President's Day
- 20 Mardi Gras
- 28 Grammy Awards
- 28-30 Country Radio Seminar

### NATIONAL

Black History, Snack Food and Condom Month

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

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

ideas you should start planning now

# DECEMBER

### TARGET PRODUCTS

- |                    |                        |                 |
|--------------------|------------------------|-----------------|
| Toys               | Christmas Sales        | Credit Cards    |
| Jewelry            | Appliances             | Office Supplies |
| Grocery & Bakeries | Electronics            | Card Shops      |
|                    | Home Fitness Equipment |                 |

### DATES TO REMEMBER:

- |               |                      |                  |
|---------------|----------------------|------------------|
| 9-16 Hanukkah | 21 1st Day of Winter | 25 Christmas Day |
|               | 31 New Year's Eve    |                  |

### SMILE & SAY CHEESE

Christmas is the season of magical moments, which is why cameras, photo supplies, and camcorders are such popular items. Thirty-one percent of all camcorder purchases are made during December. Sixty-four percent of all cameras and camcorders are bought for household use and not as gifts. From 1988 to 1993, sales of video cameras have more than tripled. Capitalize on last-minute shopping and have your advertisers run commercials up until the day before Christmas. Almost half of all shoppers finish two weeks before Christmas, but one in 10 wait until Christmas Eve.

### HO! HO! HO!

- "Children's Playday." A toy or department store has a day for children to play with all the new toys for the holidays.
- "Santa's Workshop." A department store offers FREE assembly during a special sale.
- "Red & Green Tag Sale." Place red & green tags around the store on certain items. Red tags mean 10% off; green tags 20% off, etc.
- "Listener Christmas Bash." Work with a club or restaurant & have a free party for your listeners, complete with gifts, and have a DJ dressed as Santa.
- "Special Christmas Remotes." Adjust your remote package to include extra items, such as: Santa, 100 stockings with station logos, candy, snow, decorations, music, etc.

**STOP GNASHING YOUR TEETH!**

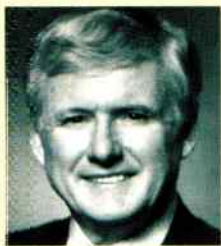
TAPSCAN has developed a suite of software systems that will make your job and your station run like a well-oiled machine. We can help you maximize your revenues, increase the efficiency of your sales staff, manage your yield, and make your entire station more productive and profitable. We can help you get it in gear.

**TAPSCAN**

TAPSCAN, Incorporated  
3000 Riverchase Galleria - Eighth Floor  
Birmingham, Alabama 35244  
205-987-7456

Circle Reader Service #126

## MOVERS & SHAKERS



Gordon H. Hastings

★ **Gordon H. Hastings** has been named president and CEO of FM Superhighway Inc., a Seiko Communications Systems company designed for the purpose of developing the FM Superhighway™. Hastings was formerly president of Katz Radio Group. 503-266-1776 or 503-531-1623.

★ **Roy Laughlin** has been named president and GM of KIIS-AM/FM Los Angeles. Laughlin had been VP and station manager of the station. 818-845-1027

★ **David J. Wilhelm** has been named CEO of Max Media, Inc. He was previously president and founder of Virginia Capital, L.P., a venture capital company. 804-499-9800

★ **Rob Lipshutz** has been appointed VP of programming for Harris and Associates. Lipshutz was formerly the company's consultant. 610-789-0100

★ **Eric Hauenstein** has been named VP of Jones International Networks. Hauenstein had been VP/GM of JSN.

303-784-8716

★ **Paul Anovick** has been named senior VP of Major Market

Radio Sales. He was most recently president of Media Consultants Inc. 212-916-0524

★ **Ted Dorf** has been appointed VP of industry relations for Metro Networks in Washington D.C. Dorf was the D.C. VP of affiliate relations for Metro. 713-621-2800

★ **Andrew Shearer** has been named VP/GM of WPWA-AM Philadelphia. Shearer has been the station's station manager and operations director. 610-358-1400

★ **Michael Sambor and Kenneth A Casseri** have both been appointed GMs of Metro Network offices. Sambor, previously GM of HBO Visitor Information Network, is GM of Metro's Philadelphia office. And Casseri, formerly GSM of WGR-AM Buffalo, NY, is now GM of Metro's Buffalo and Rochester offices. 713-621-2800

★ **Tex Meyer** has been appointed GM of Benchmark Communications' three Norfolk, VA, stations: WTAR-AM, WKOC-FM and WLTY-FM. Meyer had been senior VP/GM of EZ Communications' WBZZ-FM and WZPT-FM Pittsburgh. 410-385-5219



Paul Anovick



Ted Dorf

## PRODUCT NEWS

Starting January 1996, CNBC "Equal Time" host and former George Bush campaign manager Mary Matalin will have a three-hour, issue-oriented show on CBS Radio Networks broadcast from Washington D.C. Says Matalin,

"Talk Radio has fundamentally democratized our electoral landscape. It has folks tuned in, turned on and torqued up for contemporary politics." If you can't wait four months, Salem Radio Network brings you Southern California Christian talker Warren Duffy. And if sports is your thing, the Texas State Networks (TSN) has "The Troy Aikman Show," airing on KRLD-AM Dallas. 212-975-3771 (CBS); 714-847-8835 (Duffy); and 214-445-6234 (KRLD).

• **MTV on Radio?** Yep, the MTV Radio Network kicked off its lineup earlier this month with four programming packages

for its "MTV Video Music Awards." Now in the offering are several :30-, :60- and :90-features like "MTV News On The Radio" and "MTV Event Reports" as well as at least two taped live performances a week and simulcasts of MTV programming and interviews originating from the MTV Westwood One studios. If that's not enough there's even accessible soundbytes from animated miscreants, Beavis & Butt-head. 212-641-2052 or 212-258-8458

**Host Communications** has just put out this book, chronicling the heritage of the broadcasting industry in Kentucky. Author Francis M. Nash compiled oodles of information. The story begins with Nathan Stubblefield, wireless pioneer, and covers the building of the first Radio and TV stations. One chapter tells the complete history of the



Kentucky Broadcasters Association which celebrates its 50th anniversary this year. 606-474-5144. And taking a less nostalgic look at the business in the 16th edition of the "FM Atlas," author Bruce F. Elving discusses stations going from stereo music to talk, the power of FM and Digital Audio Broadcasting. 218-879-7676

**From Alan Fendrich's in-house telemarketing consulting company,** RadioProfits Corporation,

comes the Tip Line. The Tip Line is updated weekly and tells you the ins and outs of generating outside sales by phone. And here's the best part, it's free. 800-743-3460

• **Producers** ... Following up on their earlier purchase of SportsRadio Network, One-On-One Sports has acquired the Team Sports Radio from Jones Satellite Networks.



SEND PHOTOS OF YOUR NEW PRODUCTS, SERVICES AND PROGRAMS TO:

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



# Move Up from Carts to Touchscreen Digital Audio

## Play Anything...At A Touch

The **best** way to improve your radio station is to put all your spots, sounders and sweepers **on-line** and **ready to play instantly** from hard disk. Creative talent sounds better than ever with **Scott Studios'** new touchscreen digital audio system.

Here's how it works: Six buttons on the left of the large computer touchscreen play what's on your log. Scheduled spots, songs, promos, PSAs and live scripts come in automatically from your production studios, traffic, music and copy computers. Jocks can revise sweeps at a touch (with the arrows at mid-screen), or work with the full day's log and add or rearrange anything.

On the right, 17 "hot keys" start **unscheduled** jingles, sounders, effects, comedy or promos **on the spur of the moment**. Your morning show will benefit from 26 sets of 17 user-defined instant audio "hot keys".

You can **preview anything** in a cue speaker at a touch. The Scott hard drive even lets you listen to endings **while** that song is playing on the air.

And **nothing** beats the Scott System for easy levels. Touch the label on the screen, moving right to left to fade as desired. If you'd rather adjust levels on the console, channel numbers show clearly on each start button.

The Scott Studio System is your **best** way to make the move to digital audio and eliminate troublesome carts. The touchscreen instantly plays whatever you want. All scheduled spots, jingles, promos, scripts and songs come in from your traffic, copy and music computers.

## Phone Recorder On Screen

Touch **one button** and you're recording calls to hard disk. Another button and you've got the world's easiest editor. When it's ready, one touch and your call's on the air. The phone recorder only adds \$1,000 to the system.

## The Best Digital Audio

When spots, promos, PSAs, or any other digital audio events are recorded, they're immediately playable in **all** your Scott System air studios. Nobody wastes time carrying carts down the hall or redubbing spots for additional stations.

One question you **don't** have to worry about is "What if it breaks?" The Scott System comes complete with **every** spot and jingle stored **redundantly** on **two** hard disks. It's a snap to switch to the "hot standby" system! You get touchscreen convenience, digital quality, and backup redundancy for no more money than cart machines and commercial tapes.

## The World's Fastest Requests!

Touch either of the two buttons at the top right of the main screen to see our "Wall of Carts" with all your audio **on-line!** Touch the spot, song, jingle, sounder, promo, PSA or comedy you want and it plays **instantly**. Or, you can put it anywhere you want in the day's schedule.

During play, all Scott screens include large digital timers that automatically count down intro times, and flash warnings 60-, 45-, and 30-seconds before the end. You also get clear countdowns the last 15 seconds of each event.

## Instant Songs on Hard Disk

Scott Studios is radio's premier source of high quality on hard drive. **All your songs** will be pre-dubbed **free**.

Nothing could be faster than requests from the Scott System! You also get five "Wall of Carts" with music that plays at a touch! Songs are shown by title, artist, year, length or category.

## The Day At Your Fingertips

Scott Studios lets you see the whole day, and make any changes you need.

## Big & Small Have Made the Move!

The Scott System **leads the industry** with the biggest broadcast groups like Disney/Capital Cities/ABC, Westinghouse/CBS, Shamrock, Alliance, Salem, Saga, Liggett, Regent, Tichenor, Heftel, Waterman, Max, Atlantic, and Rawlco in Canada. Scott Systems are in Detroit, D.C., Dallas, Houston, Philadelphia, Ft. Lauderdale, San Diego, Denver, Cincinnati, San Antonio, Dayton, Las Vegas, Lansing and smaller markets coast-to-coast from Bangor to Bakersfield.

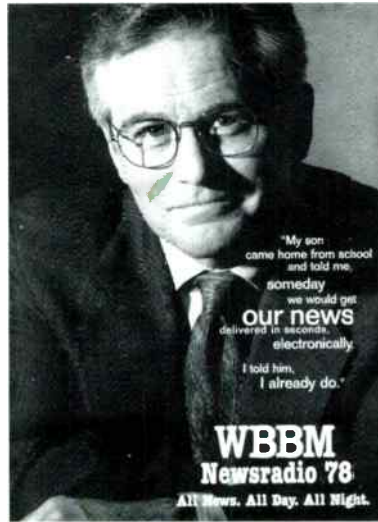
**Scott Studios Corp.**  
13375 Stemmons Freeway, Suite 300  
Dallas, Texas 75234 USA  
800 726-8877  
**(800) SCOTT-77**



# GRAPEVINE



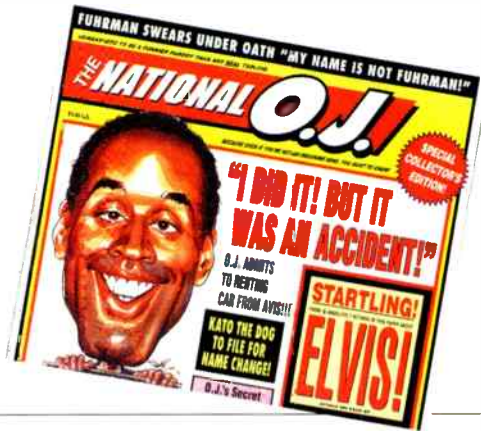
▲ WMMS-FM Cleveland made history by being the first to broadcast from the Rock and Roll Hall of Fame and Museum last month. Enlisted for the landmark task was Buzzard Morning Zookeeper Brian Fowler. Also pictured (l-r): Tim Moore, Hall of Fame director of communications and PR; WOIO/WUAB television reporter Mike Olszewski; and Buzzard Morning Zoo's Joe Cronauer.



◀ WBBM-AM Chicago's newest print campaign takes a simple, direct approach with ads like this one taking a shot at the Internet.



▲ More than 5,000 people showed up for Rick Dees' (KIIIS-FM L.A.) "Field of Dreams," broadcast from home plate at Anaheim Stadium. Fun and frivolity was the theme as listeners took batting practice, chased the California Angel mascot and participated in the big "Batter-Up" contest where they searched for winning balls (mixed in with decoys) containing prizes like season ticket packages, vacation getaways and more in a pool filled with chocolate-flavored pancake batter, marshmallows, powdered sugar and popcorn. Pictured are Rick Dees and Vic "The Brick" Jacobs cheering-on two guys diving for balls. (Make your own jokes.)



◀ KIIIS-FM, making its contribution to America's new national pastime, put together this parody of a well-known tabloid read by inquiring minds. To get your own copy call 800-644-BOOK (2445)

**CD SAMPLER MAILERS!**

Way cooler and less expensive than cassettes. Up to 75 minutes. Custom designed for your station.

**In Homes for \$1<sup>25</sup> - \$2<sup>50</sup> each** Includes Postage

**ALSO:**

- Station Magazines
- Direct Mail
- Databases
- SuperLists™
- Graphic Design
- Cassette Mailers

CALL NOW FOR FREE SAMPLES!

Smooth

WIN \$\$ INSIDE!

**Superlists™ are made up of actives in your ZIP-SCFs who have purchased a CD or cassette within the last six months —in your format!**

CUSTOM PUBLISHING AND MARKETING GROUP, INC.  
P.O. Box 1150  
JUPITER, FL 33468-1150  
**(407) 743-0548**  
FAX (407) 743-7842

PRINT PEOPLE WHO KNOW RADIO



◀ WWJ Detroit's all-news station recently celebrated 75 years on the air. WWJ Vice President and GM Roger Nadel and Anna Mae Sokusky, VP, CBS-Owned AM Radio Stations, had their cake and

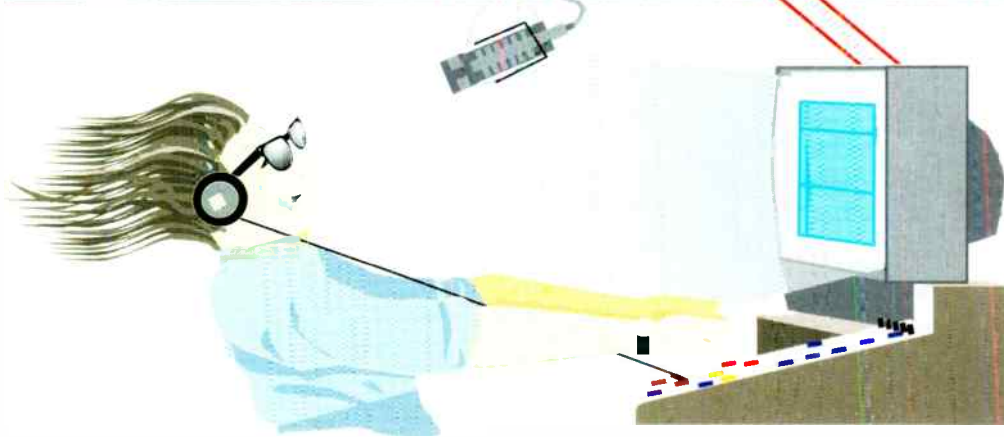
ate it too at a black-tie bash for more than 300 at Detroit's Institute of the Arts.

Inkwell ... Summer may be over but the AC wars of West Palm Beach, FL, are heating up as the long-time WRMF-FM "Breakfast of Champions" team of Kevin Kitchens and Jennifer Ross have defected to WEAT-FM. In retaliation, WRMF recruited major-market talker Robert Murphy for their morning show, formerly of WLS-FM Chicago. Stay tuned.

**SEND PHOTOS OF YOUR ORGANIZATION'S major events to: GRAPEVINE c/o Shawn Deena • 224 Datura Street • Suite 701 • West Palm Beach, FL 33401**



# BRACE YOURSELF



## FOR TOTAL DIGITAL POWER

Total digital integration by Computer Concepts dramatically improves every area of your station—sound, programming, production and scheduling. The efficiency gains reported by users—talent, managers, producers and engineers—are remarkable.

Computer Concepts puts you in charge of the station of your

dreams. You knew that someday everyone in the station could be in constant communication. You knew that someday the burden of producing your program would be reduced to less than half. And you knew that it was only a matter of time until all your station's audio could be *instantly* previewed and monitored by all with ease. **The wait is over.**



**Computer Concepts**  
CORPORATION

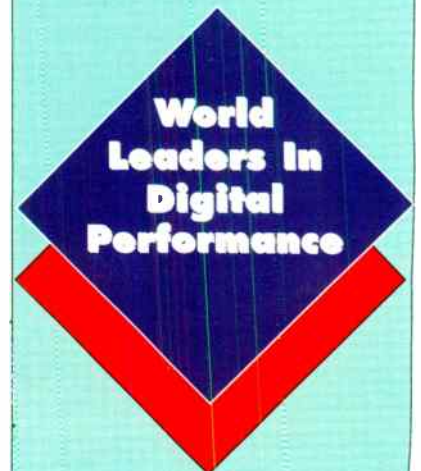
### Isn't It Time To See What Digital Performance Will Do For Your Station?

Like other digital systems, Computer Concepts clears up cart-clutter and improves sound quality. But that's where the similarity ceases.

*Computer Concepts is also the easiest to use of any digital system anywhere.* Networked for peak efficiency, each area of your station will operate better than ever before.

From the very first day our practical features will win rave reviews from your staff. Ask the station managers across America and around the world who use it . . . Computer Concepts changes everything.

Whether you are ready for one or two components, a complete system, or even if you are just starting to shop digital, we are eager to help turn your good station into a great one. Please call today and ask for a free demonstration.



**BLAST FROM THE PAST™**

# BLOOMSBURG, PA.

**The Vinyl Frontier**  
 "So you see, they use to take these and put needles on them and spin them..." The year is 2230 and archaeologist Bob Hiller explains to the media the discovery of an ancient 20th century form of music recording known as "records." (Actually it's 1956 WCNR Bloomsburg, PA DJ Bob Hiller at an RCA record promotion.)



**SEND US YOUR OLDIES!**

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

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



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

You ought to expect the same from your collection service.

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

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

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

Since 1971, Szabo has helped more than 3,000 clients achieve faster, more substantial settlements in every medium imaginable. Let us help you. Send us details of a past-due account, or call us for more information. Because in a business as tough as yours, you need a different breed of collection service.



Szabo Associates, Inc. 3355 Lenox Road, N.E. 9th Floor Atlanta, Georgia 30326 Phone: (404) 260-2404 Fax: (404) 260-2165

## ADVERTISER INDEX

ABC Networks .....	3
Arbitron Company .....	15
Broadcast Direct Marketing .....	2
CBSI .....	9
Cellcast Inc. ....	24
Computer Concepts Corp. ....	49
CPM Group .....	48
Datacount Inc. ....	6
Directions In Radio .....	23
E. Alvin Davis & Associates .....	31
Haley Productions .....	33
Hanevan Financial Services .....	12
International E-Z Up .....	21
Lontos Sales & Motivation .....	27
Lund Consultants .....	14
Marketing/Research Partners .....	16
Media Venture Partners .....	13
Morningstar Radio Network Inc. ....	20
National Supervisory Network .....	37
SBI Broadcasting — Dr. Laura Show .....	5
Scott Studios Corp. ....	47
SW Networks .....	7
Szabo Associates Inc. ....	50
Tapscan Inc. ....	45
The Griffin Reports .....	8
TM Century .....	52

Circle Reader Service #130



# 75TH ANNIVERSARY ART POSTER NOW AVAILABLE



APPROXIMATELY 24" X 24"

**ONLY  
\$19.95  
LOOKS GREAT  
FRAMED!**

**ONLY A LIMITED NUMBER OF THESE RICH-QUALITY POSTERS WILL BE PRINTED.  
MAKES A GREAT CLIENT HOLIDAY GIFT • CALL FOR QUANTITY DISCOUNTS**

**ORDER TODAY! 1-800-226-7857**

PLEASE SEND ME \_\_\_\_\_ POSTERS AT \$19.95 EACH ADD \$4.95 SHIPPING & HANDLING. FLORIDA RESIDENTS ADD 6% SALES TAX

SUBTOTAL \$ \_\_\_\_\_ S&H\$ \_\_\_\_\_ TOTAL\$ \_\_\_\_\_

CHARGE MY:  VISA  MASTERCARD  AMEX CARD NO. \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

STREAMLINE  
PRESS

MAIL YOUR PAYMENT TO: 224 DATURA STREET, SUITE 718  
WEST PALM BEACH, FL 33401 • 407-655-8778 • FAX 407-655-6164

World Radio History

Tired of Skinny, Sorry, Sappy Sounding Synthesizers?  
Looking for Promo Tracks with an Attitude?  
Get Ready for the Country House Band.

# House Band

THE  
COUNTRY

Over 1100 ear catching tracks that make cutting promos a snap.  
Electrifying LIVE performances! Contest beds, traffic sounders,  
special occasion holiday music and long length morning mixes.  
Use them in production or live on-the-air.

The Country House Band. Once you Hear it -You'll Get It.

**TM CENTURY**

For Market Exclusivity, call or fax TM Century TODAY.

TM Century, 2002 Academy, Dallas, Texas 75234 (214)-406-6800 fax (214)-406-6890