

INSIDE THIS ISSUE: COLUMBUS RADIO MARKET PROFILE

Vol. XVIII, No. 2 January 20, 2003 PUBLISHED BI-WEEKLY

RADIO INK

RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE™

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IDEA TICKER

31,673

the number of useable ideas in Radio Ink to date

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CORRECTIONS

- » In *Radio Ink's* 10th Anniversary issue (12/9/02) the following names inadvertently were omitted from the listing of those women who have been included in *Radio Ink's* Most Influential Women in Radio list since its inception: Michelle Stevens, Kathy Stinehour, Bev Tilden, Nancy Vaeth-DuBroff, Amy Waggoner, and Mary Ware. We regret the omission and apologize to all of these fine radio executives.
- » Also, Ed Salamon is executive director of the Country Radio Broadcasters (615-327-4487), not the Country Music Association.

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Living On Radio's Edge

Kim Vasey says she wears many hats in her position as senior VP/director of Radio at Mediaedge:cia, and she loves every one of them. Read what she has to say about the many strengths (and a few weaknesses) of Radio.

Cover and interview photographs by John Paul Filo

MARKET PROFILE SPECIAL SECTION

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- MP 5» Radio One

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- MP 11» Market GMs' Q&A
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Our Mission:
Radio Ink's role is passionately to empower Radio management to be more successful by providing fresh, actionable, reality-based ideas, inspiration and education in a quick, easy-to-read, positive, pro-Radio environment.

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On January 1st, WSNY in Columbus, Ohio, adopted a new child.

Well, it's not really a new baby...it's done fairly well without us,
but as you know, we're a different kind of parent.

You know the kind. You've seen us parent before... with WSNY.

We're the kind of parents that believe our child will do better if we dress it up in the most stylish clothes that money can buy. **Some people call these clothes "disc jockeys."**

We've filled our child's closet with all kinds of goodies and games. **Some people call them fun contests.**

We've added new paint and wallpaper in our child's room. **Some people call these great production elements.**

We'll also make sure that our new child does all the home-work and is obsessively focused with being the best they can be... **Just like WSNY.**

And finally, now that this child is all dressed up with new clothes, in a new room, with lots of new toys and games, we'll invite all the people in Columbus to listen to our

new child. **Some people call this advertising.**

Oh! By the way, our child's grandparents, Saga Communications, have many children around the country — they're just like the one we just got, and they're all doing very well in every city that they live. **Some people call those good genes ... we'll just call it Oldies 107.9, WODB.**





From Our Chairman

Have You Been Promising Results?

O By B. Eric Rhoads, CEO & Publisher
 ur station is Results Oriented. We believe in Results. Use Radio and your company will make sales and get Results." Ever make a sales pitch like this one? Ever make this pitch to the wrong business?

The promise of instant traffic, or "results," is not appropriate in many business categories. If you've been promising these people instant results, then you've been misleading them.

If a plumber airs a fabulous Radio ad, will it make people's pipes leak? Of course not, but aired consistently, such an ad will ensure that the plumber's name is the one that listeners remember when a plumber is needed.

So what does an informed Radio salesperson say?

We absolutely guarantee the exposure you'll receive, but we can't guarantee the outcome. What you get from your Radio campaign, and how soon you get it, will depend on several factors:

- » How many people need what you sell?
- » How often do they need it? (Restaurants see results more quickly than jewelry stores.)

- » How well-known are your competitors?
- » How strong is your offer?
- » How deep is the reach of your Radio schedule? (How many persons will hear it?)
- » How much weekly frequency does your schedule deliver?
- » How many weeks in a row has it been airing? (Week 30 delivers a great deal more than Week 3.)

The unmined gold for Radio is selling to people who need top-of-mind awareness but who know better than to expect instant results from their ads. These people will commit to 52-week Radio campaigns. But you'll never discover this new ocean of prospects by listening to your competitor's station. You'll find them in the Yellow Pages and in local newspapers and magazines. Many of these prospects are service companies that a large portion of your listeners doesn't need at any one moment, but all of them are potential future customers.

Radio today is used mostly for product movement, but it's even better at creating top-of-mind awareness — branding. The key for any business is to own the first brand place in the consumer

mind, to be the company that comes to mind when the need arises. Radio is word-of-mouth advertising on steroids. In fact, Radio Is All Mouth. (Hmmm... our next industry slogan?) However, few Radio stations understand how to use Radio for branding. They know even less about how to pitch a branding campaign or even to whom to pitch it.

Ask any business owner, "Who in your business category has the greatest share of mind among consumers?" The owner will give an opinion. Then, whip out a top-of-mind awareness survey, and show the owner where the company stands vs. the competition. Many TOMA categories are dominated by no one, so they're wide open to anyone who will step in and fill them. Can you find a prospect or two who are willing to sit on the throne of the king? They will need you to show them how to do it — good copy, frequency and 52-week annual advertising. Yes, they can still use Radio to drive traffic for special events, but top-of-mind branding must be the ongoing focus if the client's business is to grow.

You have the best tool in the world for building brands. What will you do with it? ☺

Eric

To reach me, write: RADIO INK, B. Eric Rhoads, CEO/Publisher, 224 Datura Street, Suite 1015, West Palm Beach, FL 33401
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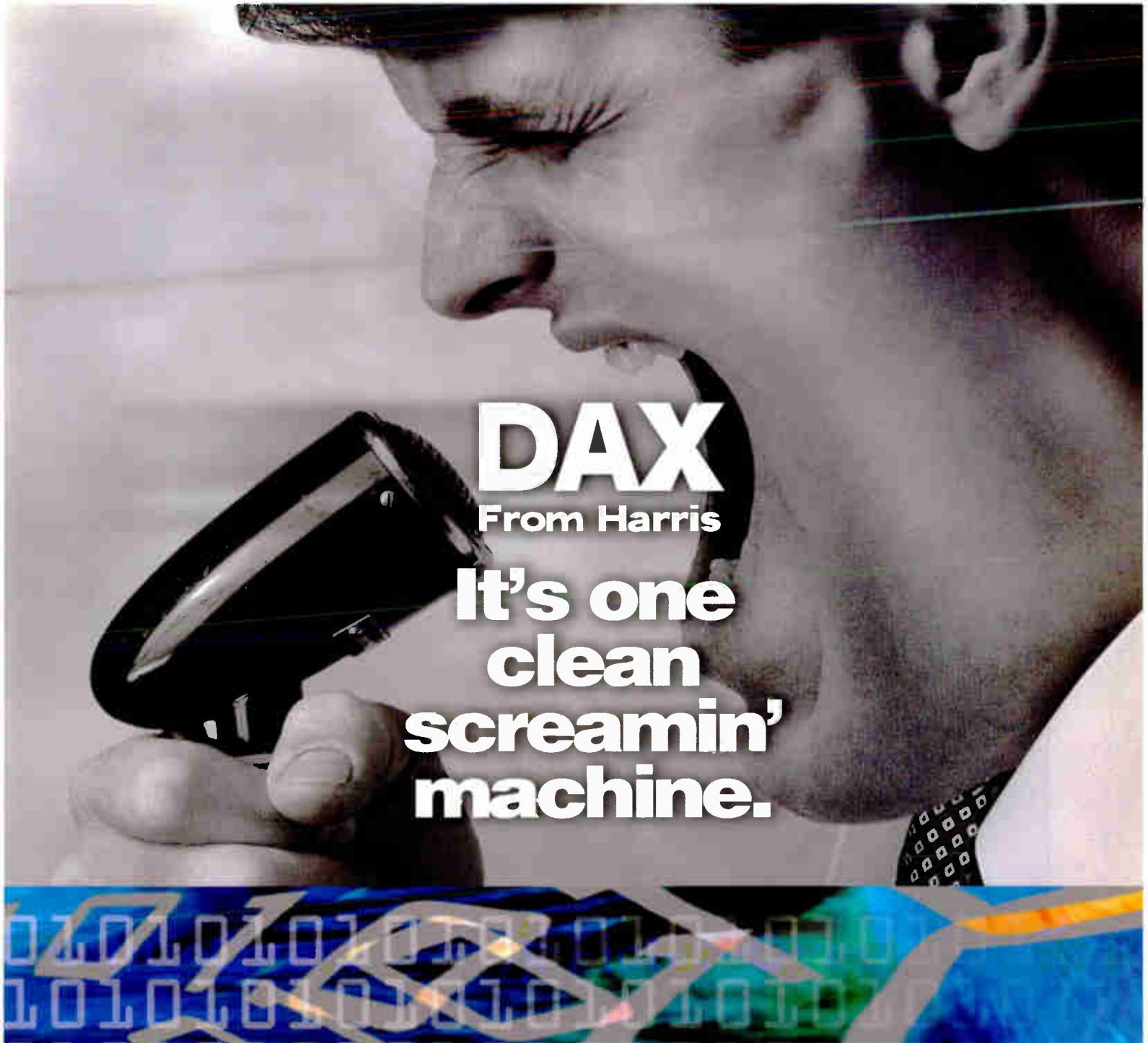
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DAX

From Harris

It's one clean screamin' machine.

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extreme digital...
from HARRIS

People get pretty excited when they hear about Harris's new DAX AM/IBOC transmitters. And who can blame them? Only the people who pioneered every currently used AM modulation standard could bring you the cleanest analog sound and the most accurate In-Band/On-Channel (IBOC) signal available in 1-6kW transmitters.

New DAX-5/6 is the first in a line of innovative 1-6kW AM transmitters that provide unmatched linearity and bandwidth.

Using Harris' newest AM modulation technology - Digital Adaptive Modulation - the DAX transmitter constantly samples the modulated output and dynamically corrects for non-linearity. The result is the cleanest, purest analog or IBOC signal in this power level.

Of course, this new transmitter also gives you the exceptional reliability and ruggedness that Harris is famous for. And with redundant, hot-swappable RF modules for easy, on-air servicing and plug-and-play migration to IBOC, DAX-5/6 is an exceptionally cost-effective solution for today and tomorrow.

To learn more about DAX transmitters and other Harris extreme digital products, visit www.broadcast.harris.com.



For more information, call us at 1.800.622.0022 or click on www.broadcast.harris.com

ON AIR

PEOPLE
EVENTS
LETTERS
NEWS
PRODUCTS
& MORE

PEOPLE IN INK



NYMRAD SWINGERS: New York Market Radio celebrated the holiday season and a successful 2002 at its 19th annual gala in Times Square, New York. Happy folk included (l-r) OMD USA's Sharon Friedlander, WBLS/WLIB's Kermie Anderson (NYMRAD chairman), OMD's Liz Russo, WABC/ESPN Radio's Tim McCarthy (party chairman), WINS/WNEW's Scott Herman, and NYMRAD's Deborah Beagan.

THEY WANT TO BE HER FRIEND: At the NYMRAD party, Media Planning Group's Agnes Lukasewych (front) won an all-expense trip for two to a Texas spa. Best buddies are (l-r) Hispanic Broadcasting's Stephanie McNamara, media consultant Susan Gottlieb, OMD's Liz Russo and Clear Channel's Marilyn Kaplan.



BOSTON ACOUSTICS "RECEPTOR" RADIO

PRODUCT REVIEW: I was told to expect a pack of features in this desktop Radio, and the little jewel was no disappointment. The Receptor sits atop my desk and takes up little space, yet it packs pounds of sounds. Though it's a mono speaker, it's high fidelity and has incredible bass response and output. You can crank this up and fill the room, yet there is full sound and no noticeable distortion. The reaction among others in the house is that it sounds as good as the Bose.

Unlike most tabletop Radios, this one comes with an external FM antenna and a hook-up for an AM antenna. The reception on FM is great, especially since the FM antenna can be moved, rather than moving the Radio. When the external antenna is added, the Receptor is a match for my CCrane Sanguin Radio and my GE SuperRadio, both known for exceptional AM reception. Unfortunately, an external antenna is not included, but this little wonder still does something that others don't — it sounds great! The company claims it packs a tuner equal to the best home stereo units, and there is no doubt in my mind that this is one of the best tuners for its size.

The Receptor comes with two alarm settings and a clock display. The clock is easier to set than any in my house. Simply hold down the clock button, and turn the tuning dial forward or backward. All clocks should use this simple method. My other favorite feature is the 20 presets, AM or FM, with a simple scroll of the dial — a wonderful feature.

Would I buy this little wonder for friends and family? You bet! In fact, it's the ideal gift for advertisers and Radio station employees, too. The price is \$159, which is a bargain for the sound of this unit — clearly one of the finest desktop Radios I have ever heard. The units can be seen at www.BostonAcoustics.com or ordered from 800-770-7686. — *Eric Rhoads*

MAJOR ANNOUNCEMENT

ROY WILLIAMS NEW BOOK WRITTEN JUST FOR RADIO
HAS ARRIVED!

The Wizard of Ads: The Best of Roy Williams

Roy Williams, The Wizard of Ads, has become one of Radio Ink's most popular columnists. He tells the truth that radio needs to hear. If you follow his plans, your station will write more business.

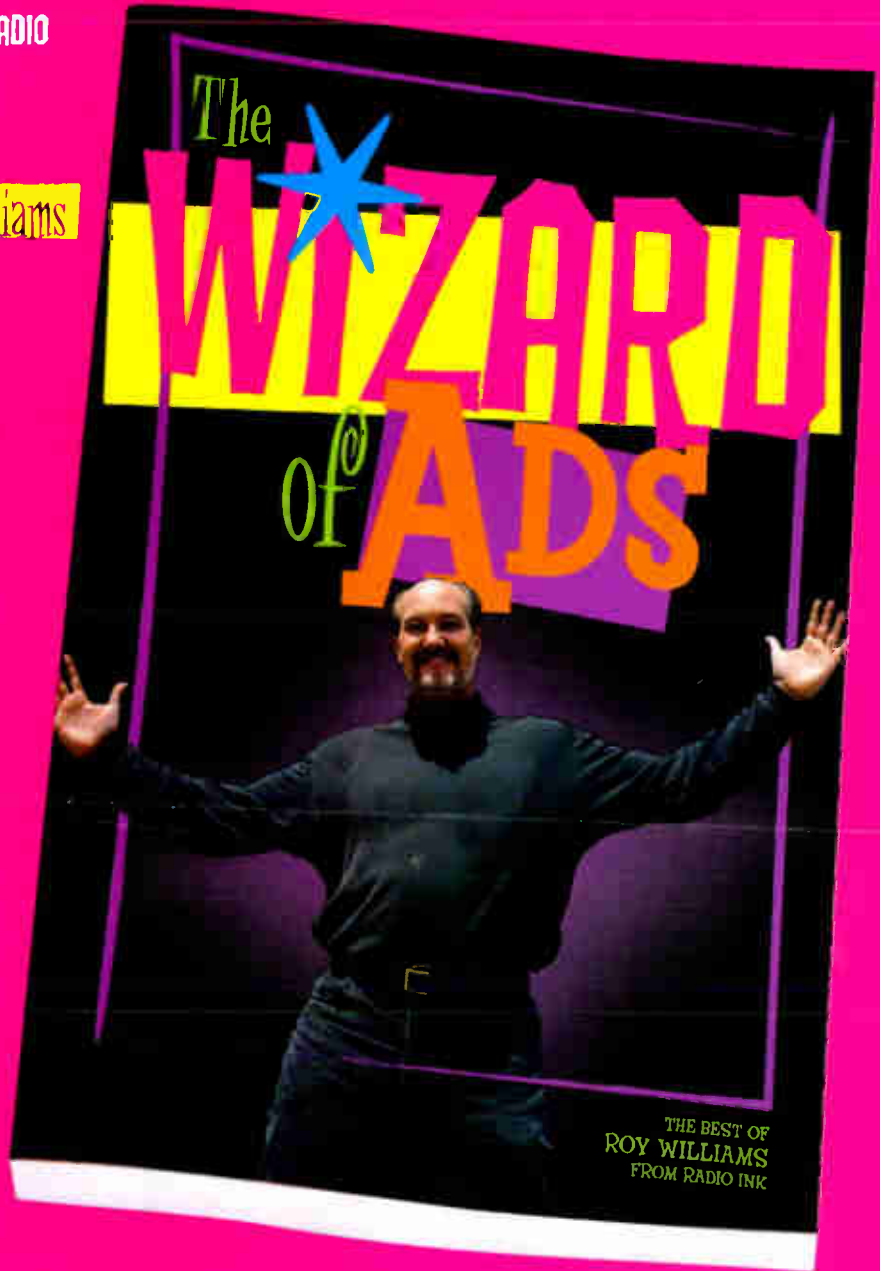
We've had so many requests for copies of back issues with Roy's articles that we are publishing a compilation of Roy's best work from Radio Ink - 130+ pages of pure Roy Williams - a must for every person in radio. You'll not find these in any of Roy's other best-selling books.

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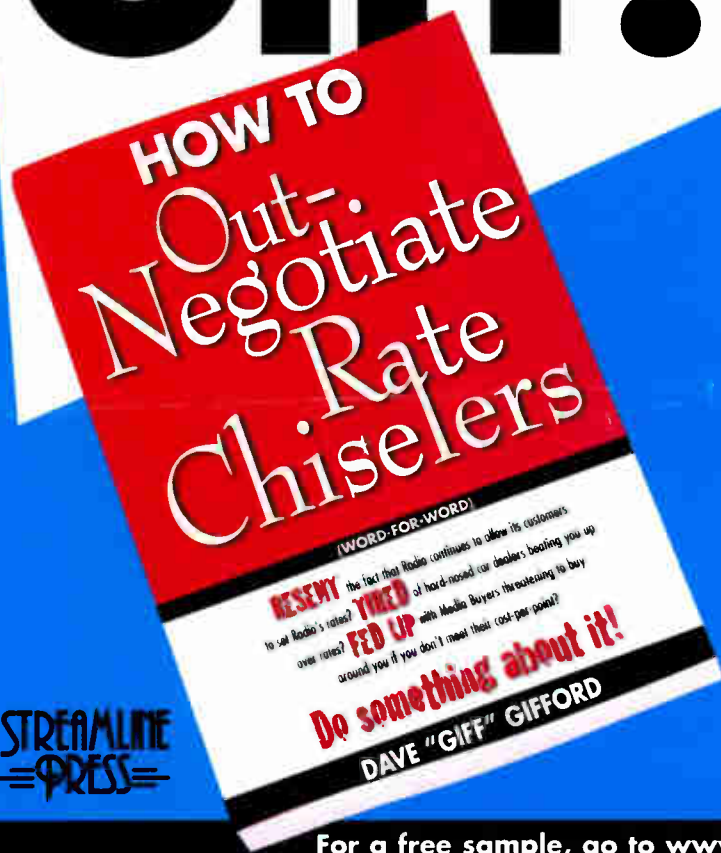
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Gary Fries, President/CEO, Radio Advertising Bureau

If someone in media sales could write a book on negotiating with an adversarial, in-your-face, 'I'm not going to pay your rate' buyer, there'd be no question about the author's name. It could only be Dave Gifford. This is a rich treasure of practical 'How To.' Read, enjoy, learn — win!

Jim Taszarek, President/CEO, TazMedia

Quite simply, this is a watershed book of 'real world' advice: how to negotiate higher rates, word for word — a long-overdue book and a 'must read' for everyone who sells Radio advertising.

James A. Tiller Jr., President/CEO, Maxagrid

Dave Gifford is the Zen Master of broadcast sales! This is a MUST READ and is soon to be an industry standard for broadcast sales.

Ed Christian, President/CEO, Saga Communications Inc.

For a free sample, go to www.radioink.com/giff.asp

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EVENTS

ARBITRON DATES

Winter 2003: Jan. 2-Mar. 26
 Spring 2003: Mar. 27-June 18
 Summer 2003: June 26-Sept. 17
 Fall 2003: Sept. 18-Dec. 10

JANUARY

Jan. 30-Feb. 2 — Radio Advertising Bureau RAB 2003, New Orleans. ☎ 800-232-3131. URL: www.rab.com

FEBRUARY

Feb. 6-7 — NAB Radio Group Executive Fly-In, Washington, DC. ☎ 202-429-5358. URL: www.nab.org
 Feb. 7-11 — National Religious Broadcasters (NRB) Conference, Nashville, TN. ☎ 703-330-7000. URL: www.nrb.org
 Feb. 9-11 — North American Broadcasters Assn. (NABA) Annual General Meeting, New York. ☎ 416-598-9877. URL: www.nabanet.com
 Feb. 17-19 — Great Lakes Broadcasting Conference & Expo, Lansing, MI. ☎ 517-484-7444. URL: www.michmab.com
 Feb. 19-21 — Broadcast Cable Credit Assn. 38th Credit Conference, Tampa, FL. ☎ 847-296-0200. URL: www.bcfm.com
 Feb. 19-21 — Country Radio Seminar 2003, Nashville. ☎ 615-327-4487. URL: www.crb.org
 Feb. 22-25 — NAB State Leadership Conference, Washington, DC. ☎ 202-429-5358. URL: www.nab.org
 Feb. 25 — NAB Executive Committee Meeting, Washington DC. ☎ 202-429-5358. URL: www.nab.org

MARCH

Mar. 13 — 17th Annual Bayliss Radio Roast, NY. ☎ 831-655-5229. URL: www.baylissfoundation.org
 Mar. 21 — NAB Executive Committee Meeting, Washington DC. ☎ 202-429-5358. URL: www.nab.org
 Mar. 27 — Natl. Assoc. of Black-Owned Broadcasters (NABOB) Communications Awards Dinner, Washington, DC. ☎ 202-463-8970. URL: www.nabob.org

APRIL

Apr. 4-7 — Broadcast Education Assn. BEA 2003, Las Vegas. ☎ 202-429-5354. URL: www.beaweb.org
 Apr. 5-10 — NAB2003, Las Vegas. ☎ 202-429-5358. URL: www.nab.org
 Apr. 7-9 — Radio-Television News Directors Assn. RTNDA, Las Vegas. ☎ 202-659-6510. URL: www.rtna.org

MAY

May 6 — 5th Annual NAB Human Resource Managers Symposium, Washington, DC. ☎ 202-429-5358. URL: www.nab.org
 May 9 — NAB Executive Committee Meeting, Washington DC. ☎ 202-429-5358. URL: www.nab.org
 May 16-17 — Hawaii Assoc. of Broadcasters Annual Convention, Oahu. ☎ 808-599-1455. URL: www.hawaiibroadcasters.org
 May 18-21 — Broadcast Cable Financial Mgmt. Assn. 43rd Annual Conference, Los Angeles. ☎ 847-296-0200. URL: www.bcfm.com
 May 19 — Peabody Awards, New York. ☎ 706-542-3787. URL: www.peabody.uga.edu

JUNE

June 3-13 — NAB/Howard University Media Sales Institute, Howard University, Washington, DC. ☎ 202-775-2550. URL: www.nabef.org
 June 4 — Deadline for nominations for NAB Marconi Radio Awards. ☎ 202-775-3511. URL: www.nab.org/radio
 June 4 — American Women in Radio & TV, Gracie Awards, Washington, DC. ☎ 703-506-3290.
 June 9 — NAB Service to America Symposium & Gala, Washington DC. ☎ 202-429-5358. URL: www.nab.org
 Jun. 10-11 — NAB Summer Board of Directors Meeting, Washington DC. ☎ 202-429-5358. URL: www.nab.org
 Jun. 11-14 — PROMAX & BDA 47th Annual Conference & Expo, Orlando, FL. ☎ 310-788-7600. URL: www.promax.org/www.bdaonline.org

Online Shopping Will Grow 21% A Year Through 2007

The bright spot in an otherwise dull holiday retail season was online shopping, which Jupiter Research says will grow at an annual rate of 21 percent between now and 2007.

According to Jupiter's research (which tends to favor growth in the online sector), online retail sales grew some 30 percent in 2002. It is expected to continue growing at an average annual rate of 21 percent between now and 2007 — and could account for a full 5 percent of all retail sales by Christmas '07. Additionally, Jupiter says, the Internet very well could influence some 30 percent of all offline purchases, suggesting that the web, besides attaining commercial viability, also will become an increasingly important marketing and merchandising tool.

The three primary factors that will contribute to online sales gains will be growth in the size of the online population, growth in the number of consumers who shop online, and growth in each consumer's online spending. Jupiter points to online "tenure" as playing a major role in fueling online shopping and predicts that, by 2007, seven of 10 (72 percent) of the online population will have been using the web for at least five years. Research shows that, as people grow more comfortable with the Internet, they are more prone to purchase items online. However, as more and more consumers become web-savvy, the tenure factor might become less critical to individuals' online purchase activity.

Letters

TREASURE TROVE

Regarding your 10th Anniversary issue (*Radio Ink*, Dec. 9, 2002): Wow! Thank you so much! I've really enjoyed reading the 10th anniversary edition. It's a Radio treasure trove! Thank you for being the "recorder of our industry"!

Pierre Bouvard, Arbitron

NERD IS THE WORD!

I, too, was a Radio nerd — the fat little kid whose mom dropped him off at remotes (when "records" were actually played from the van). My grandmother lived a few blocks from the local Top 40 AM in Pensacola, and I would stay with her on Saturday nights when I was 11 or 12. I'd get up early, put together a big plate of eggs, grits and

sausage, and walk to the station, where the Sunday morning part-timer (Dave Johnson) would let me run the board while he ate breakfast. At 13, my mother drove me to Mobile to get my 3rd Class, but I couldn't find a PD who thought it would be "cool" to have a chubby kid named "Tommy" open a mike on their station — imagine that!

It took me 13 more years to find my way back, via the sales department, and I've spent the last 23 years "livin' the life."

Radio Ink has been a great part of that "life" for the last 10 years. Thank you for the vision and persistence. *Radio Ink* has always been a voice we could trust.

See you in New Orleans.

Tom English, Clear Channel Radio Mobile/Pensacola



TOP PICK

You could not have picked a better person ("Low Dickey Named Radio Executive of the Year," Jan. 6, 2003). Low Dickey is clearly one of the brightest stars in Radio in terms of ability and personal integrity. In the Radio industry, he's my hero! Congratulations, Lew!

Pat Barrett, WomensRadio.com

OBITUARIES

Mildred M. Carter

Broadcast pioneer Mildred M. Carter, 89, died Jan. 3 in Cocoa Beach, FL. She was the widow of Andrew "Skip" Carter, who founded Kansas City station KPRS, the nation's oldest existing African-American-owned Radio station in America. After her husband's death in January 1988, Mrs. Carter became the company's chairman of the board and remained actively involved in the corporate planning and daily operations of the historic Radio company. Survivors include her daughter, Carmen Carter; grandson Michael Carter (president/GM of Carter Broadcast Group); grandsons David O. Carter and Christopher W. Carter; and three great-grandsons.

Michael Reineri

On-air broadcaster Michael Reineri died on Jan. 3 in Miami after a brief illness. From 1968-1975, he was the WIXY morning man in Cleveland; for the last 27 years, he worked in South Florida. He was inducted into the Radio and Television Broadcasters Hall of Fame in November 2001. Survivors include his wife, Barbara, three children, four grandchildren, his parents and a sister.

MOVERS & SHAKERS



Amir Forester
 Premiere Radio Networks has promoted Amir Forester from director of public relations to vice president of public relations. In addition to overseeing media relations, Forester will develop national media strategies and coordinate with other divisions of corporate parent Clear Channel Communications.

Danny Highsmith
 Beasley Broadcast Group named Danny Highsmith as its 2002 GM of the Year. Highsmith oversees Beasley's six-station cluster in Fayetteville, NC.



Geo. Beasley, D. Highsmith



The Wizard of Ads

» **QUICKREAD** » Every sales presentation should answer the customer's question "What's in it for me?" » This question, often unspoken and maybe unconscious, is always there, casting its shadow of disinterest and doubt. » It's the salesperson's job to uncover the felt need of the customer and then speak directly to that need. » When your goal is to powerfully persuade, you must cause others to imagine themselves enjoying the benefit you describe before you explain the feature that makes it possible. » This "name the benefits first" technique will make your sales presentations more productive, your ads more convincing, your speeches more compelling and your training sessions more enjoyable.

THE Unspoken Question

By Roy H. Williams

Every sales presentation should answer the customer's question "What's in it for me?" This question is often unspoken and may even be unconscious in the customer's mind, but it's always there, casting its shadow of disinterest and doubt.

Most sales presentations are focused on features — AQH, TSL, demographic profiles, weekly come. But customers don't care often about a feature until they know what it will do. So why is it that we always name the feature first?

When a sales presentation is made one-on-one, it's the job of the salesperson to uncover the felt need of the customer and then speak directly to that need. My friend Brad Huisken tells a story about looking for a personal computer in the 1980s: "In every store I went into, they talked about RAM and megs, and I didn't know anything about RAM and megs, so I went home thinking, 'I'm not qualified to buy a computer.'"

Have you ever made anyone feel like they weren't qualified to buy Radio? Are you beginning to understand why local businesses like to buy newspaper ads?

Brad goes on: "Then one day, I met a sales person who asked, 'What do you plan to do with it?' I answered, 'My wife wants to be able to store recipes she got from her mother, and I want to be able to play Pac-Man with the boys.' He said, 'This is the one you need, right here. It's got enough RAM to play PAC-MAN and enough megs for your wife to store all her recipes.'"

When Brad found a salesperson who was interested enough in him to ask, "What do you plan to do with it?" and who was confident enough to say, "This is the one you need, right here," he felt he had finally found the right computer at the right price. But it wasn't the computer that gave him this confidence. It was the salesman. And the salesman did it exactly backwards from the "features-and-benefits" method we've long been taught. Weren't we told to name the feature first and then the benefit it delivers? But this salesperson named the benefit first: "This computer will do what you want." It was only afterward that he named the features (RAM and megs) that made the benefit possible.

Whether you're making a sales presentation or just writing a piece of Radio copy, when your goal is to powerfully persuade, you must cause others to imagine themselves enjoying the benefit you describe before you explain the feature that makes it possible. This "name the benefits first" technique will not only make your sales presentations more productive, but your ads more convincing, your speeches more compelling and your training sessions more enjoyable.

(Yes, yes, yes, I know that in chapter 43 of my first book, *The Wizard of Ads*, I told you to add the words "which means" every time you named a feature, thereby forcing you to always remember to add the benefit the feature delivers. At the time I wrote

Customers don't care often about a feature until they know what it will do. So why is it that we always name the feature first?

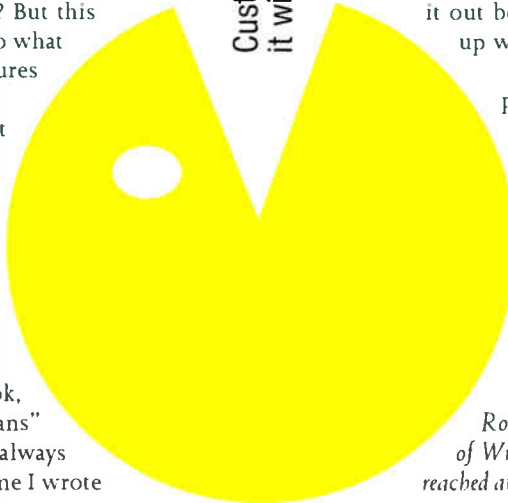
that chapter, I really thought I was right — but I've learned a lot since then.)

Those who have heard me speak recently will remember my first words to the audience — "In just three short hours, you're going to leave this room knowing more about advertising than anyone you will ever meet." But that statement would be mere puffery if I didn't immediately explain the features of the seminar that were going to deliver the benefit that I promised: "Together, we're going to take a look at the anatomy and architecture of the human brain. Then we're going to hear what the world's leading neuroscientists have to say about the unique qualities and abilities of this creature called 'man.' I'm going to teach you how thoughts are created and processed in the mind, and you're going to learn what makes people do the things they do."

Interestingly, that seminar is now attracting professors from MIT and Stanford, university presidents, ministers, journalists and even one Nobel Prize winner, which only goes to show that, if you can perform a thing, just blurt it out boldly, and then back it up with the facts.

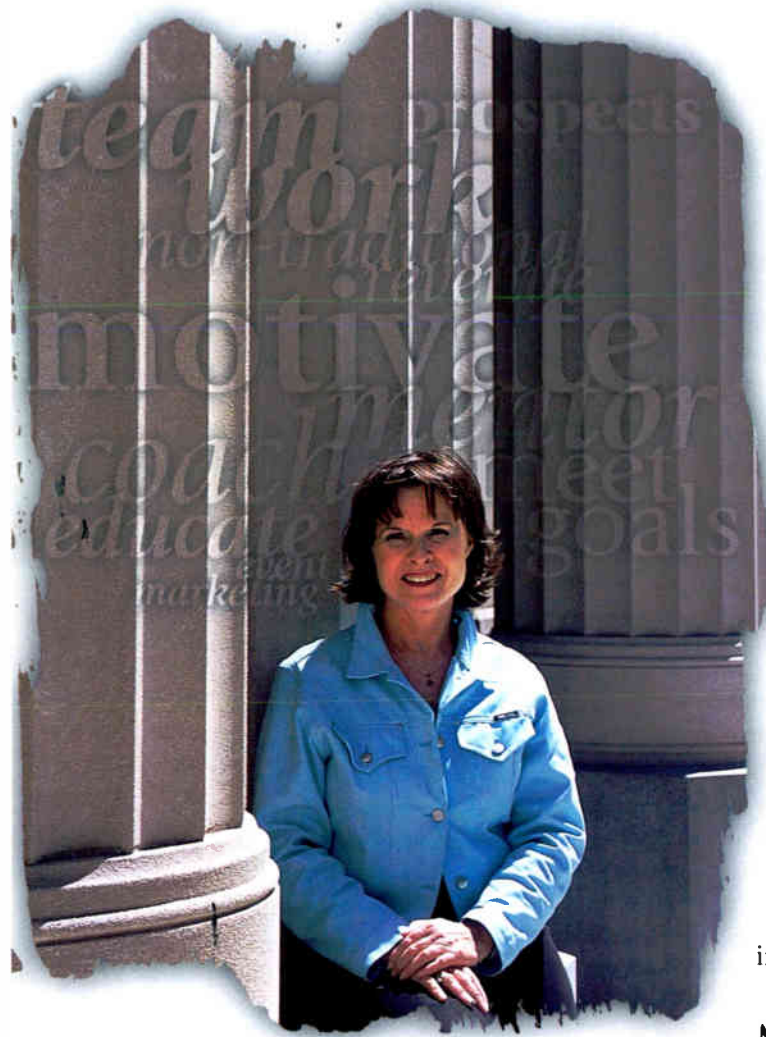
Win the heart (big-picture-focused right brain), and the mind (detail-focused left brain) will follow. Name the benefit first — then name the feature. You're going to be amazed at the difference it makes. ☑

Roy H. Williams, president of Wizard of Ads Inc., may be reached at roy@WizardofAds.com.



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» **QUICKREAD** » What promises have you made to become a better sales manager? » How introspective were you in evaluating what you need to improve? » From a low of "1" to a high of "10," score your track record as a sales manager against Giff's 11-Debut criteria. » Build a track record you can cash in on

Keeping Your Promise To Yourself

Part 2 (Continued from 1/06/03 issue)

By Dave "Giff" Gifford



What promises did you make to yourself to become a better sales manager this year? From a low of "1" to a high of "10," score your track record against the following criteria, excerpted from Giff's Graduate School for Sales Management:

- ___ Overall attitude
- ___ Level of enthusiasm
- ___ Level of energy
- ___ Work ethic
- ___ Self-confidence
- ___ Personal pride
- ___ Drive (my total commitment to succeed)
- ___ Commitment to make more money
- ___ Commitment to Radio as my "career"
- ___ Loyalty to my company
- ___ My relationship with my boss
- ___ Professionalism
- ___ Ability to focus
- ___ Discipline to stay on plan
- ___ Determination & persistence
- ___ Competitiveness
- ___ As a "risk-taker"
- ___ As a "self-starter"(taking initiative)
- ___ Listening skills
- ___ Ability to read people and situations
- ___ Recognizing what is relevant and significant
- ___ Analytical ability
- ___ Judgment
- ___ Problem-solving ability

- ___ "Need" to influence people
- ___ Ability to persuade
- ___ Handling conflicts
- ___ Handling pressure and stress
- ___ Handling criticism
- ___ Handling rejection and discouragement
- ___ Intelligence
- ___ Ability to think under pressure
- ___ Your resourcefulness
- ___ Creativity ability
- ___ Commitment to learn more
- ___ Computer skills (general)
- ___ Computer skills (accessing ratings data)
- ___ Computer skills (Internet research skills)
- ___ Getting salespeople to make more presentations
- ___ Getting salespeople to make more 1st-time-ever "opportunity" calls
- ___ Getting salespeople to make more and better fact-finding calls
- ___ Getting salespeople to make more new-business presentations
- ___ Increasing written presentations
- ___ Increasing our spec-spot presentations
- ___ Increasing our new-business percentage of total billing
- ___ Increasing our NTR percentage of new-business billing
- ___ Identifying "below-the-line" sales opportunities that maximize cash flow
- ___ Up-selling regular accounts
- ___ Entering each given month 85% (minimum) to 90% pre-booked
- ___ Selling annual accounts and long-term business, generally speaking
- ___ Selling far enough in advance
- ___ Providing salespeople enough up-front selling time for each new availability
- ___ Getting our "unfair" share of key account business
- ___ Helping service our station's or cluster's most important clients
- ___ Increasing our average order value
- ___ Increasing our average number of weekly orders

- ___ Increasing our average number of accounts billed monthly
- ___ Increasing our average number of new accounts billed monthly
- ___ Increasing our average monthly billing
- ___ Increasing our "Direct Sales" percentage of total billing
- ___ Basing our rates strictly on supply-and-demand
- ___ Securing agency buys above agency-established cost-per-points
- ___ Increasing our Overall Average Unit Rate
- ___ Increasing our Local Average Unit Rate
- ___ Increasing our National Unit Rate
- ___ Overall aggressiveness of the sales effort
- ___ Maximizing our station's or cluster's competitive advantages
- ___ Increasing our "Power Ratio" (% of sales to audience share)
- ___ Ability to prepare the yearly sales budget
- ___ Cash-flow management (monitoring/controlling costs against budget)
- ___ Managing the inventory to maximize billing
- ___ Managing collections
- ___ Developing a successor so I get promoted faster
- ___ Consistently hitting our monthly and quarterly sales targets
- ___ Taking full responsibility
- ___ Doing whatever it takes to succeed
- ___ Honesty
- ___ Overall performance as a sales manager

Review all your performance scores. Are you keeping your promise to yourself — by building a track record you can cash in on?

Dave Gifford is president of Dave Gifford International and founder of The Graduate School For Sales Management. He may be reached at 505-989-7007 or by e-mail at giff@talkgiff.com

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Grand Rapids **WTKG**

Beating Heritage Talkers

Ramsey – **WGTK - 10.2** share vs.
Rush – **WHAS - 4.1** share
Men 18-34 / 1-2 PM

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York, PA **WSBA**
Adults 25-54 **1.5** ⇨ **2.9**

San Antonio **KENS**
Men 25-54 **0.9** ⇨ **1.5**

Spring '02 > Summer '02 Arbitron Ratings

Money Talks

"The market started the year on an up note, and I think a lot of that has to do with hope that we're going to put some of the geopolitical issues behind us sooner rather than later, and the economy is going to get stimulus on the fiscal side. Clearly, the hope is that the economy will pick up steam."

— **Art Hogan, Jeffries & Co.**

"Bush may well take the view that it is better from his perspective to gamble with the state of public finances — a blunt weapon for the Democrats — than with the unemployment rate, which can be very sharp."

— **Ian Shepherdson, High Frequency Economics**

"It's a tax cut, no matter how you slice it or dice it. All else the same, tax cuts are good for growth, and if it's good for growth, it's good for jobs. Dividends are a source of income that is taxed twice by the federal government. If you eliminate one of those taxes, that's good."

— **Paul Kasriel, Northern Trust**

"The president needs to put money into the hands of people who are likely to spend it the quickest, thereby boosting capacity use, profits, and the need for additional workers. This means tax cuts for the masses, extending jobless benefits, and declaring a payroll tax holiday."

— **Irwin Kellner, CBS MarketWatch**

"When they say consumer confidence levels are down, you have to remember what you're comparing it to. It's like the message that retail sales over the holiday period were not what were expected, but the bottom line was that they were up. It just didn't meet somebody's expectations. In reality, if you want to put the glass half-full, we had the strongest dollar volume of holiday spending that this country has ever seen."

— **Gary Fries, Radio Advertising Bureau**

Radio \$\$\$ Should Grow 6-8% In 2003

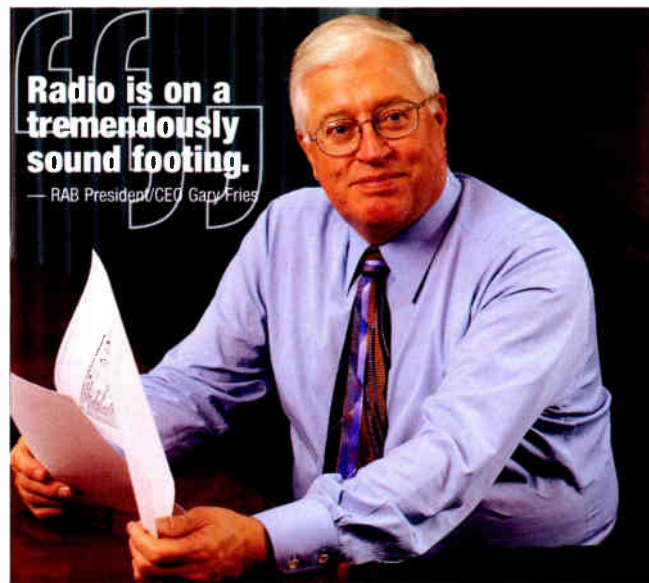
By Reed Bunzel, Editor-In Chief

Despite a lackluster holiday shopping period and an economy that is just short of flatline, Radio should expect modest local and national revenue growth in 2003.

That's the word from Radio Advertising Bureau President/CEO Gary Fries, who says that he's seeing a strong first quarter as well as indications of a very strong second quarter. National dollars continue to be extremely solid in the first month of 2003, although these numbers are being compared against a very weak period in 2002.

"Percentages can be misleading, but when you really look at the whole picture, you see a very solid business environment out there," Fries says. "National Radio probably will have the highest percentage gains during the first six months, but I'm not necessarily sold that that is indicative of anything. When you look at the total picture, it looks as though the overall environment is going to improve, and national is definitely going to be a strong participant in this growth."

Toward the latter half of the year, these percentages could shrink a bit, as 2003 growth begins to be compared against strong second-half 2002 dollars. "That's when the fuel started getting to the engine last year, which means that year-on-year growth in the third and fourth quarters might be a little lower," Fries explains. "Any time we're in a changing environment, as we are today, growth doesn't follow a traditional up cycle or down cycle. But I'm conservatively saying that we'll have a 6-percent year — and in reality, that could be



an 8-percent year."

While consumer confidence has the power to raise and lower the stock market, it should have little effect on Radio advertising, Fries says. "Consumer confidence levels are not in the tank," he observes. "It's not like a depression, where everyone is down. Things are spotty right now because of the unemployment situation, and the fact that some areas and some people have been hit harder than others. But as long as there is a reasonable consumer confidence out there, advertising will benefit, because there's more incentive for the advertiser to hold market share and motivate consumers. And that's good for advertising."

Likewise, Fries downplays the effect that a war in Iraq should have on Radio. "It is not going to play a major factor," he cautiously predicts. "The advertising community has already factored a war into their plans. Ten years ago, our country had been at peace for a long

time, and the Gulf War was almost a surprise event that in six months had developed into a full-throttle situation. Today, there is a general confidence that we are capable of handling a war, and I believe advertisers realize that consumers will keep going forward and that lifestyles aren't going to change. People won't stop going to restaurants or buying cars." Short of being injured toward war, Fries says, people have accepted the threat as a routine part of our daily environment.

Overall, Radio has come through the prolonged down cycle of the last two years by actually gaining on its perception as an advertising medium in the eyes of the advertiser, says Fries. "Radio is on a tremendously sound footing on many planes for growth, and I see a commitment by the industry to take advantage of all the opportunities out there. We are aggressively pursuing business and convincing advertisers to use Radio, and that's adding fuel to the advertising cycle." ☐

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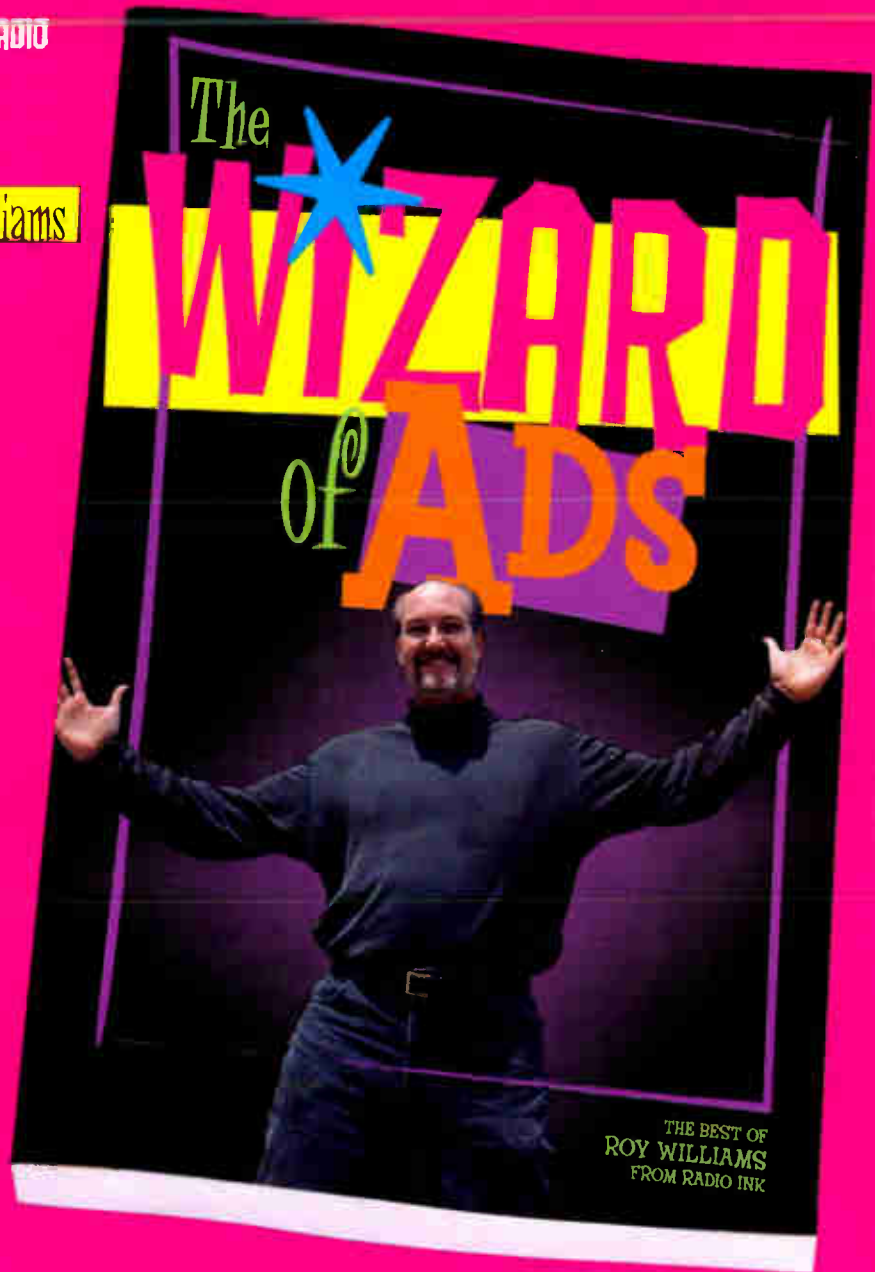
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Solid Rebound May Be Coming

According to a report in *The Wall Street Journal*, virtually all the elements required for a rebound are falling into place. Profits are recovering, balance sheets are improving, investor panic is waning, and many businesses are beginning to budget for capital expenditures in 2003. Manufacturing activity rebounded in December, as new orders surged to a nine-month high, according to the Institute for Supply Management.

On the downside: A prolonged war with Iraq could delay or even kill a rebound, and rising oil prices could cause stock prices to tumble. Furthermore, U.S. factories currently are operating at just 74 percent of capacity, significantly below the long-term average of 80 percent.

PROPERTY	BUYER	SELLER	PRICE	BROKER
KLYY-FM Arcadia, KSYY-FM Fallbrook, KYYY-FM Ventura	Entravision Communications	Big City Radio	\$137 M	—
WYYY-FM Belvedere and WWZY-FM Long Branch, NJ; WYNY-FM Westchester and WWCY Hampton Bays, NY	Nassau Broadcasting Partners	Big City Radio	\$43 M	Serafin Brothers; Jorgenson Broadcast Brokerage
WMBC, WWFS, WPBG, WSWT Peoria	Triad Broadcasting	JMP Media	\$37 M	—
KMXN-FM Garden Grove, CA	Lieberman Broadcasting	Astor Broadcast Group	\$35 M	Kalil & Co.
WXXY-FM Highland Park, IL	Hispanic Broadcasting	Big City Radio	\$32.9 M	—
WKIE-AM Arlington Heights, WDEK-FM Dekalb, WKIF Kankakee	Spanish Broadcasting	Big City Radio	\$22 M	—
McClure Broadcasting	Archway Broadcasting	McClure Broadcasting	\$15 M	—
KSDO-AM San Diego	Hi-Favor Broadcasting	Chase Radio Partners	\$10 M	—
WSOS-FM, WKLN-AM St. Augustine, FL	Lakeshore Media	Westshore Broadcasting	\$4 M	Media Services Grp.
KCUV-AM Englewood, CO	Newspaper Radio Corp.	Radio Unica	\$3.3 M	—
WBLO-FM Charleston, IN	Radio One	New Albany Broadcasting	\$2 M	—

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KIM VASEY

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Kim Vasey is senior vice president/director of Radio at **Mediaedge:cia**, an independent operating subsidiary wholly owned by WPP Group, one of the largest media companies in the world. In the advertising industry for more than 23 years, she currently heads the company's Integrated Radio Division and co-ordinates activity across the 10 regional offices for such accounts as AT&T, Campbell's and Met Life. She works with the buyers, supervisors and account teams to implement schedules and unique promotional programs that enhance the impact of traditional media schedules.

"I truly have the best job in the world," Vasey says. "I love it because my job is so multi-dimensional and I get to wear many hats. I manage people, work with clients, negotiate schedules, attend meetings, participate in industry committees, and teach others. It all gives me a great deal of enjoyment and satisfaction. If I ever had to give up one aspect of my job, it would be very difficult for me to decide which portion, because I love it all!"

Vasey says that overseeing both spot Radio and network Radio enables her to provide a broad overview of the entire industry to the company's clients. "Before the 'crash' of the Radio Internet space, I also closely followed that emerging medium as well," she says. "Actually, I still follow it and still believe that it will re-emerge and be a viable space for advertisers to reach consumers. I find all the new technologies fascinating and try to stay on top of them so that we can bring new opportunities to our clients."

Throughout her many years in the industry, Vasey has bought most of the major and mid-sized markets across the U.S. Prior to joining Mediaedge:cia, she was vice president/director of spot and network Radio at Horizon Media, where she worked on accounts of NBC Television Network, A&E, The History Channel,

Midas, Joseph Bank, GEICO, Callard and Bowser, Pergament and Brooklyn Union Gas.

INK: From your vantage point, how does Radio stack up against other media in getting a client's message to potential customers?

KV: Every medium has its strengths, but Radio is one of the most creative media for a client to utilize. It's extremely effective for getting a client's message to consumers. With Radio, we have the ability to reach just about any demographic group. It's a truly fascinating medium, because you can be much more creative with it. Most times, Radio is used in conjunction with another medium, but many clients have had a great deal of success using it exclusively.

Specifically, how does it rate against newspaper, television and cable?

I remember one particular » 20



campaign that we worked on for the launch of a new electronics product. The marketing manager did not want to use Radio, but the company did not have a very large budget and, of course, Radio was the most efficient medium — in the end, the money went to Radio.

We selected a Radio personality in each market, providing each of them with a sample of the new product to “live with” and experience. The personalities talked to their listeners about the unique benefits of the product and appeared at local retail locations to demonstrate. Each station ran an on-air promotion, which drove the consumer to the station’s website for an opportunity to register to win the product and for a hot link to the client’s website for more information. With the combined effort of the media schedule and the promotional support, we saturated the airwaves with the message about that new product.

The brand manager, staff, and retail partners heard the spots all over the markets and were totally “blown away” — their words — by the campaign. They did a complete about-face on their position that Radio could not be an effective “branding” vehicle for a new-product launch. That was very gratifying, particularly as Radio was the primary medium used! These are the things that make the job so rewarding.

What is Radio’s greatest strength as an advertising medium? What is the best way for communicating this strength to prospective clients?

One of Radio’s strengths is its diversity of personalities and formats, and its unique ability to mold itself into something new every day. Remember, unlike television, there are no reruns on Radio! It’s fresh and unique every day. It’s a wonderful medium with a format for just about any demographic. It entertains us, informs us, educates us — it is a very integral part of our daily lives. You can really bring a product to life on Radio. We’ve done some wonderfully creative campaigns, and that is what I try to communicate to our clients.

From your experience with clients, what is perceived as Radio’s greatest weakness?

The lack of visual elements. Many clients feel that their product must be “seen.” I don’t agree with that — in fact, there is nothing more powerful than “theater of the mind.” Other clients believe that Radio is not an effective medium for branding a new product. Worst of all, sometimes the “creatives” just don’t want to do Radio. Many times, the “creatives” drive the media plan — which, of course, drives me crazy.

How can Radio overcome these perceived weaknesses?

It is a challenge to overcome some of the “perceived” limitations. By sharing some of our historical successes with new clients, we are able to help them come to a better understanding of Radio’s benefits. Many times, we don’t win the battle right away, but once we’ve laid the foundation, we can begin to build on that. Sometimes it takes months or years. This is one reason why I don’t object to account executives’ going out to see our account teams, planners and clients. More face time with them serves to reinforce the power of Radio, and that’s a good thing!

What do you consider to be the primary role of a Radio account executive?

Account executives need to service the agencies as fast, efficiently and creatively as possible. Their Number One goal should be to develop strong relations with their buyers and understand the objectives of each campaign. Relationships are the foundation of the business, and understanding the objectives of the campaign will help guide their submissions and give the buyers what they need. They should find out how each buyer prefers to work. Does the buyer like to be left alone until the last minute? Does he or she like a check-in call every day or two? Do they like to have back-up information to support the AE’s recommendations, and are they open to packaging areas and promotional opportunities? Everyone has his or her own way of doing things, » 22



About Mediaedge:cia

Mediaedge:cia was created in November 2001 as the result of the merger of two global media communication specialists: The Media Edge and CIA. The Media Edge was originally part of the Young & Rubicam group of companies. CIA, the first media independent, was formerly part of Tempus Group. Both are now part of the WPP group.

Together, the two companies are strong in every region globally, with 186 offices in 80 countries and billings of \$16 billion. Mediaedge:cia produces total communications solutions on behalf of its clients, which are channel neutral — locally, regionally and internationally. Services include communication channel planning, research and consumer insight, media investment management, worldwide client services and — through its digital division — full-service digital media consultancy.

Mediaedge:cia’s key global, regional and international clients include AT&T, Beiersdorf, Canon, Chanel, Citibank, Computer Associates, Colgate Palmolive, Ericsson, Henkel, Lego, Richemont, Singapore Airlines, Sony Ericsson, Star Alliance, Visa, and Xerox.

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and the AE should be “in tune” with each buyer’s style.

Also, just as the agency buyers need to know the ins and outs of buying, so do the AEs. They should know what the heck they’re selling! That’s essential! If possible, the AE should also try to meet the planners, account teams and even the clients. I know many agencies don’t permit that, but I’ve never objected to it — I actually encourage it.

What’s the best approach for an AE who is meeting with a prospective client for the first time? What should he or she try to bring from that meeting?

An AE should try to come away from the meeting with a complete understanding of the client’s business and knowing the target audience. They need to understand the client’s product and the client’s objectives. To do this, they must listen and be very attentive to what the prospective client is saying — do not just try to “sell in” their station blindly. Find what goals they have, and then customize a program that suits the client’s needs. Above all, AEs should be realistic. If the client says the budget is \$5,000, don’t bring a package for \$50,000. This drives me crazy when I see this. It is a sure-fire indication that the AE was not listening! First, give them what they ask for. It’s okay to bring another option to the table, but at least show them that you’re responsive to their needs.

What training do you think is most critical for an account executive, veteran as well as rookie?

Training should be a very high priority, but many times it’s not. Local AEs should be given as much training as AEs from the national rep services. A local retailer doesn’t give a hoot about understanding a gross rating point, but AEs should have a good understanding of it if the package they are presenting to a client is to be effective.

Sales managers can avail themselves of many training resources from the RAB, Arbitron, Katz Radio and Interep Radio. Sales managers should not overlook people at

Local AEs should be given as much training as AEs from the national rep services. A local retailer doesn’t give a hoot about understanding a gross rating point, but AEs should have a good understanding of it if the package they are presenting to a client is to be effective.

agencies in their home markets. Ask heads of media departments to give a training class to junior sales staff. I’ve done that many times, and I enjoy doing it. Sales managers should find out if major agencies have an internal media school in which junior salespeople could participate. We have a very comprehensive media school at our agency, and I’ve invited new AEs to sit in on some of the classes.

Both new and veteran AEs should constantly be on a path of growth. Read books, read *Radio Ink*, go to seminars, join media organizations. I’m a seminar junky — I love being informed and staying current. It’s important for the station managers and AEs to do the same.

What one quality must a good account executive possess in today’s competitive media-sales environment?

Be responsive! There are two AEs who call on our agency and whom I consider superstars — one from national spot Radio, Katz Radio’s Peter Eilenberg, and the other from network Radio, ABC Radio Network’s Nick Leonardo. They’re both dynamic AEs because they are completely responsive to our needs. They carry beepers and cell phones, and they change their voice-mail messages to reflect their schedule, so that we might have a realistic understanding of when they might be able to return the

call if we decide not to use the alternative beep or cell-phone number. They are sympathetic to the volume of work that faces each buyer and get exactly what we need the first time around. They don’t waste time, and they get the job done! My job is a lot easier with AEs like this — and I like that!

Likewise, what one quality must a good sales manager or director of sales have in order to function — or multi-task — in today’s high-pitched sales climate?

I’d imagine that a GSM or DOS today is faced with enormous pressures. I don’t envy anyone that job! Oh, there are so many qualities that are needed: patience, perseverance, dedication, intelligence and probably a good sense of humor. They have to be all things to all people, and that is a real challenge.

If you were a local sales manager today, what qualities would you try to instill in your salespeople to best deal with clients and prospects?

Plain and simple — honesty and integrity.

For years, there have seemed to be mixed agendas when Radio people deal with media buyers — “playing games” with each other. How can both sides come to a better understanding?

I’m sure that a lot of people do play games, but I prefer to call

it “negotiating tactics.” Dave Gifford, who writes a column in *Radio Ink*, wrote an article entitled *Games Media Buyers Play*. Reading the article, I found myself shaking my head in agreement with most of the list of what he called “demands” that we ask for. While I wouldn’t call them “demands and insist-ons” as he put it, I would say he was right on target with the challenges that AEs face every day.

It’s all part of the process. The AE’s role is to get the highest rate with the least amount of concessions, while ours is to get the lowest rates with the most amount of concessions, such as sponsorships, remotes and added value. The AE needs to get the order, and the buyer “needs” to bring the buy in on budget. Bottom line, we both need to make sure that we deliver results for our client! Yes, the buyers may ask for narrow hours or no charge spots, but that is only to help the efficiencies that may help the AEs get the orders they need.

How does “accountability” compare with “guaranteed results”?

It’s unrealistic to expect “guaranteed results,” but we do expect the stations to be accountable for delivering what they say their submissions will deliver. I don’t want to go down the “posting” path, but it is not unreasonable for us to expect to get what we’re paying for. For example: If a station’s package is in ROS spots and wants to give those spots a 1.0 rating, then the station should be fully prepared to provide the necessary rotation of spots to deliver that rating.

What can be done to effect greater communication between stations and agencies in matters of clearances, cancellations, and other unanticipated schedule changes?

Hopefully, through the efforts that have begun by the AAAA/RAB Joint Task Force, which was formed last year, agencies and media entities will develop standards that will improve the buy/sell processes. The Joint Task Force includes representatives from the 4A’s local committee, the RAB, group owners and

Radio sales rep firms. The mission is "to formalize joint guidelines and processes for buying spot Radio which will enable both buyers and sellers to work from similar accountability principles and demonstrate better value attributes and provide advertisers with the blueprints to properly measure and entrust their expenditures in Radio."

How effective would an electronic clearance affidavit be? How far away is Radio from adopting a standard in this area?

Electronic invoicing is a process that will be beneficial for both parties. Potentially, it should eliminate the number of input errors in re-keying the times, reduce manpower hours, cut down the number of billing discrepancies, and result in faster payment to the stations. There already are systems available for electronic clearances. We are set up for it, and I know many of the major agencies are, as well. We just need to get more stations on board with this process.

Can you explain the Radio Ad Effectiveness Lab, and what it is trying to provide for the Radio industry?

RAEL is an independent organization established in 2001. It is funded by Radio industry companies with advertisers, agencies and Radio broadcasters to further the understanding of how Radio works, to measure Radio's effectiveness and to increase advertiser and agency confidence in Radio. I'm very proud to be a committee member of RAEL.

Our current project is the RAEL Testing Partnership Program. Through this program, RAEL will help fund and publish new research that assesses Radio's effectiveness based on actual measures of sales. [Editor's note: To learn more about RAEL, visit www.RadioAdLab.org.]

For many years, it has been said that buying Radio is "too difficult." Is this still the perception among media buyers and at agencies?

Many years ago, an agency placed an ad on the side of the

SRDS (Standard Rate And Data Services) volume, and it said, "Radio is a very difficult thing to buy — if you know what you're doing." The first time I saw that ad, I thought, "Wow, that is so true!"

Putting together a Radio buy is so much more than just pulling a ranker and saying, "I'll buy the top X number of stations." A buyer really needs to understand what is behind the rating point: audience composition, qualitative profile, program content, rate structure, promotional capabilities, audience duplication with other stations, time spent listening, turnover.

He or she also must develop and hone negotiating skills over the years. All of these elements come into play for each campaign, because every buy is different and every client is different.


Of course, once you've learned how to properly evaluate all of these components and develop strong skills, then the process is not really difficult at all. The fun part is having the opportunity to

create a buy that is unique for each client's goals and objectives.

It has been said that Radio is usually the first medium out of an economic downturn. While the recovery from the last recession has been slow, is Radio still on the leading edge of this recovery?

According to figures published by CMR, it does appear that way. I think we are all very optimistic for the coming year.

How is national Radio pacing in the first quarter? Is it too early to take a stab at predicting where national Radio revenues will be at the end of 2003?

Intelligence that I've been gathering in the market shows that the first quarter is pacing up in the low double digits. Whether that will hold true all the way through first quarter remains to be seen. So far, it's been pretty robust. It's still too early to make a prediction for the full year, but I'll take a stab at it and predict an average of 4-5 percent growth. 



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will include:
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Susan Ness



President and CEO of the Ad Council
Peggy Conlon



Moderator

Anchorwoman of New York's WABC-TV
Roz Abrams



March 19th - Grand Hyatt Hotel, New York City

- The summit addresses the concerns of women in the advertising and media industries, focussing on career advancement and life-work balance issues.
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www.katzwomenscareersummit.com

For more information, contact Anne Kenny (212) 424-6485 or anne.kenny@katz-media.com

RADIO POWERS

Austin

As the center of Texas government and home to the University of Texas, the city of Austin is both politically charged and culturally diverse. Described by residents as hip, trendy, and high tech, the city was ranked this year by Forbes as the nation's second best (Q1) single- and CNN and Money magazine have referred to it as the fifth best city in the nation to live and work. A dynamic tech hub with a desirably down-home Texas feel, the Austin metro area is home to more than a million residents, but the city still retains a distinct hometown feel lacking in some of Texas' larger cities. As The Miami Herald has said, "If you hate Texas, you'll love Austin. In many ways, the capital city is everything the Lone Star State stereotypes allow: at least, in most left-leaning artists, boozish, poetic, high-tech, punk, and more left-leaning artists, boozish, poetic, high-tech, punk, situated at the edge of Texas Hill Country on the banks of the Colorado River. Austin is not only the capital of Texas but also the most vibrant live music capital in the world. The city is home to more than 1,000 musical acts, part of a musical environment that supports 14,000 jobs, generates \$610 million for the economy and produces \$1.1 billion in tax revenue. Live music can be enjoyed at more than 100 venues on any given evening, and the city's reputation as a music mecca has exploded since the birth of the now-famous South by Southwest music festival.

Austin enjoys a relatively temperate year-round climate, with 300 days of sunshine a year. Residents love the outdoors, and the city boasts a wide range of outdoor recreation and wildness preserves that provide escape to thousands of residents every day. Austin is a wide range of cultural pursuits through a variety of

Austin Market Stations

Station	Format	Power	Website	Phone
KASE-FM	Country	Class Channel 8.5	www.kase101.com	512-482-1100
KUTV-TV	TV	Class Channel 8.4	www.kutv.com	512-317-1000
KLAV-FM	News/Info	Class Channel 5.4	www.klav.com	512-432-4000
KVET-FM	Country	Class Channel 5.2	www.kvet.net	512-495-1300
KQMD-FM	AC	Class Channel 4.9	www.kqmd.com	512-227-1000
KQSR-FM	Classical	Class Channel 4.5	www.kqsr.com	512-480-4000
KLSU-FM	Classical	Class Channel 4.4	www.klsu.com	512-482-4000
KUTV-FM	Classical	Class Channel 4.3	www.kutv.com	512-482-4000
KUTV-FM	Classical	Class Channel 4.1	www.kutv.com	512-317-1000
KQMD-FM	Classical	Class Channel 3.8	www.kqmd.com	512-327-1000
KQMD-FM	Classical	Class Channel 3.5	www.kqmd.com	512-482-4000
KQMD-FM	Classical	Class Channel 3.2	www.kqmd.com	512-482-4000
KQMD-FM	Classical	Class Channel 2.9	www.kqmd.com	512-429-1300
KQMD-FM	Classical	Class Channel 2.7	www.kqmd.com	512-432-4000
KQMD-FM	Classical	Class Channel 1.8	www.kqmd.com	512-419-1077
KQMD-FM	Classical	Class Channel 1.2	www.kqmd.com	512-327-1000
KQMD-FM	Classical	Class Channel 1.1	www.kqmd.com	512-482-4000
KQMD-FM	Classical	Class Channel 0.9	www.kqmd.com	512-453-1491
KQMD-FM	Classical	Class Channel 0.5	www.kqmd.com	512-218-0111

Income

Median household income: \$41,218

Education

High school or less: 11%

Top 10 Employers

University of Texas at Austin	10,249
State of Texas	10,000
McCombs School of Business	7,000
IBM	6,779
Oracle	5,886
Apple Computer	4,600

Employment

Unemployment rate: 5.1%

Population

Population: 1,000,000

THE RADIO INK MARKET Profiles



Matthew G. Feinberg

SVP Radio
National Broadcast Dept.
Zenith Media

For marketing opportunities,
contact Carl Goldman at 661-298-1220 or
Carl@RadioInk.com

"It's always interesting for buyers to look at a market's personality — to go beyond the numbers and consider the market's lifestyle, its idiosyncrasies: how it tastes, how it feels, what the local marketers do media-wise (and radio-wise) — generally any information that an Arbitron book doesn't tell us. I have been reading *Radio Ink* for years now. I'm looking forward to more market profiles — it will be the first thing I read."



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We're proud of your recognition as a **Radio Wayne** finalist and a leader with the highest standard of excellence.

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NTR Director

Peg Buelhrle

Columbus

Kristi Meyere

New Haven

Street Fighter

Peter Eilenberg

Christal Radio

Ashley McGhee

Denver

Kelly Gillen

Hartford

Sales Manager

Glynn Alan

Denver

Market Manager

Cindy Weiner Schloss

Albuquerque

Lee Larsen

Denver



LEADERSHIP

INTEGRITY

EXCELLENCE

World Radio History

What Are The Radio Wayne Awards

— and how are the winners selected?

The Radio Wayne Awards were founded in 1992 by *Radio Ink* magazine to recognize those outstanding salespeople, managers, and broadcasters who exemplify the best in Radio.

These awards were named in honor of "Radio Wayne" Cornils, who, besides being a small-market Radio broadcaster, served for many years as executive vice president of the Radio Advertising Bureau, as well as senior VP/Radio at the National Association of Broadcasters. Wayne was one of those rare individuals who "got it" — who understood the tremendous power of Radio — and he spent his entire career promoting the industry's inherent values to broadcasters, advertisers and listeners alike.

Wayne Cornils passed away in 2000, but through the Radio Wayne Awards, his spirit — and his everlasting belief in Radio — live on!

The Radio Wayne Awards will be presented this time to individuals in seven categories:

- » Streetfighter (Account Executive) of the Year
- » NTR Director of the Year — NEW
- » Sales Manager of the Year
- » Director of Sales of the Year
- » General Manager of the Year

» Market Manager of the Year

» Broadcaster of the Year

The nomination process this year began in early September and continued into November. Nominations were submitted electronically via a link on the *Radio Ink* website (www.Radioink.com). After the nomination deadline passed, every nominee was sent a packet of materials, including some specific questions to be answered on blank white paper (otherwise known as blind submissions) and returned to *Radio Ink*. At that point, a panel of judges, selected for their expertise in specific categories, reviewed the submitted materials, scored them, and returned them to *Radio Ink*.

Radio Ink's Editorial Board tabulated the results in each category. Each finalist's submission underwent another round of judging to pick the winners, who will be announced at RAB2003 in New Orleans on Saturday, February 1.

To this year's Radio Wayne Award finalists, *Radio Ink* says, "Congratulations...and best of luck!"

Eric

B. Eric Rhoads, Publisher

Congratulations, Radio Wayne Finalists!



Tim Durkin
DIRECTOR OF SALES



Wendy Hosterman
STREETFIGHTER

shamrock
communications inc.

George Beasley

Chairman/CEO,
Beasley
Broadcast
Group



Ed Christian

President/CEO,
Saga
Communications



Clancy Woods, Sr.

VP/Western
Region,
Infinity Radio
(Phoenix)



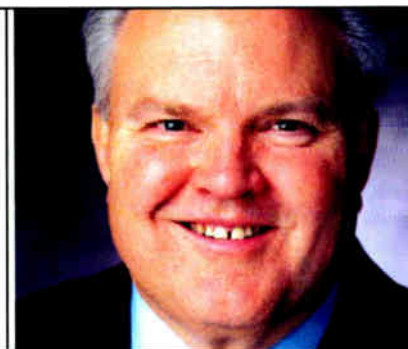
Dick Ferguson

VP/COO,
Cox Radio



Bruce Reese

President/CEO,
Bonneville
International
Corp.



“Best of the Best” — Past Radio Wayne Award Winners

2002

Joan Gerberding
Broadcaster of the Year
Vicki Connor GM of the Year
Jeff Tyler MM of the Year

Charles Wood
Director of Sales of the Year
Kathryn Keown
Sales Manager of the Year
Heidi Steinmann-Sankey
Streetfighter

2001

John Borders
Broadcaster of the Year
Alan Lincoln GM of the Year
Donna Baker MM of the Year

Janna Davis
Director of Sales of the Year
Carole Bowen co-Sales
Manager of the Year
Steve Sandman co-Sales
Manager of the Year
Dawn Jones
Streetfighter of the Year

2000

Dean Sorenson
Broadcaster of the Year
Daryl O’Neal GM of the Year

Julie Kahn
Director of Sales of the Year
Lee Coleman SM of the Year
Shierine Eskandary
Streetfighter of the Year

1999

Mary Quass
Broadcaster of the Year
Kristine Foate GM of the Year
Jim Thompson
Director of Sales of the Year
Linda Taber SM of the Year
Gerry Franzen
Streetfighter of the Year

1998

David Pearlman
Broadcaster of the Year

Jake Karger GM of the Year
Sean Luce sm of the Year
Sherman Kizart
Streetfighter of the Year

1997

Jerry Lee
Broadcaster of the Year
Tony Salvadore GM of the Year
Carey Davis SM of the Year
Julie Rapp Russell
Streetfighter of the Year

1996

Bill Burton
Broadcaster of the Year
Larry Summerville
GM of the Year
Gary Rozynek SM of the Year
Lori Snyder
Streetfighter of the Year

1995

H. Roger Dodson
Broadcaster of the Year
Art Sutton GM of the Year
Billy Grooms SM of the Year
Pepper Ricci
Streetfighter of the Year

1994

Skip Finley
Broadcaster of the Year
Karen Carroll
Woman of the Year
Lou Vito/Linda Byrd
GMs of the Year
Martiey Miller SM of the Year

1993

Cary Simpson
Broadcaster of the Year
Mary Bennett
Woman of the Year
Bob Poe GM of the Year
Louise Kramer SM of the Year

1992

Val Maki
Broadcaster of the Year

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KATZ | RADIO GROUP

christalradio.com

World Radio History



Lee Larsen,
Clear Channel/
Denver



Eric Mastel,
Entercom/
Norfolk, VA



Tony Richards,
Federated Media,
Ft. Wayne, IN



Dale Schaefer,
Radio One/
Louisville



**Cindy Weiner-
Schloss,**
Clear Channel/
Albuquerque

Congratulations to our many affiliates on being recognized by your peers as the best of the best!

NTR Director

Gina Benjamin, Pamal Broadcasting/Beacon, NY

Director of Sales

Dan Barron, Memphis Radio Group

Kevin Lein, Wilks Radio/Des Moines, IA

Streetfighter (Account Executive)

Dan Austin, Albany Broadcasting Co.

General Manager

Rick Jackson, Jefferson-Pilot/Charlotte, NC

Cary Pahigian, Saga Communications/Portland, ME

Sales Manager

Frank Malambri, Regent Broadcasting/Lafayette, LA

Market Manager

Cindy Weiner-Schloss, Clear Channel/Albuquerque, NM

Broadcaster of the Year

Ed Christian, Saga Communications

Clancy Woods, Infinity Radio

Dick Ferguson, Cox Radio

Eric P. Straus, President

Direct line: 845-471-1450

e-mail: eric@regionalhelpwanted.com

Bill Cloutier, Executive Vice President

Direct line: 716-689-0102

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Ever lasting: *We build our client relationships for life. We live to make your database bigger, your messages targeted, your ratings higher and your revenue more robust.*

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Jefferson-Pilot/
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Laura Morris
Infinity/
Houston



Cary Pahigian
Saga
Communications/
Portland, ME



Jeff Parke
Anaheim
Broadcasting,
Redland, CA



Jim Watkins
Howard
University Radio,
Washington, DC

Photo credit: Lucas Myers

**Congratulations,
Jeff, Curtis, Jamie
and all Radio Wayne
finalists, for being
the best of the best!**

— Sean Luce

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LPG
"get it done"

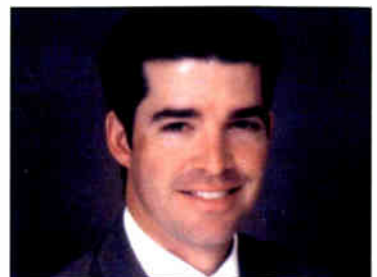
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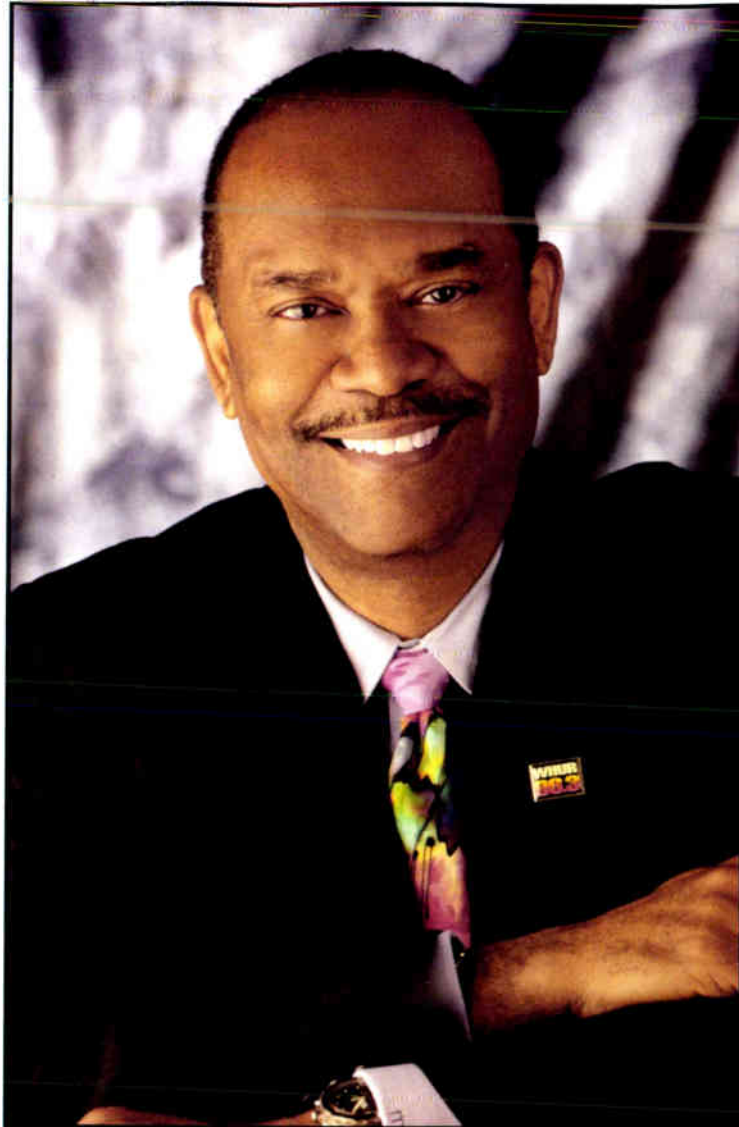
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Curtis Parcell
Anaheim Broadcasting



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The management and staff
of WHUR-FM
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as a finalist for this very
outstanding award,
Radio Wayne General Manager of the Year.

Radio Wayne Award Finalists

» Director Of Sales of the Year



Dan Barron
Memphis
Radio Group



Tim Durkin
Shamrock
Communications/
Scranton, PA



Doug James
Radio One/
Louisville, KY



Kevin Lein
Wilks Radio/
Urbandale, IA



Art Volpe
Entercom/
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Gina Benjamin,
Pamal
Broadcasting,
Beacon, NY



Peg Buehrle
Clear Channel/
Columbus, OH



Ann Kearney
Jefferson-
Pilot/Denver

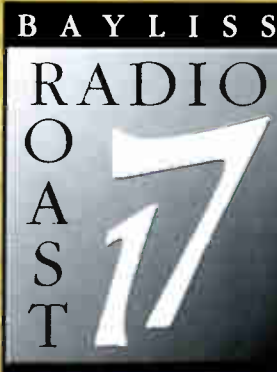


Kristi Myers
Clear Channel,
Hamden, CT



Stefan Rosenberg
Entercom/
Norfolk, VA

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The Pierre, New York City

Roastee: **John Hare**

ABC Radio Division

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Jamie Futrell
Bristol
Broadcasting/
Paducah, KY



Rich Heller
WDHA-FM,
WMTR-AM
(Greater Media)
Cedar Knolls, NJ



Frank Malambri
Regent
Broadcasting/
Lafayette, LA

Hey, Radio guys!

Which non-radio speakers did you love at RAB?

C.W. Metcalf — humor, risk, change

Mimi Donaldson — men and women

Dr Sean Joyce — leadership, management, sales

Eileen McDargh — resilient spirit

Gene Staland — economy

Denis Berkson — creativity

Janet Lapp — change

Keith Harrell — attitude

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WATH/WXTQ,
Athens, OH



Matt Mills
WTOP-AM/FM
(Bonneville),
Washington, DC



Curtis Parcell
KOLA-FM
(Anaheim
Broadcasting)
Redlands, CA



Brian Pitts
WVNN/WUMP,
Huntsville, AL



Ron Pell
Buckley Radio/
Bloomfield, CT

Sound is our **focus.**
Airwaves our **business.**
Broadcasting our **passion.**

Congratulations!

George G. Beasley — Finalist, Broadcaster of the Year

Mathew Bell — Finalist, Sales Manager of the Year

Danny Highsmith — Nominee, Market Manager of the Year

Greg Reed — Nominee, General Manager of the Year

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WKSS (Clear
Channel),
Hartford, CT



Wendy Hosterman
KMYZ (Shamrock),
Tulsa, OK



Ron King
New Northwest
Broadcasters,
Yakima, WA

THANKS FOR ALL YOUR HARD WORK! CONGRATULATIONS TO OUR RADIO WAYNE AWARD NOMINEES!

AE of the YEAR

Kandi Malley Joseph DeLao
Carla Rogers Tammy Willemborg
Cally Simpson Melissa McCown

DIRECTOR of SALES of the YEAR

Diane Holt

SALES MANAGER of the YEAR

Nick Peterson & Dan Blanchard

GENERAL MANAGER of the YEAR

Laura Morris





**Kandi Malley and
Cally Simpson**
Infinity/Houston
(co-nomination)



Ashley McGhee
KTCL
(Clear Channel),
Denver



Tina Rockwell
WBZU (Entercom),
Madison, WI



Rick Silipigni
WTOP (Bonneville),
Washington, DC



Drew Wilder
WCCC-FM
(Marlin
Broadcasting),
Hartford, CT

Congratulations, **Drew**



Drew Wilder
Finalist, Streetfighter of the Year

From everyone at
WCCC-FM and WTMI-AM
Marlin Broadcasting





RADIO WAYNE AWARD NOMINEES AND FINALISTS

3

FINALISTS

Bruce Reese
CEO, Broadcaster of the Year

Rick Silipigni
Streetfighter, WTOP

Matt Mills
Sales Manager, WTOP

CHICAGO
WJOL-FM 97.1
WLSV-FM 97.9
WRNQ-FM 106.3
WTRB-FM 101.9
WTSN-FM 107.7

SAN FRANCISCO
KFI-FM 107.7
KGO-FM 105.7
KHTS-FM 108.0
KUTV-FM 102.5

9

NOMINEES

Bruce Reese
CEO, Broadcaster of the Year

Clif Wilson
Sales Manager, WTMX

Sharon Warren
Sales Manager, KOIT

Joel Oxley
General Manager, WTOP/WGMS

Rose Wolf
Streetfighter, WTMX

Drew Horowitz
*General Manager, WTMX
Market Manager, Chicago*

Chuck Tweedle
*General Manager, KOIT
Market Manager, San Francisco*

Rick Silipigni
Streetfighter, WTOP

Matt Mills
Sales Manager, WTOP

WASHINGTON, D.C.
WJOL-FM 102.5
WTOP-FM 107.7
WTRB-FM 107.7
WTRN-FM 104.1
WVBC-FM 104.9
WXLN-FM 102.0

ST. LOUIS
WLSV-FM 107.7
WTRB-FM 107.7
WVBC-FM 104.9
WXLN-FM 102.0

SALT LAKE CITY
KSL NEWSRADIO 1300
KJZZ-FM 107.7
KJZZ-FM 107.7
KJZZ-FM 107.7
KJZZ-FM 107.7

CONGRATULATIONS

20 great radio stations
1 fabulous television station
1,000 of the best employees in the industry
5 wonderful communities



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**BONNEVILLE
INTERNATIONAL**



RADIO DISCOVERS Columbus

All About Columbus

Demographics

Ethnicity

White	67.9%	Hispanic	2.5
African-American	24.5	Native American	0.3
Asian	3.4	Hawaiian Islanders	0.1
Multiracial	2.6	Other	1.2

Population

	1990	2000
Under 5	50,122	53,347
5-19	123,775	143,073
20-44	305,809	324,723
45-64	95,262	127,296
65-plus	57,939	63,031
Total	632,910	711,470

The City of Columbus 2000 population is 711,470, making it the largest city in Ohio and the 15th largest city in the nation. The city population grew 12.4 percent since 1990. About 80 percent of the 1990-2000 population growth occurred in the area annexed by the city before 1990.

Income

Average median household income:	\$37,897
Average per capita income:	\$20,450

Education

High school graduates (25+)	83.8%
Earned bachelor's degree	29.0

Source: U.S. Census Bureau

Columbus, in the center of the state of Ohio, is also the center of the state's government — and much of its business, as well. Five Fortune 500 and seven Inc. 500 companies are based in Columbus, and the city is a thriving hub of manufacturing, high tech, banking, insurance, retail, service, education and transportation. Such national companies as Wendy's, Worthington International, CompuServe, Bank One, Red Roof Inns, and Limited Brands were founded and continue to operate in the greater Columbus area, the third fastest-growing metro region in the Midwest. This growth, fastest in the state, began in earnest in the early 1980s and has continued in a robust fashion through today. In 1990, local business starts totaled 3,851, increasing to 4,846 in 2000.

The entire region enjoys a cost of living equivalent to most of the Midwest — groceries, clothing, durable goods, transportation, and health care cost essentially the same as those in Cleveland, Cincinnati and Minneapolis. Also, because of the ongoing growth of the business community, the city boasts an unemployment rate well below national and state levels.

The greater Columbus metro boasts two major-league sports teams — the National Hockey League Blue Jackets and Major League Soccer's Crew — as well as the Clippers, a Triple A franchise of the New York Yankees. Each spring, the world's best golfers converge at Muirfield Golf Club in suburban Dublin for the Memorial Tournament. More than a dozen colleges and universities offer nearly every collegiate sport.

One of the largest campuses in the world is at Ohio State University, located on 1,644 acres two miles north of downtown Columbus. There also are several highly acclaimed private institutions, such as Capital University, DeVry Technical Institute and Columbus College of Art and Design, which contribute to an overall student population above 90,000.

Columbus also boasts a symphony orchestra, grand and light opera companies, a critically acclaimed ballet company, three historic theaters, and several art museums. Restaurants offer everything from Ethiopian to Brew Pubs, while live music clubs cover alternative rock to country.

Sources: The Columbus SuperSite <http://www.columbus.org/>; <http://www.columbus.org/>; www.greatercolumbus.org

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Columbus Market Stations

Station Listings: *Radio Ink*, ©2002. Ratings Source: The Arbitron Company, ©2002. Ratings used in this market profile are Monday-Sunday, 6:00 am to Midnight, 12+ Average Quarter Hours shares.

Station	Format	Owner	Su '02	Phone	URL
WTVN-AM	News/Talk	Clear Channel	8.1	614-486-6101	wtvn.com
WCOL-FM	Country	Clear Channel	5.5	614-486-6101	wcol.com
WNCI-FM	Hot AC	Clear Channel	9.0	614-430-9624	wnci.com
WSNY-FM	AC	Saga	6.6	614-451-2191	sunny95.com
WCKX-FM	Urban Contemporary	Radio One	7.5	614-487-1444	radio1col.com
WBNS-FM	Hot AC	RadiOhio	6.6	614-460-3850	971moremusic.com
WLWQ-FM	Rock	Infinity	5.8	614-225-9465	qfm96.com
WBZX-FM	Active Rock	North American	5.7	614-481-7800	wbzx.com
WXMG-FM	Urban Adult AC	Radio One	2.8	614-487-1444	radio1col.com
WHOK-FM	Country	Infinity	2.7	614-225-9465	whok.com
WWCD-FM	Alternative	Ingleside	2.1	614-221-9923	cd101.com
WBNS-AM	Sports	RadiOhio	1.5	614-460-3850	1460thefan.com
WODB-FM	Oldies	Pending sale (Saga)	2.5	614-451-2191	oldies1079wodb.com
WCLT-FM	Country	WCLT Radio	2.2	740-345-4004	wclt.com
WFJX-FM	Classic Rock	Clear Channel	2.6	614-430-9624	1057thefox.com
WCVO-FM	Christian AC	WCVO Inc.	2.0	614-855-9171	
WJZA/WJZK	Smooth Jazz	Scantland	2.5	614-766-5200	columbusjazz.com
WMNI-AM	Adult Standards	North American	2.7	614-481-7800	wmni.com
WEGE-FM	Classic Rock	North American	1.7	614-481-7800	eagle1039.com
WAZU-FM	Active Rock	Infinity	1.7	614-225-9465	thebigwazu.com
WSMZ-FM	Urban	Stop 26	1.1	614-469-1930	wsmz.com
WJYD-FM	Contemporary Inspirational	Radio One	0.6	614-487-1444	radio1col.com
WNKO-FM	Oldies	Runnymede	0.6	740-522-8171	wnko.com
WVVO-AM	Gospel	(new) Percy Squire	0.5	614-883-6400	<i>Under construction</i>
WZNW-AM	Sports/Talk	Clear Channel	0.7	614-486-6101	talk1230thezone.com
WRFD-AM	Christian Talk	Salem	N/A	614-885-0880	wrfd.com

About Radio Ink's Market Profile For Radio Advertisers

More than 1.5 billion dollars in national, regional, local and network Radio advertising is placed by the marketing directors, advertising executives, media buyers and planners who read each issue of *Radio Ink*. We put together a panel of experts to help us design the ultimate market profile. These advertising executives have told us of a need to know more about the markets and the stations to enable them to make Radio buys beyond the numbers. They have told us they need to know more about station promotions, talent, events, programming and merchandising. We've given every Radio station in the marketplace an opportunity to put its best foot forward to showcase its programming, talent, promotions and success stories.

Each issue of *Radio Ink* will feature at least one market profile to fill this need. These profiles are designed to be pulled from the issue and kept in a notebook as an ongoing market reference. Our intent is to update the information annually. We welcome your feedback in order to evolve this to your exact needs. If you want a list of up-coming markets, or have interest in being included in an upcoming market profile, please contact us at profiles@Radioink.com.

Households

- » There are 301,534 households in Columbus, vs. 256,996 households in 1990.
- » Family households make up 54.8% of all households in 2000, compared with 58.6% in 1990.
- » Non-family households increased from 106,508 in 1990 to 136,154 in 2000.
- » "Married with children" households make up 16.5% of all households; 9.3% of households are female-headed households with children.
- » 21,225 people (3.0% of the population) live in a household as an unmarried partner.

Housing

- » The number of housing units grew from 278,084 in 1990 to 327,175 in 2000, a 17.7% increase.
- » 49.1% of occupied housing units are owner-occupied; 50.9% are renter-occupied. This represents a 23.6% increase in owner-occupied units since 1990.
- » The price of homes in the greater Columbus region ranges from \$70,000 to \$350,000.

Major Businesses

Some of the corporations that call Columbus home: Sterling Commerce, Bank One, Battelle, Applied Innovation, Wendy's International, Nationwide Insurance, Huntington National Bank, Spiegel/Eddie Bauer, Honda of America, American Electric Power, Claremont Technology Group, Worthington Industries, Ameritech, Metatec Corporation, LCI International, and The Limited.

Universities

Ashland University
 Capital University
 Central Michigan University in Columbus
 Columbus College of Art and Design (CCAD)
 Columbus State Community College
 Denison University
 DeVry University
 Franklin University
 Hondros College
 Mt. Carmel College of Nursing
 Ohio Dominican College
 The Ohio State University
 Otterbein College
 Trinity Lutheran Seminary

Climate

Columbus has a moderate climate with four distinct seasons. Average annual temperature is 53 degrees, with the average monthly temperature in January at 28 degrees and July at 75 degrees. The city annually receives an average of 37 inches of rainfall and 28 inches of snowfall.

Sports

Columbus Blue Jackets (NHL)
 Columbus Crew (Major League Soccer)
 Columbus Clippers (Triple A baseball)
 Ohio State Buckeyes (34 varsity sports)
 Columbus Landsharks (indoor lacrosse)
 Thoroughbred Racing (Beulah Park)

Source: <http://www.columbus.org/business/index.html>

**Station Profiles:
RadiOhio Inc.
— Columbus**

VP/General Manager: Dave Van Stone 614-460-3713, dave.vanstone@radiohio.com
175 South Third Street, Columbus, OH 43215. Fax: 614-460-2831
Director of Sales: Kurt Sima, 614-460-2806, kurt.sima@radiohio.com
Website: www.radiohio.com
National Rep Firm: Christal

Any radio station can sell you a spot schedule, and throw in a cheesy promotion that accomplishes nothing. At RadiOhio, we take our commitment to helping our customers seriously. Every seller at RadiOhio is trained to get you results by the Center for Sales Strategy (CSS). Our goal isn't just to "get the order," but to help you solve your marketing problems. Our approach in this regard is unique to the market and equips our sellers to enhance your ROI by using the following tools:

Marketing Strategy Model:

Are you faced with the daunting task of developing a marketing plan? Our sellers can help by walking you or your client through a process called "the marketing strategy model." We'll help you pinpoint your target consumer, determine the benefits sought by this target consumer, conduct a competitive analysis and create a positioning statement and sales tactics that will get results! This may sound pretty complicated, but our step-by-step process makes it easy for you — just give us a try!

Brainstorming:

Need an idea or solution to a marketing or advertising problem? We're here to help via a big-group brainstorming session, small-group speed-storming session or virtual group e-storming! No problem is too big or too small for us to handle. If you give us a problem, we'll give you a long list of possible solutions. It's simple, quick and, most often, fun!

Optimum Effective Scheduling (OES):

While we don't own exclusive rights to use optimum effective scheduling (OES) in Columbus, we sell more OES schedules than any other broadcast group in the market! Why is that? One reason: We care about getting results for our customers, and OES schedules are eight times more likely to get results for customers than non-OES schedules!

The RadiOhio Success Log:

We're proud of our ability to get results for our customers — in fact, we're so proud that we've published a book featuring our customers' most significant success stories. We'd really appreciate the opportunity to review these real life stories with you — who knows, we may even feature your business in our next publication!

Please contact the RadiOhio results hotline, 614-460-2806, to find out how a RadiOhio seller can help you improve your results and ROI from your advertising dollars.

WBNS-FM 97.1

FORMAT: Hot AC TARGET: Adults 25-54
RANK: #1

Program Director: Jeff Ballentine
Line-Up: AM drive, Paul Peterson and Lisa Kick; Mid-day, Robin Cole; PM Drive, Mark Dantzer; Evenings, Amy Dunn
97.1 More Music was Columbus' No. 1 adult 25-54 station in the most recent Arbitron survey! The station features a mass-appeal mix of pop and pop alternative music by groups such as Matchbox 20, U2, The Dave Matthews Band, The Goo Goo Dolls and Cheryl Crow. Additionally, WBNS-FM also carries a unique nine-unit commercial limit per hour. This feature allows the station to deliver "More Music" to the listener and deliver top value to advertisers, who do not have to worry about their spots' being buried in the six- to nine-minute stop sets featured on other stations in the market!

WBNS-AM 1460 THE FAN

FORMAT: Sports TARGET: Men 25-54
RANK: #1 Sports

The exclusive live, local sports station in Columbus, 1460 The Fan delivers the highly desired upscale male listener. WBNS-AM is the exclusive play-by-play home of Ohio State Buckeye football and basketball, and Columbus Blue Jacket hockey. 1460 The Fan also features high profile shows like Kirk Herbstreit, Chris Spielman and Ian Fitzsimmons plus popular ESPN hosts Dan Patrick and Tony Kornheiser. As central Ohio's #1 choice for entertainment and sports programming, 1460 The Fan is the definitive station for reaching the professional male listener in the market!

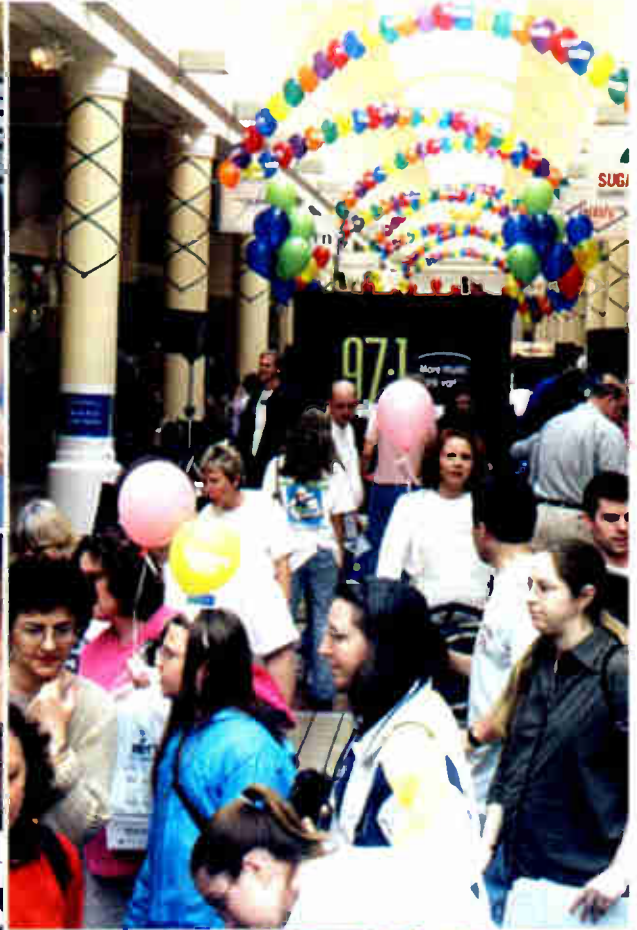
**The Ohio State Sports and
The Ohio News Networks**

FORMAT: State Sports/News
RATINGS: Cumc P12+: 1,000,000+ weekly listeners

The Ohio State Buckeye football and basketball networks and the Ohio News Network (ONN) deliver more than a million listeners a week throughout the state of Ohio! These networks make buying the entire state easy and cost-effective for the advertiser — it's one-stop shopping, one sales representative, one negotiation and one bill!

Success Stories:
RadiOhio Inc.
— Columbus

VP/General Manager: Dave Van Stone 614-460-3713,
dave.vanstone@radiohio.com
175 South Third Street, Columbus, OH 43215. Fax: 614-460-2831
Director of Sales: Kurt Sima, 614-460-2806, kurt.sima@radiohio.com
Website: www.radiohio.com
National Rep Firm: Christal



97.1 For Kids

WBNS-FM developed an event-marketing platform called 97.1 For Kids, designed to:

- » Give listeners with children the opportunity to attend quality events together!
- » Give advertisers the opportunity to market to parents via product sales, sampling, coupon distribution, branding and database development.

WBNS-FM held its first 97.1 For Kids Reading Festival [all photos this page] in April. More than 4,000 parents and kids shared hours of fun with Arthur the Aardvark, Mother Goose and celebrity readers, and such activities as bookmark making, face painting and meeting Ohio authors.

The 2003 event is scheduled for February. Contact event marketing coordinator Wanda Kline at 614-755-2073 to get involved with this and other events!

Station Profiles:
Radio One
 — Columbus

VP/GM: Charles H. Richardson, 614-487-1444,
 crichardson@radio-one.com

1500 West Third Ave., Ste. 300, Columbus, OH 43212. URL: radio1col.com

Group Owner: Radio One, Inc.

DOS: Skip Bednarczyk; GSM: Shawneen C. Thompson

Rep Firm: D & R

Radio One, founded in 1980, is the seventh largest radio broadcasting company in the United States, based on 2001 pro forma net revenue. We are also the largest radio broadcasting company in America to primarily target African-Americans.

We own and/or operate 65 stations in 22 markets. Thirty-six of these stations (26 FMs and 10 AMs) are in 14 of the top 20 African-American radio markets. We also program five channels on the XM Satellite Radio system.

Our strategy is to expand within our existing markets and into new markets that have a significant African-American presence. We believe radio broadcasting that primarily targets African-Americans has significant growth potential.

We also believe that we have a competitive advantage in the African-American market and the radio industry in general, due to our primary focus on urban formats, our skill in programming and marketing these formats, and our turnaround expertise.

Besides Columbus, our portfolio includes Atlanta, Augusta, Baltimore, Boston, Charlotte, Cincinnati, Cleveland, Dallas, Dayton, Detroit, Houston, Indianapolis, Los Angeles, Louisville, Miami, Minneapolis, Philadelphia, Raleigh-Durham, Richmond, St. Louis and Washington, DC.

WCKX-FM 107.5

FORMAT: Urban Contemporary TARGET: Adults 18-49
 RANK: #3, A18-49: 1.2

Program Director: Paul Strong

Line-Up: : 6-10a, *Power Morning Crew* with Paul Strong, Daphne Bell and Konata Holland; 10a-2p, Teresa Terry; 2-6p, Vonroy Gee; 6-10p, Sean Anthony; 10p-2a, Keith Jones; 2-6a, B-Slim.

Urban-format Power 107 has become a mainstream radio station to the Columbus Metro. In fact, this station is ranked the #1 station in Time Spent Listening, and its audience has a 50/50 white/black ratio. Power 107 continues to gain popularity as the urban format crosses into all genres of music, redefining "urban" not only as a format, but also as a lifestyle.

WXMG-FM 98.9

FORMAT: Urban AC TARGET: Women 25-54
 RANK: #8

Program Director: Paul Strong

Line-Up: : 6-10a, Warren Stevens; 10a-3p, Andria Williams; 3-7p, Chuck Patterson; 7p-midnight, (Quiet Storm) Dan McKay. *Magic 98.9 R&B and Classic Soul* targets adults, skewing toward women 25-54. The station's greatest strength is with adults from 6am-7pm, as well as its best mix of R&B slow jams with the Quiet Storm. Qualitatively, this audience is in life's acquisition stage — they earn, shop and spend!

WJYD-FM 106.3

FORMAT: Inspirational Contemporary TARGET: Black Adults 25-54
 RANK: #8

Program Director: Paul Strong

Line-Up: : 6-10a, Dawn Mosby and Michael J; 2-6p, Marco Rivera. Joy 106.3 is Columbus' best gospel station, targeting black adults 25-54. Joy 106.3 is one of a few FM gospel stations in the country and is focused on inspiring the lifestyles of its loyal listeners. Overall, this format is the third most popular format among African-American listeners. Qualitatively, more than 19 percent of this audience earns \$75,000+ — and more than 60 percent has attended college.

Success Stories:
Radio One
 — Columbus

VP/GM: Charles H. Richardson, 614-487-1444,
 crichardson@radio-one.com

1500 West Third Ave., Ste. 300, Columbus, OH 43212. URL: radio1col.com

Group Owner: Radio One, Inc.

DOS: Skip Bednarczyk; GSM: Shawneen C. Thompson

Rep Firm: D & R

Byers Chrysler Plymouth

PROBLEM: The Byers Chrysler Plymouth store in downtown competes with dealerships around the city, suburbs and among its own group. The challenge: how to reach more qualified buyers effectively at the downtown location.

SOLUTION: After several attempts over the past year, Byers Chrysler Plymouth took a more serious look at the African American audience. Together, agency and station presented a high-frequency, cost-effective campaign on Joy 106.3, Columbus' exclusive FM gospel station. Many dealerships were not focused on a gospel station, and Joy 106.3 delivered a high qualitative audience. Byers instantly found new consumers in the market, quickly positioning themselves as the leader among this audience with top-of-mind recognition. Personalized commercials with Finance Manager Shelly Olson invited listeners to visit her directly to find a vehicle to suit their budgets.

RESULTS: The dealership received 15 to 30 calls per day and increased sales by 20 cars monthly. This audience referred friends and family to the location. Byers now advertises only on Joy 106.3 WJYD. The dealership continues to advertise a high-frequency schedule and plans to continue throughout 2003.

**Hill Distributing/
 Heineken and Corona**

PROBLEM: Developing brand recognition among African-Americans as well as increasing product sales.

SOLUTION: Meeting with Larry Maher, executive vice president at Hill Distributing, we discussed how Radio One could help the distributor reach African-American consumers. In addition to 60-second commercials with ethnic theme announcers, WCKX was able to include such products as Heineken, Corona, Amstel Light and Smirnoff Ice at high-profile events produced by Radio One's Power 107.5.

RESULTS: Heineken has been the exclusive beer sponsor at the Power 107 Anniversary Party for the past four years. As the exclusive beverage sponsor, Hill Distributing has the opportunity to market its products to more than 2,500 African-Americans age 21-44. This exclusive sponsorship at our anniversary party and party series has the Hill Distributing product in the hands of Columbus' African-Americans, resulting in brand awareness.

NFL Blue Jackets

PROBLEM: To promote the celebration of diversity in hockey with the National Hockey League's Columbus Blue Jackets for the Willie O'Ree All-Star game targeted to a diverse audience.

SOLUTION: Use Radio One to increase awareness of Willie O'Ree, the first African-American in the NHL, and to promote inner-city hockey programs throughout America. Radio One promoted the 7th annual event and supported it with a live remote broadcast, ticket giveaways and on-air promotion.

RESULTS: The event set a new attendance record for the Willie O'Ree All-Star game. With more than 4,000 fans, the record-setting event enlightened the NHL Columbus Blue Jackets about the power of Power 107's audience and its strength: "If you invite our audience, they will come."

The City Center Mall

PROBLEM: Reaching the mall's target audience and driving traffic to it. The City Center Mall is located in the heart of downtown Columbus. The downtown area generally shuts down after 5:00 p.m. The City of Columbus Mayor Michael Coleman and the Downtown Commission are attempting to revitalize the area by bringing people back downtown to live, eat and especially shop!

SOLUTION: The marketing manager for City Center said its target consumers live in residential areas within a 5-mile radius of the mall. Mall management met directly with Radio One, and the two groups came up with a marketing plan that included exclusive use of Power 107.5, Magic 98.9, and Joy 106.3 stations to reach new target consumers and to continue to reach the 30 percent of African-Americans and OSU students who frequent City Center Mall. The Mall will run consistent radio schedules on these stations and participate in NTR events throughout 2003, positioning itself as a partner and leader in the community.

RESULTS: The Radio One group has conducted live remotes and on-going radio schedules, and it will implement several promotions to encourage shopping at City Center Mall. Radio One will track the successes and create events that will add to the typical shopping experience.

Station Profiles:
North American
Broadcasting
— Columbus

VP/GM: Mark Jividen, 614-481-7800, mjividen@nabco-inc.com
 1458 Dublin Road, Columbus, OH 43215
 VP/Dir.of Sales: Tom Simkins; GSM: Jim Pontius
 Group Owner: North American Broadcasting Company, Inc.
 Rep Firm: D&R Radio

North American Broadcasting Company, Inc. is a locally owned, central Ohio media company established in 1957, delivering three of the most diverse radio stations in the market, each targeting a different demographic with little duplication. WBZX (99.7 The Blitz), is New Rock, targeting men 18-44; WEGE (Eagle 103.9) is Rockin' '80s and '70s, targeting persons 25-54; and WMNI (920AM) is Adult Standards, reaching listeners 45+. Each station provides a format that is very attractive to advertisers. WBZX is a perfect fit for such advertisers as soft drinks, sports entertainment, concerts, recruitment, and adult beverages. WEGE is great at reaching the affluent professional family, which is very targeted for car dealerships, homebuilders, and financial institutions. WMNI reaches the older adult, perfect for financial planners, health care providers, condominium builders, and travel agencies.

Not only do North American Broadcasting stations provide formats targeted to diverse listenership and advertisers, we also deliver a second-to-none staff of experienced, creative and hard-working individuals. From programming to sales to promotions, we strive to come up with the most effective advertising/promotional campaigns for our partners. Each department works closely with the others, maximizing individual strengths in developing the most effective campaigns for our clients, while maintaining the integrity, goals and images of each station.

Our company's locally owned aspect emits an atmosphere of employee ownership in all that we do. Our programming, marketing, promotions and sales strategies are created in Central Ohio, specifically and effectively targeting Central Ohio listeners, delivering results for advertisers who strive to put their fingers on the pulse of Central Ohio consumers. We understand the needs of the Columbus audience and work tirelessly to fulfill these needs better than anyone else in the market.

Present your message to diverse and targeted audiences with little duplication on "New Rock 99.7 The Blitz" (WBZX), reaching young, active persons ages 18-44; Eagle 103.9 (WEGE), delivering affluent, professional families; and 920AM (WMNI), providing the high-disposable-income, empty-nester audience. These stations are proudly brought to you by locally owned North American Broadcasting Company, Inc.

WEGE-FM 103.9

FORMAT: Classic Rock TARGET: Adults 25-44
 MARKET RANK: #12

Program Director: Hal Fish
Line-Up: 6a-noon, Kelly Quinn; noon-6p, Rick Adams; 6p-midnight, Mark Richards; Mark "The Shark," Sports 103.9FM "The New Eagle" focuses primarily on popular rock hits played during the 1980s and 1970s. The audience is comprised of adults (ages 30-44) who grew up during that time. Eagle 103.9 delivers an upscale audience that works full time, owns a home, and enjoys the finer things in life. Artists you'll hear: John Mellencamp, The Police, Tom Petty, U2 and Foreigner. It's also the flagship station for Columbus' Major League Soccer team, The Columbus Crew. The station website is www.eagle1039.com. The local sales manager is Frank Fraas.

WBZX-FM 99.7

FORMAT: Active Rock TARGET: Men 18-44
 MARKET RANK: #1

Program Director: Hal Fish
Line-Up: 6-10a, Howard Stern; 10a-3p, Scoop Richards; 3-8 p, Ronni Hunter, 8p-midnight, Blazor; midnight-6a, Shannon Steele; Mark "The Shark," Sports WBZX-FM is New Rock 99-7 "The Blitz," which showcases the latest New Rock music from today's best existing and up-and-coming rock bands. Hear Pearl Jam, Tool, Korn, Limp Bizkit, System of a Down, Disturbed, and more. 99.7 The Blitz reaches active, loyal, on-the-go consumers entering their peak spending years. This very valuable listener is difficult to reach through any other medium. Frank Fraas is LSM. The station website is www.wbzx.com.

WMNI-AM 920

FORMAT: Adult Standards TARGET: Adults 45+
 MARKET RANK: #3

Program Director: Steve Cantrell
Line-Up: : 5:30-10a, Dave Sherman; 10a-noon, Jeff Rollins; noon-4p, Chick Watkins; 4-9p, Ed Brand; 9p-2a, Dan Armstrong; 2-5:30a, Mark Haden AM Stereo 920 WMNI is a blend of top-selling music by the world's best artists, including Tony Bennett, The Carpenters, Barbra Streisand, Johnny Mathis, Barry Manilow, Neil Diamond, and selected '80s favorites, such as Lionel Richie, Celine Dion, James Taylor and Elton John. Always evolving to reach the upscale 45+ adult, WMNI creates opportunities to reach an audience between Talk and Soft AC stations in the Columbus market. In addition, WMNI is Columbus' home of the Cleveland Indians, Notre Dame football, Indianapolis 500, Brickyard 400 and *Plant Talk*, featuring Fred Hower. The station website is www.wmni.com. LSM is Brett Johnson. 8

Success Stories:
North American
Broadcasting
— Columbus

VP/GM: Mark Jividen, 614-481-7800, mjividen@nabco-inc.com
 1458 Dublin Road, Columbus, OH 43215
 VP/Dir.of Sales: Tom Simkins; GSM: Jim Pontius
 Group Owner: North American Broadcasting Company, Inc.
 Rep Firm: D&R Radio

Tire Discounters

PROBLEM: Because a number of national tire companies are opening stores in the Central Ohio area, Tire Discounters wanted to capitalize on the fact that it is locally owned and operated and, with two stores, could compete with the national chains.

SOLUTION: Tire Discounters used Eagle 103.9 exclusively during 2002, with a 20 spot-per-week radio campaign airing Wednesday to Saturday. The creative of the campaign focused on the owner of Tire Discounters, Dave Hamad, who acted as host of a fictitious call-in show called *Tire Time*. During the commercial, Dave answered a variety of questions about tires, safe driving and other automotive issues. Themes included Dave "The Tire Man," Dave "We Do More Than Just Tires," and Dave "I Care About Your Safety."

RESULTS: "Because of the campaign, I saw an increase in the number of customers who identified with the issues we discussed in the commercials," says Hamad. "The campaign has been so successful that my brother is considering a similar campaign in his market."

GameWorks

PROBLEM: GameWorks, an entertainment destination located in upscale Easton Town Center, was entering the market and needed to establish itself as "The Best Place To Eat, Drink, Party And Play." Its objective was to create exposure in Columbus and draw people to the establishment. Its target audience is Adults 18-49.

SOLUTION: GameWorks teamed with WBZX-FM 99.7 The Blitz to create exposure and excitement around GameWorks and the business' first New Year's Eve party. GameWorks ran a three-week radio campaign on WBZX-FM to market the New Year's Eve party. The event entailed a live broadcast on The Blitz, a live band that played 9 pm-12:30 am, a champagne toast, and VIP party for contest winners (Blitz listeners). The Easton Town Center GameWorks ended up having the largest New Year's Eve GameWorks party in America.

RESULTS: "WBZX has proven to be a fantastic advertising partner for GameWorks, and New Year's Eve is a perfect example of our success with the station," says Deb Thompson, director of regional marketing for GameWorks. "The last two years, we have hosted one of the largest New Year's Eve parties in the city of Columbus. WBZX has an incredibly active audience and a proven ability to deliver first-class promotions. It is a great feeling to look around our venue and see 36,000 square feet packed with guests having a great time eating, drinking, partying and playing. Each year, we start receiving calls in early December from guests inquiring about our New Year's Eve. We have definitely established ourselves as the best place in Columbus to eat, drink, party and play — and ring in the New Year."

TechSkills

PROBLEM: TechSkills is a national IT training institute. With more than 30 locations nationwide, it was expanding operations to Columbus. TechSkills was searching for the best way to get its message out and to recruit the right candidates.

SOLUTION: TechSkills made the decision to partner almost exclusively with WBZX to secure its position in the Columbus market. TechSkills needed a medium that would get prospective recruits to call and sign up for the next quarter. Surveys completed in the market directed them to WBZX. Research provided by The Blitz proved that this was the active audience TechSkills needed to reach.

RESULTS: After the first campaign aired on WBZX, the phones at TechSkills began to ring. TechSkills surveyed every call and e-mail from potential recruits and found that The Blitz was delivering the professional who wanted to further his or her IT training — or begin it. "The Blitz is a necessary investment for us, and we continue to see successful candidates graduate and further their careers," commented the TechSkills general manager. "WBZX continues to be a mainstay for TechSkills."

Ohio Sleep Medicine Institute

PROBLEM: Ohio Sleep Medicine Institute, a local research center for sleep disorders, was experiencing lackluster response from previous radio advertising campaigns. Its objective was to increase the number of phone calls responding to their call-to-action campaigns.

SOLUTION: Ohio Sleep Medicine Institute is using WMNI extensively, because the station offers a more defined, targeted audience. During each research study, the center needs specific demographic participants to respond to their call-to-action campaigns. Research presented to the center by WMNI showed that the station would deliver this age group more efficiently, coupled with an audience that actively listens to this station for long periods of time.

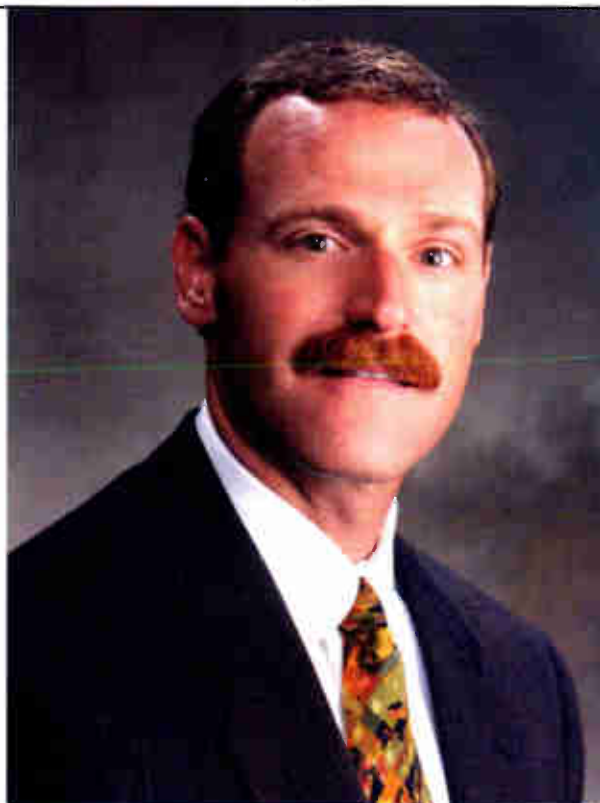
RESULTS: "Our facility is small, with a handful of employees, so when we advertise, the results are important," says Crystal, marketing coordinator for Ohio Sleep Medicine Institute. "For years, we were a loyal advertiser on another (AM) station. In fact, that was our sole advertising effort. Recently, we began conducting clinical trials for our facility, therefore our advertising budget expanded. So I placed advertising on the station we always used. That's when I got the call from WMNI. I gave them a shot, and placed 20 percent of my budget on their station. I received such a huge response from WMNI, that we filled our entire study quota. WMNI listeners are so receptive — and they listen to the advertising. I am now a loyal advertiser on WMNI. WMNI works!"

Personalities:
North American
Broadcasting
 — **Columbus**

VP/GM: Mark Jividen, 614-481-7800, mjividen@nabco-inc.com
 1458 Dublin Road, Columbus, OH 43215
 VP/Dir.of Sales: Tom Simkins, GSM: Jim Pontius
 Group Owner: North American Broadcasting Company, Inc.
 Rep Firm: D&R Radio

President
CEO
Matt Mnich

Matt Mnich leads locally owned North American Broadcasting Company, Inc. Combining knowledge and principles gained from 45 years of family ownership, his energy and forward-thinking enthusiasm are leading our family of stations into a bright and exciting future.



Program Director
WBZX/WEGE
Hal Fish

Hal Fish began his career as a radio programmer in Lansing, MI. He joined North American Broadcasting Co. in 1988 and has programmed WBZX "The Blitz" since it signed-on in July 1992. Fish was instrumental nationally in developing the format now known as Active Rock. Fish added WEGE programming duties to his résumé in 1998.



Promotions Team
Greg Moebius, Nicole Kellner

Promotions Director Greg Moebius and assistant Nicole Kellner pose with the official "Blitz Hummer." With a combined 18 years of promotional experience, the two deliver the most experienced, creative, and efficient promotional team in Central Ohio.

NABCO
Sales
Leadership

North American Broadcasting General Sales Manager **Jim Pontius** (seated), and WBZX/WEGE Local Sales Manager **Frank Fraas** (standing), along with WMNI Local Sales Manager Brett Johnson and VP/Director of Sales Tom Simkins, have more than 90 years in combined radio sales experience, and more than 40 years in radio sales management. This experience, paired with the benefits of working for an outstanding locally owned and operated cluster, helps to continuously develop the sales team, as well as grow our clients' business.



Sports Personality
Mark The Shark

One of Columbus' most-recognized sports personalities, Mark "The Shark" Howell joined WBZX (then WMGG) in 1990. Shark covers morning and afternoon sports reports, live broadcasting from major sporting events, and hosts *Saturday Sports Blitz* on WBZX and WEGE.



WBZX Music Director
Ronni Hunter

Ronni Hunter is also the station's afternoon-drive personality. Hunter began her rock radio career in Dayton, OH, and helped launch the Blitz in 1992. A recognized Central Ohio personality, Hunter is an invaluable asset at concerts and station promotions.



**Promotions:
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Arnold Fitness Expo

WBZX and Eagle 103.9 are exclusive radio partners for the Arnold Fitness Expo, hosted annually in Columbus, where Arnold Schwarzenegger [above left] rose to international prominence by winning his first major bodybuilding titles. Schwarzenegger returns each year to join Blitz and Eagle personalities in awarding coveted contest prizes — 2002 prizes included a new car, athletic equipment and gym memberships.



Rally At Riverwatch

Mark The Shark (r) discusses Ohio State football with former OSU All-American running back and sports analyst Jeff Logan at the "Rally at Riverwatch" promotion before an OSU home football game.



Rally At Riverwatch

Eagle 103.9 holds a "Rally at Riverwatch" promotion before an OSU home game. The Rally at Riverwatch features live music, food, drinks and a giant-screen TV to watch the game. It is held on campus, within walking distance of OSU stadium.



**Listener
Appreciation
Party**

WMNI Sports Director and On-air Personality Randy Rhinehart (l) hosts a WMNI Listener Appreciation Party. The Listener Appreciation parties — with music, food, drinks, games and prizes — are held once a month in various locales. Many sponsors offer services to the listeners at the parties.



**Cleveland Indians
Caravan**

WMNI hosts the annual Cleveland Indians Caravan, where players and coaches mingle with tribe fans, preview the upcoming season, sign autographs and conduct a charity auction. The annual event draws hundreds of fans each year.



**Blitz
Anniversary
Bash**

The Blitz Anniversary Bash draws thousands of loyal listeners each year to party with the biggest names in Rock. Past performances have included Kid Rock, Staind, Stone Temple Pilots, Creed and more.



Eagle's Banner

North American Broadcasting's image-building campaigns include the 70-foot Eagle 103.9 aerial banner, viewed by hundreds of thousands of Central Ohioans, as it circles over prominent Columbus gatherings, such as Ohio State football games.

Spotlight:
on the
Columbus Radio Market

Mark Jividen:
Lovin' Local



Mark Jividen is vice president/general manager of locally owned North American Broadcasting. He's high on Radio — local Radio.

INK: What aspects of the Columbus market set it aside from others?

» **Jividen:** Demonstrated by its reputation as an important product test market, Columbus has a demographic profile desired by major advertisers nationwide. And, its white-collar economy makes Columbus somewhat resistant to negative economic pressures.

What is your primary function as a Radio cluster general manager in today's consolidated Radio industry?

Being fond of Peter Drucker's management principles, I believe the primary function of all managers is to create an organization-centric atmosphere that facilitates staff training and individual growth. But perhaps today's GM is most challenged with managing organizational change as we trend to greater efficiencies with leaner staffs and attention to tightened overall budgets in providing services to advertisers, listeners and community.

Define leadership and its necessary qualities.

A great leader understands people, earning their trust and confidence through working closely, side-by-side with the Radio team. It's a person that sees the whole picture, not just part of it — a person who does not compromise principles for expediency but makes fair decisions for staff and company.

What does your company look for when hiring new reps or other key positions?

Persons with talent, enthusiasm and a team-centric attitude.

What is your primary competition in the Columbus market?

Radio's greatest potential is to compete effectively against print media. Our competitive focus should always remain local newspapers, advertising inserts and phone directories.

What is one Radio strength that you'd like to point out to advertisers or agencies?

Radio's greatest strength is that it is universal, ubiquitous and used by nearly every person every day. No other media has the potential Radio has to deliver an advertiser's message to potential buyers of his product or service. And, no subscription is required — local Radio is free!

Dave Van Stone
Loves A
Traffic Jam!

Van Stone is vice president/general manager of RadiOhio Inc., a member of the Dispatch Broadcast Group, based in Columbus.



INK: How is Columbus' 2003 economy shaping up, and how should it affect your stations?

» **DVS:** One of the great things about the Columbus market is that it always seems to be economically steady. We don't get really big spikes in business, like some markets, but we also don't suffer the sharp downturns. We're optimistic that 2003 will again show a steady growth in business for Columbus.

What is your primary function as a general manager in today's consolidated Radio industry?

I'm in a very rare position by today's standards, in that our Radio group consists of WBNS-AM and WBNS-FM. My role is what a manager's role was prior to consolidation. It allows me the freedom to work closely with the various department heads in day-to-day planning and execution, rather than just putting out fires.

What does your company look for when hiring new reps or other key personnel?

When I was with Nationwide Communications, the company motto was "Only the Best People." I learned that working hard when hiring ultimately makes your job much easier. At RadiOhio, we strive to find the very best people, no matter what role we are filling. We try to find someone who can also fit our culture. Chemistry is very important. We use the Center for Sales Strategy in helping recruit the very best sales talent. It may take a little longer to find the right person, but the results make a long-lasting difference.

How would you measure the effectiveness of an advertiser's marketing campaign?

What should advertisers expect?

First, they should expect us to provide good ideas that help solve their marketing problems. The earlier we're involved in the process, the more help we can provide. Then, they should expect results. We should also accurately measure their expectations, so that we can determine after the campaign how we measured up. Our job shouldn't end after the order is placed.

How critical is sales training in today's competitive media environment?

It's extremely important. If we're going to be held accountable for our ability to help a customer move product, then we had better have account executives on the street that fully understand Radio and marketing. Anyone can sell "spots," but only well-trained professionals can help create results for an advertiser.

What is one Radio strength would you like to point out to advertisers or agencies?

When you see cars stuck in traffic, just

remember: That's your advertising dollar doing its best work! One of Radio's many strengths is the ability to create a unique bond with the audience. No other medium can provide the captive audience that Radio delivers. The immediacy of Radio provides a call to action, which translates into results.

Charles Richardson: Team First



Radio One's Columbus market manager has upbeat expectations for his Urban-focused stations, part of the company's 65 stations in 22 markets.

INK: How do you expect the 2003 Columbus economy to affect your stations' performance?

»**CR:** The Columbus Radio market is forecasting modest revenue growth in 2003. Although indicators reflect a soft first quarter, we feel positive growth will begin in the second quarter, which is similar to the revenue growth pattern in 2002. The Columbus metro area has been labeled as a recession-proof market because of its diversified and balanced economic mix of higher education, service, manufacturing, agriculture, high technology and government. We anticipate continued revenue growth with our urban franchise by providing an audience with retail buying power that cannot be reached on any other Columbus radio stations.

What is your primary function as a market manager in our consolidated industry?

The primary function is to provide the opportunity to build shareholder value, by meeting and/or exceeding annual budget, beating market growth and increasing the station(s) cash flow. Market managers must also attract and retain the best and brightest personnel and place them in a productive work environment, where they can succeed. To be a truly successful general manager, you must have

the right team that understands the importance of teamwork. A "teamwork" or "team first" mentality allows your organization to share information openly, face challenges and find solutions in the quest to attain company goals.

How would you define leadership, and what are the qualities of a great leader?

I define leadership as the ability to create a supportive environment that leads and inspires people to think beyond their perceived capabilities to follow a vision or goal they previously thought to be unattainable. [Do this] by gaining their trust, leading by example and being a great listener as well as being willing to make individual sacrifices for a greater organization goal. True leaders develop leaders, not followers, and then lead to explosive growth and to empower people far beyond their own reach.

How would you measure the effectiveness of an advertiser's marketing campaign? What should advertisers expect?

The effectiveness of an advertiser's marketing campaign is measured by how successful it is in accomplishing the agreed-upon objectives. The advertisers should expect a compelling presentation of an idea that will target their audience. A compelling ad with a campaign built upon good frequency will lead to positive results.

How critical is sales training in today's competitive media environment?

Sales training is very important — the key to both growth and sustained success for most account managers. Our company has made a major investment in customer-focused selling, which has benefited our clients as well as our sales personnel. We believe the use of our resources to educate everyone in the selling process will help to build long-lasting and mutually beneficial relationships.

What is your primary competition in the Columbus market?

Although, we are recognized as the urban specialist in the Columbus market, our three Radio stations have mass appeal. We consider all viable stations in our market to be our competitors. Logically, the top-tier stations that consume a 90-percent share of the revenue are our primary competition; therefore, much of our attention is on getting our fair share of those advertising dollars. As our goal is to outperform our competition and exceed market and industry growth, our entire operation will continue to execute at the highest level of excellence and remain customer-focused and responsive to their needs.



Tom Thon: Beat The Market

Thon is a regional vice president for Clear Channel Radio, and he is the Columbus market manager, another who is upbeat about 2003 growth.

INK: What is your view of Columbus' 2003 economy and its effect on your stations?

»**TT:** Columbus, home of the national football champion Ohio State Buckeyes, continues to prosper and grow economically, and as a Radio market. I expect the market's 2003 growth to meet or exceed the 5+ percent growth of 2002. It's our job to beat the market, and when we do, that performance is good for our stations and growth goals.

What is your primary function as a market manager in our consolidated industry?

To lead my co-workers and stations with integrity and "performance excellence" in order to provide our communities, advertisers and listeners with the absolute best Radio products available in Columbus — and in close association with CC Entertainment and Outdoor whenever possible.

How would you define leadership and the qualities needed to be a great leader?

Honest. Trustworthy. Committed. Tough. Fair. Caring. Respectful. Knowledgeable. Add these qualities and that's my definition of leadership.

What does your company look for when hiring salespeople or other key personnel?

People we can be proud of as our representatives, and people who will make contributions to our success.

How would you measure the effectiveness of advertisers' marketing campaigns?

First, determine the advertisers' expectations! We have to ask. And we have to know enough about our station and its budget to determine whether the goals and expectations are realistic.

What is one Radio strength that you'd like to point out to advertisers or agencies?

"Radio goes where people go," and Radio will reach those people at the time closest to their buying decisions...frequently!

**Station Profiles:
Salem Communications
— Columbus**

Market Manager: GM Dan Craig, 614-885-0880, dan@wrfd.com
8101 N. High St., Ste. 360, Columbus, OH 43235
Websites: www.wrfd.com & www.ohiofarmradio.com
Owner: Salem Communications Corp.
Rep Firm: Christal Radio and Salem Radio Representatives

WRFD-AM 880

FORMAT: Christian Teaching & Talk
TARGET DEMO: 25+

Program Director: Mark Bohach; **Farm Director:** Darrin Johnston
Line-Up: 6-11:30a *National Christian Ministries*, including James Dobson, Charles Stanley, Chuck Swindoll and Chuck Colson; 11:30a-1p, *Ohio Farm Radio* with Darrin Johnston and Rod Zamarron; 1-9p, Jay Sekulow, Janet Parshall, Bob Burney and Hank Hanegraaff.

The *Word 880 WRFD* is Columbus' only commercial Christian Talk Radio Station and is the single most-listened-to radio station in Ohio for farm news and information. With a signal covering 80 of Ohio's 88 counties, the formats of Christian Talk and Farm News work well together in serving a conservative, loyal and very responsive audience. Bill Montgomery is the sales manager; Lori Dilger handles Ohio Farm Radio sales.

Christian Teaching & Talk Radio: Since the terrorist attacks of September 11, 2001, Americans are giving more thought to life and the life-after. According to a Harris poll, the overwhelming majority of adult Americans believe in God (94 percent), heaven (89 percent), the resurrection of Christ (86 percent), and the survival of the soul after death (86 percent). War, natural disasters and uncertain economic times tend to cause Americans to rethink and realign their priorities as they consider the meaning and purpose of their lives. In a 2002 Barna Research Report, nearly four of 10 adult Americans (38 percent) said that they listen to preaching, teaching, talk-oriented Christian radio in a typical month. With more than one million Columbus-area adults, that means more than 380,000 listeners tune to Christian talk radio each month. The typical listeners to Christian teaching and talk radio programs are mid- to upper-income Americans, slightly more educated than the norm, and married with a larger family than the national average. They want to learn what the Bible says and how it applies to their lives. They want information from which to base their beliefs, and they want a platform where they can openly discuss and challenge issues of faith.

Ohio Farm Radio: A study by OSU economist Tom Sporeleader found that one of every six Ohio jobs is related to agriculture. With more than 72,000 farms in the state (more than 14 million acres), news and information specifically targeted to the farm community is a necessity. Farmers, and others in the agricultural industry, are dependent upon current news, weather and market information. There is no faster or more convenient way for them to secure this information than from radio broadcasts — farmers can work in the fields and still receive this important data.

Ratings Source: Arbitron Sp. '02, M-Su, 6-mth, 12+

Integrity Mortgage

PROBLEM: In the mid 1990s, the mortgage industry was beginning to heat up with many players trying to make a name for themselves in the marketplace. Integrity Mortgage wanted to become a household word in the mind of Columbus consumers for a home purchase, refinance or debt consolidation.

SOLUTION: WRFD began a simple and consistent approach with Integrity Mortgage, utilizing fixed-position ads next to *Focus on the Family* with Dr. James Dobson, and supplementing the frequency with OES schedules. Integrity Mortgage soon stopped buying from month to month and began purchasing on an annual basis with 30 commercials per week, two to three weeks per month. Additionally, they supplement with multiple 10-second ads daily, 52 weeks per year.

RESULTS: Integrity Mortgage will be starting their ninth consecutive year of advertising on WRFD. Each month, Integrity's agency analyzes all incoming calls to see how many turn into appointments and closings. WRFD has often been in the top of all stations in "leads to closings" ratio and continues to be a consistent presence in its radio buys each year.

Granville Investment Group

PROBLEM: The Granville Investment Group had been experiencing much success on WRFD in the Christian teaching and talk programming. They were routinely opening new accounts and fielding numerous inquiries for their educational seminars. They wanted other partnership opportunities with WRFD to increase their success and find new clients.

SOLUTION: While the average listener to WRFD was familiar with the Granville Investment Group, WRFD's farm audience had not yet heard about the firm. To introduce the firm to the audience, WRFD sold a daily stock market report in *Ohio Farm Radio* (11:30a-1p) to company president Jim Legg. The station then began targeting seminars and ad ideas to the farm audience and doing event sponsorships at farm events to get face-to-face exposure for Legg and his staff. WRFD eventually added a fixed ad after the stock market report for Granville to continue telling its story.

RESULTS: The Granville Investment Group has seen consistent growth in its rural clientele, and the company gets calls each week from WRFD listeners, requesting information or consultations. At a recent three-day event, Farm Science Review, 900 people stopped at the Granville booth to register for prizes or request information, and the company was thrilled with the name recognition they had from listeners who wanted to meet with them.

Station Profiles:
Clear Channel
 — Columbus

Regional VP/Columbus Market Manager: Tom Thon, 614-844-4147
 WNCI/WFJX: 6172 Busch Blvd., #2000, Columbus, OH 43229
 WTVN/WCOL/WZMW: 1301 Dublin Rd., Columbus, OH 43215
 DOS: Brian Dytko; NSM: Sue B. Hardesty
 Rep Firm: Clear Channel Radio Sales

Clear Channel Columbus radio stations continually strive to provide quality programming along with top-notch marketing and promotional opportunities for clients. The Columbus portfolio of five radio stations — WNCI-FM, WCOL-FM, WFJX-FM, WTVN-AM, and WZMW-AM — reach a whopping 70 percent of the seven-county Columbus metro 12+ population.

Format and demographic diversity make Clear Channel Columbus radio stations an excellent choice for any potential marketer. Hot AC, Country, Classic Rock, News/Talk and Sports/Talk formats cover virtually all demographics with low duplication.

Clear Channel Columbus also features a full-line of other client services, including Website Marketing, Cause Marketing, Client Research, Ohio Statewide Buying Service and Live Entertainment and Outdoor opportunities. We really are the one-stop marketing resource! We believe the ultimate measure of our success is to provide superior programming for listeners, measurable results for advertisers and continued community service.

WNCI 97.9

FORMAT: Hot AC TARGET: Adults 18-49
 MARKET RANK: #1 (12+)

Program Director: Jimmy Steele; APD Joe Kelly
Line-Up: 6-10a, *The Morning Zoo* with Dave, Shawn, and Jimmy; 10a-3p, Andy Clark; 3-7p, Chris Davis; 7p-mid., Matt Ryan; 12 mid.-5a, Buzz Kraven
 With 175,000 watts, WNCI is a staple of the Columbus lifestyle. WNCI's listeners have grown with the station and know what to expect and trust — from today's best music to weather, traffic and *The Morning Zoo*. WNCI's brand is built on a foundation of Music, Mornings, Personality and Stationality. WNCI is fun, listener-interactive, and active on the streets of Central Ohio. One of America's highest-rated hit music stations, WNCI is targeted toward today's active adult female.

WCOL-FM 92.3

FORMAT: Country TARGET: Adults 25-54
 MARKET RANK: #8

Program Director: John Crenshaw
Line-Up: 5:30-10a, *Woody and the Wake Up Call* with Woody Johnson, Dan E. Zuko and Sara Nichols; 10a-3p, Johnboy Crenshaw; 3-7p, Joe Boxer; 7p-mid., Heather Williams; mid.-5a, *After MidNite* with Blair Gamer.
 WCOL "Continuous Country Favorites" 92.3 was born on February 14, 1994, and became Columbus' top-rated country station in just 77 days. A superior signal makes WCOL easy to hear everywhere in central Ohio. It's a mainstream country station that is family-friendly in its approach. *Woody and the Wake Up Call* is WCOL's friendly, funny and topical way to start the day. Target audience of adults 25-54 skews slightly female.

WFJX "THE FOX" 105-7

FORMAT: Classic Hits TARGET: 35-44 males
 MARKET RANK: #5

Program Director: JP Hastings
Line-Up: 6-10a, *Bob & Tom Show*; 10a-3p, Wendy Walker; 3-7p, JP Hastings; 7p-mid., Joe Kelly
 105-7 "The Fox" is one of the most unique radio stations in the Columbus market. The music format takes the best from classic rock, oldies and A/C, and we tailor it specifically for the lifestyle of the Columbus adult male. Listeners to 105-7 The Fox remember radio when it was the music that mattered. Fox listeners have wrapped their arms around our long sets of the music they grew up with, our fun attitude and *The Bob & Tom Show*. We're building the Fox brand on a strong foundation of music, mornings and fun between the songs. 105-7 The Fox stays active on the streets all year. The Fox is targeted to the lifestyle of the adult guy.

WTVN 610

FORMAT: News/Talk TARGET: Adults 25-54
 MARKET RANK: #5

Program Director: Steve Konrad
Line-Up: 5-5:30a, *NewsFirst At 5*; 5:30-9a, Bob Conners; 9a-noon, Glenn Beck; noon-1p, *NewsDay At Noon* with Paul Harvey; 1-4p, Rush Limbaugh; 4-7p, John Corby; 7-10p, Sterling; 10p-1a, Steve Cannon
 NewsRadio 610 WTVN is dominant in Columbus due to the award-winning tradition of the 610 WTVN Newsroom; the legendary Bob Conners, morning-drive host since the late-1970s; native son John Corby in the afternoon; and our Best Buckeye Coverage of Ohio State football, basketball and other sports. If it's happening around central Ohio, NewsRadio 610 WTVN is reporting it, talking about it, taking calls about it and supporting the busy life of Columbus' active adults.

WZMW 1230AM

FORMAT: SportsTalk TARGET: M 25-54
 MARKET RANK: #17

Program Director: Steve Konrad
Line-Up: 5-8a, *Mark Patrick on Sports*; 8a-noon, Tony Bruno; noon-3p, Jim Rome; 3p: *Kevin Kiley Show*
 SportsTalk 1230 "The Zone" recently expanded upon the mid-day SportsTalk success enjoyed from king-of-smack Jim Rome and vivid Tony Bruno. In addition, the Ohio State Buckeye faithful could eavesdrop on the enemy's plan as 1230 The Zone provided spy-satellite audio of Michigan football (resulting in an OSU victory). 1230 The Zone also provides live coverage of Cincinnati Reds, the NFL, and high school football and basketball. SportsTalk 1230 The Zone lays down the smack and talks about the game.

Success Stories:
Clear Channel
— **Columbus**

Regional VP/Columbus Market Manager: Tom Thon, 614-844-4147
WNCI/WFJX: 6172 Busch Blvd., #2000, Columbus, OH 43229
WTVN/WCOL/WZNV: 1301 Dublin Rd., Columbus, OH 43215
DOS: Brian Dytko; NSM: Sue B. Hardesty
Rep Firm: Clear Channel Radio Sales

Vail Resorts (WTVN)

PROBLEM: To staff for its winter season, Vail Resorts needed thousands of seasonal employees. Positions included ski facility, restaurant, bar, lodging, housekeeping, grounds crew, maintenance and many others. The best prospective employees are college students.

SOLUTION: WTVN recommended a combination of radio advertising and event marketing. WTVN hosts "Hineygate," the world's largest tailgate party held before home football games for Ohio State University. WTVN put together a 10-day radio flight asking interested applicants to call a toll-free number or visit a special website to apply or schedule an interview. Vail Resorts' human resources people set up a display booth at the 610 WTVN Hineygate for on-site recruiting. People who had responded to the preceding radio campaign could meet Vail Resorts HR people and interview on-site.

RESULTS: The Vail Resorts HR had said that, if they could successfully recruit people, they would call the Columbus efforts a success. They were thrilled! They filled well over a dozen positions. In one example, two young men drove for three hours from Kentucky to meet with the Vail Reports people at Hineygate. Later, the WTVN AE learned that Columbus was one of Vail's preferred markets in the Midwest and the East Coast. This program worked by combining the power of radio with a traditionally successful event.

Levi's 4 Floors (WCOL)

PROBLEM: The client devoted most of his budget to TV. He had tried radio several years ago and found it ineffective. He thought TV was able to provide an image that radio could not. The entire campaign was image advertising. He also had done *Columbus Monthly* with cover positions. Additionally, he was convinced that "only hillbillies listened to WCOL" and that they were not the shoppers who bought carpet

SOLUTION: The station provided several spec spots, producing many ideas until the client was persuaded to sample the station. The client placed three weeks of strong business with its sister company, The Flooring Expo, and found business was quite good. The client saw a great deal of new business from the Marysville area, and the sales rep could show the client qualitative information indicating that WCOL was No. 1 in Marysville, explaining the increased sales from that community. The AE also pulled a report from RAB, showing that the demographic of a carpet shopper modeled the WCOL listener. Since then, the station has received business from this client consistently, and the rep has pitched him such tie-ins as "St. Jude's" and "Secret Santa Calendar" to show him that radio can, in fact, provide images to people. In December, the AE

pitched a jingle package to provide the image for the client. **RESULTS:** The client bought the jingle package. He already has placed for January-February and will be placing March through May when the jingle is finished. The money for the jingle came from his 2003 TV budget, so not only will the station be getting money from The Flooring Expo (sister company), but from Levi's 4 Floors, as well.

Broadview Mortgage (WCOL)

PROBLEM: Broadview Mortgage, one of Columbus' leading residential mortgage lenders, had a good relationship and referral base from builders and realtors. To be a market leader, however, it had to expand its customer database and get to the consumer first. The lender looked to radio as a way of targeting its customers and talking directly to them.

SOLUTION: Broadview Mortgage saw the strength of Buckeye Country WCOL among potential homebuyers and existing homeowners who could refinance. Broadview Mortgage ran an annual campaign, airing every other week with a jingle produced by WCOL. Broadview mortgage also partnered with WCOL in the station's annual Country Jam to gain additional exposure and name awareness.

RESULTS: Broadview Mortgage saw one of its best years ever. The number of applications for mortgaged and refinancing loans increased, and many customers referred to WCOL when asked how they had heard of Broadview Mortgage.

Ohio Office Of Criminal Justice Services (WNCI)

PROBLEM: The Ohio Office Of Criminal Justice Services wanted to do a public awareness campaign about domestic violence, and the state agency wanted it in major markets across Ohio as it had done in 2001. However, due to state budget cuts, funding was lost for 2002.

SOLUTION: WNCI found a way to partner OOCJS with a wireless phone company, since they were already collecting wireless-phones to provide domestic abuse victims with wireless phones for use in threatening situations. Refurbished wireless phones are programmed with emergency phone numbers, such as 911. The wireless phone company provided the funding for the on-air campaign throughout Ohio, and the OCCJS was tagged at the end of the spot, adding credibility to the message.

RESULTS: The OOCJS was thrilled with its new outside partnership, as well as statewide communication about the devastating effects of domestic abuse. The wireless phone provider said, "This campaign with WNCI and Clear Channel was an outstanding success, and we were able to share our commitment to domestic violence awareness. A good experience overall, and one we will continue in 2003." 16))

Personalities:
Clear Channel
— Columbus

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 DOS: Brian Dytko; NSM: Sue B. Hardesty
 Rep Firm: Clear Channel Radio Sales

GSM, WNCI
Dave Daugherty

Dave came to WNCI as an account manager in 1988 after programming WCOL and WSNY Columbus, WBT Charlotte, and WKLH Milwaukee. "After 18 years of programming, I wanted to get out from under Arbitron, so I got into sales! What was I thinking?" Dave has spent 15 years at WNCI — the last two as GSM. "Columbus is a great radio market" says Dave, "and I'm so fortunate to be able to manage a superb sales staff and carry on the heritage of WNCI."



PM Drive on 610
John Corby

John Corby has been on a last-name basis with Columbus listeners for nearly 20 years — callers begin conversations, "Hey, Corby." A native of Ohio and graduate of Ohio State, Corby has an instinctual feel for what makes Columbus buzz. He offers insight into these topics by using what he calls "regular guy thinking."



Host, Woody and the Wake-Up Call
Derald "Woody" Johnson

Woody loves being part of the WCOL team. "It's a station of great heritage," he says. "Even our call letters have the first three letters of Columbus." Woody is known for the hilarious Birthday Bust and for a family-friendly show: "You do not have to be dirty to be funny."



Hosts,
WNCI Morning Zoo

Dave Kaelin

Dave Kaelin has been in radio far too long. His tactlessness is matched only by his smell. After stints at B94 Pittsburgh and WJET Erie, he has annoyed WNCI for more than 11 years. Ratings have been so good (#1 18-49 and 25-54) that management will have to wait a while longer to fire him.

Shawn Ireland

Shawn Ireland started with WNCI in the mid-1980s, but as she was only 3 at the time, she's still quite young for radio. Shawn is looking for a man — preferably good-looking men like you, big boy. Shawn is talented enough to be in New York City radio, but that "habit" has really held her back.

Jimmy Jam

Jimmy Jam has produced albums for Janet Jackson..... Actually, our Jimmy Jam has been with WNCI 13 years. If you could see Jimmy, you can tell that success isn't the only thing he's been feasting on. Jimmy is very talented, which makes you wonder why he'd choose such a cheesy, made-up name.



Promotions: Clear Channel — Columbus

Regional VP/Columbus Market Manager: Tom Thon, 614-844-4147
 WNCI/WFJX: 6172 Busch Blvd., #2000, Columbus, OH 43229
 WTVN/WCOL/WZMW: 1301 Dublin Rd., Columbus, OH 43215
 DOS: Brian Dytko; NSM: Sue B. Hardesty
 Rep Firm: Clear Channel Radio Sales



Foxgate

Each fall, 105.7 The Fox hosts a tailgate party near Ohio State's campus for each Buckeye home football game. The party kicks off before either team arrives for the game and keeps rockin' all day. Big-screen televisions are on site for the fans that don't have tickets but still want to experience a game day on campus. After the game, a local band takes the stage and keeps the party going for the Buckeye faithful.

Hineygate

Twenty years of tradition, and counting, for 610 WTVN Hineygate, The World's Biggest Tailgate Party.

Beer brats, a live band, and the OSU game on the station's jumbotron draw 10,000-20,000 fans every home game. And this was before OSU won the National Championship!



Red, White & Boom

WNCI 97.9 is one of the primary sponsors and organizers of the City of Columbus' Independence Day celebration. The downtown area fills for a full day of fun and activities for everyone. From live music to carnival games, people of all ages have their pick of what they want to do. The day includes a parade, food and the pinnacle event — the fireworks, with the soundtrack produced by WNCI!

NASCAR

Each spring, 105.7 The Fox brings the NASCAR experience to central Ohio fans. The day kicks off with an autograph session [above] and local qualifying racing. Before the Winston Cup drivers take the track, air talent from The Fox and our sister stations in town go head-to-head. Following the radio race, the Winston Cup drivers take the track for the "Race of Champions" and a unique interview session — they interview each other.

Dream Home

In 1987, WNCI 97.9 created the Dream Home Giveaway. It has been, by far, the biggest prize buzz in Columbus since then. WNCI teams with a homebuilder and gives one lucky listener a brand-new home. In recent years, the package has been enhanced to include such things as a new car in the garage and furniture for the house. Not only is this a huge ratings promotion, but it is also an outlet for revenue, as sponsors from home improvement to grocery stores, and everything between, can potentially sponsor the contest.



Buckeye Bash 2002

The Buckeye Backers at WNCI 97.9 throw a huge party on tailgate row before and after every Ohio State University Football home game. Although the Buckeye Bash does not have the tradition of our sister station's Hineygate, it offers a premier event, creating sponsorship opportunities for clients.

Country Jam 2002

Country Jam is WCOL's annual summer concert held exclusively for the listeners. Last year, more than 20,000 fans came to see JoDee Messina [above], Keith Urban, Cyndi Thompson, and Brad Martin for only \$9.2 a ticket. The proceeds went to Columbus's Secret Santa program.

St. Jude Radiothon & House for Hope Giveaway

Last year, WCOL helped raise \$313,000 for St. Jude Children's Research Hospital. The annual St. Jude Radiothon brought in country star Tracy Lawrence [at right, with JB], and Gary Allen gave away the St. Jude House for Hope at the Brooks & Dunn Neon Circus concert.

Balance Needs Vs. Relationships

Current sales training teaches salespeople to perform a "needs analysis" with each client to determine client needs. This approach, correct as it is, could tend to ignore the value of the relationship. As sales reps hone in on short-term objectives, they neglect the "big picture" view that is necessary to grow any long-term relationship.

Without achieving a solid, trusting relationship with a client, it often is difficult to predict future problems in the service and selling relationship, or to recognize future areas for growth or development. Without knowing where the client wants to be, you can't position yourself to fill that future need — or build a lasting rapport. To overcome this, it's critical to counsel your reps to get that "big picture" view of a client relationship as early in their dealings with clients as possible, then update that view over time. Here are some suggestions on how to do this:

» **Discern short- and long-term company goals.** Where does the client expect to be in three to five years? Are there internal goals to meet or exceed?

» **Identify long-term priorities.** The rep should know without hesitation the client's immediate expectations, but he/she also should be aware of future priorities.

» **Understand personal goals.** Every sales rep should also be able to build rapport with the client contact person and get a feel for that individual's goals. Care should be taken to not pry into anything too personal, but, over time, your rep can certainly surmise the person's goals for the immediate future.

» **Visualize a continued relationship.** Your rep must be able to put it all together and identify your client's vision for future endeavors between your organizations.

Source: *Issues & Answers In Sales Management*; 1/13/03

It's 10:00...

Do you know how your salespeople are spending their time? Days for most reps break down like this:

- 62% Taking care of existing customers
- 16% Cold-calling
- 14% Making presentations to prospects
- 08% Paperwork

Source: *PBP 2002 (survey of 611 managers)*

You, Too, Can Win A Radio Wayne Award

By Sean Luce

One of the most important days of my life occurred on February 7, 1998, when I stood up in front of 2,200 of my peers and accepted the Radio Wayne "Sales Manager of the Year" award. Since that day I have been honored with several awards, but the one that stands in the middle of my awards shelf, prominently displayed like a college football "Heisman" award, is the Radio-tube "Radio Wayne" award given to me by Eric Rhoads during the RAB conference that year. Another reason that award means the most to me is that Wayne Cornils, who directed the annual RAB conference, was my speech coach before he passed away — and I credit him with being hugely responsible for my success on the seminar circuit.

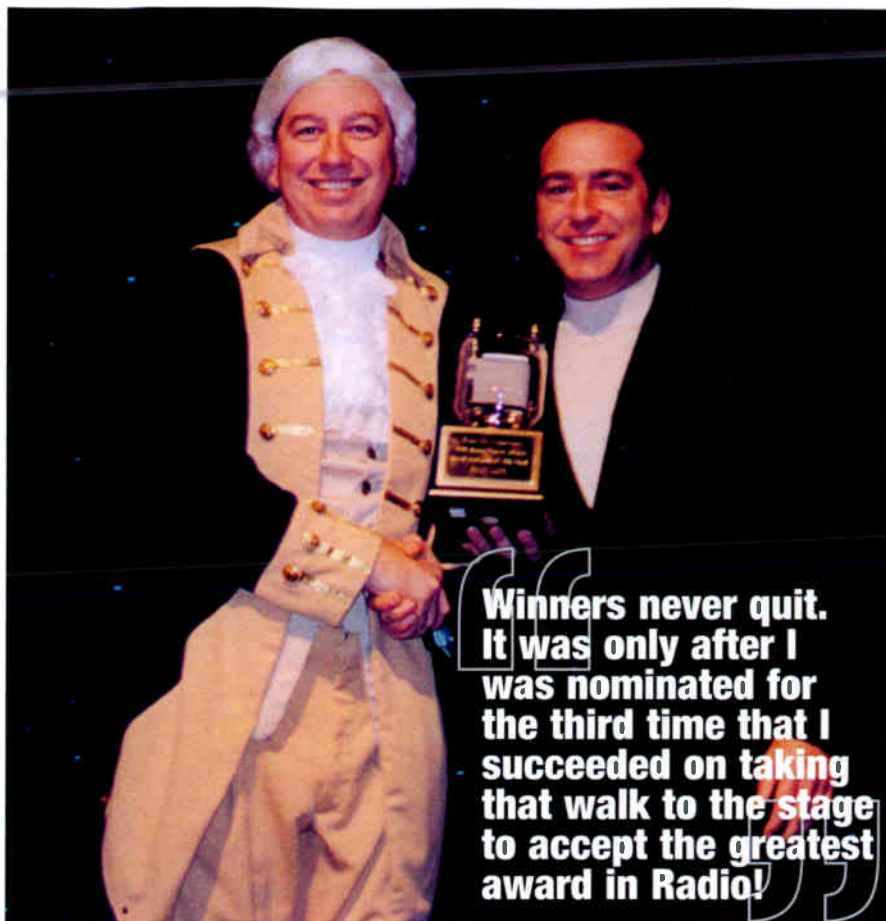
Since 1992, when *Radio Ink* started giving the "Radio Wayne" awards at the RAB annual conference, I visualized standing up there and being honored by Wayne and Eric with this prestigious trophy. I have to think that the people who have been awarded a "Radio Wayne" in the past — and those who will be honored this year — probably have gone through some visualization of their own when it comes to winning this award. If you are one of these individuals, or if you have dreams of winning a Radio Wayne Award in the future, here are some things to consider as you set your sights on being honored as Radio's best!

VISUALIZE. When I have talked to or interviewed previous Radio Wayne Award winners, they always give "visualization" as one of the most important techniques they used to put themselves on the winners' platform. Most successful athletes testify that visualization —

picturing oneself in a successful situation — is the key to achieving their goals. That's why it is Number One on this list. In order to see, feel, smell, touch and hear yourself winning, you have to do the little things that set you apart from others on the Yellow Brick Road to success.

NETWORK. Nobody succeeds alone. In fact, being successful largely depends on the contributions of others who help you get where you're going — in this case, up those stairs to the stage, where you'll receive your award. It seems that the Rolodex — or in modern times, your computer database — holds the key to success. Having people on your team but outside your station, wherever you can find good ideas — or simply having people who believe in you and what you stand for — can give you a leg up on your competitors. It always sounds better when your accolades come from someone else's lips rather than from your own. Self-promotion is one thing, but promotion of you by people who are influential in your industry is far better.

READ. The best always read. They read constantly, they read everything they can get their hands on, and they are always in tune with what's going on — both inside and outside their business. The most successful business people I know have subscriptions to at least five or more business magazines, and never fail to read *The Wall Street Journal* on a daily basis. They know industry trends. They know how the most recent Worldcom debacle will affect their local market. You can ask them what happened in Sri Lanka today; they know and will tell you how it might affect the world economy, how it might



Winners never quit. It was only after I was nominated for the third time that I succeeded on taking that walk to the stage to accept the greatest award in Radio!

make the cost of gasoline rise by 2 cents, and what it would mean to their local direct retail business. Reading expands vocabulary, and readers have a better grasp on speaking and communicating. They also learn to write better than the average executive — able to communicate their thoughts in memos, reports or letters. And they read more than the sports section of the newspaper!

COMMUNICATE. The most successful business people have the power of persuasion, and they don't feel out of place when they have to give an impromptu five-minute speech. You find these people well drilled as "Toastmasters," and they're never at a loss for words. Many have a Churchill effect when they speak, holding an audience in suspense by their very words. They also excel as listeners, remembering that they have two ears and one mouth for a reason. Memory comes in here: You can be a great communicator, but if you forget the names of people you meet, your eloquent words will be lost on them as they wonder why you

didn't remember their name. The sweetest sound in the English language is your name, coming off someone else's lips.

SELL IDEAS. It's one thing to have a great idea, and it's another thing to actually execute it. Successful people have the ability to sell their ideas. Selling is more than getting a prospect to buy a schedule. These people understand that selling is just as important in the station as it is outside the walls of the building.

BE CONSISTENT. You can be a one-hit wonder, but in order to win the Radio Wayne Award, you'll have to show more than one great year. Getting up on that stage takes years of over-achieving your goals and having other people take notice. Anybody can have that perfect year, where everything goes just right and your market is up. But what about when the market is down, or when you've lost three salespeople out of seven, or if your station is sold to another company — can you still be up 20 percent for the year?

LEAD. If you notice one thing about past Radio Wayne winners, they seem to have the sense that, no matters what happens, they can be counted on to win for their team. They have confidence and a look in the eye that says, if all else fails, they'll lead you through the muck. They have a singular focus that lets nothing get in the way of accomplishing their goals. Simply put, their self-discipline determines their success.

LOVE WHAT YOU DO. I've never met a past Radio Wayne winner who didn't love what he or she did. They don't talk about changing professions, nor do they dwell on their shortcomings.

SET GOALS. Radio Wayne Award winners are obsessive goal-setters. If you ask them where they expect to be 10 years from now, they will tell you their expectations without hesitation. They also have their goals in writing, like a blueprint for a house they're building. They are tenacious with their goals. If you need a good example of this type of person, go to the library and find a book on Abraham Lincoln.

LOOK LIKE A WINNER. In real time, as I was writing this article, an e-mail popped onto my screen. The message exemplifies how successful people view their appearance and what it means to their careers: "Things have not changed externally at the station, but I'm kicking it into high gear personally. Not only am I getting into shape, but I'm scheduling a hair restoration procedure for January. It'll give me coverage to the point where I'll go from being 'bald' to having a bald spot. I feel like it's a necessary investment in my career, since it will make me look much younger and more presentable. I'll have the procedure with the people who did Kenny Rogers (Bosley Medical)."

Now, I don't know whether it's time to "head" over to the Bosley Medical Clinic or not, but congratulations to all the winners this year for being head of the class! And remember, winners never quit. It was only after I was nominated for the third time that I succeeded on taking that walk to the stage to accept the greatest award in Radio! 📧

Sean Luce is the head national instructor for the Luce Performance Group and can be reached at 281-496-6340 or www.luceperformancegroup.com.



KNOW YOUR E-MAIL ETIQUETTE

If you're like most account executives today, you probably use e-mail a lot to convey your ideas to prospects and clients. But you also may have fallen prey to "e-mail-ese," which often reduces communication to the lowest common denominator. Here are some tips on how you can communicate via e-mail more effectively:

Avoid "spam-speak." Many companies have spam filters that identify words and phrases that commonly appear in "spam" messages, such as "more info" and "urgent matter."

Don't repeat yourself. While repeating a phone number in an ad is supposed to be good for mental retention, a thought should be said only once in an e-mail.

Get to the point. Make sure the first four lines of your message convey the point of your message. Most people read their e-mail in "preview" mode, which shows only the message's first few lines.

Be professional. While casual e-mails to friends and family can include cute "e-mail age" abbreviations, all lower-case words, and intentional misspellings, many people don't view this usage as professional.

Source: *What's Working In Sales Management*; 12/20/02

Let's All Get Naked And Dance!

By Dick Orkin

The average age of the nine women in the therapy group was 73. For 11 weeks, they had met in the home of the facilitator, who was 62. Every week, she heard the same complaints: constipation, headaches, a daughter who never calls, the people who had wronged them — week after week.

Tonight, the facilitator scanned the room of the sour-faced, elderly women — some extremely thin, some extremely overweight — and made a straight-faced suggestion: "Let's all get naked, put warm oil on our bodies, and dance, OK?"

Their eyes widened. Silence. The facilitator sent someone to check the refrigerator for vegetable oil and warm it in a pan on the stove. "In this cool room temperature, I don't think cold oil would be pleasant, do you?" she asked. Then she walked over to her CD rack and started ticking off music titles: "Does *The 28 Greatest Hits of Trini Lopez* work for any of you?"

Finally, one of the women, screamed, "You're crazy! I'm not taking off my clothes and dancing naked!" That was the cue for all of them. Their excited words tumbled out, one over the other, "Naked dancing? What does that have to do with therapy? You're a sick, crazy woman! You should be reported to..."

But the facilitator had the faintest smile on her lips.

Then their laughter began to build until, at its fullest, they had to hold one of the largest of the women from falling off her chair. She fell anyway and rolled about on the floor and howled in helpless laughter. As the image — nine women dancing naked — grew in their mind, they held their splitting sides from the pain of laughing.

Gasping to get it out, a tall, thin woman shrieked, "Why did you make that suggestion?"

Another chirped in, "She was bored with us! Right?"

"Right," said the group facilitator. "Week after week, it's the same thing, the same words, with the same tone of voice,

told the same way. What amazes me, is that you can't hear what you're doing or what the others are doing."

This is a true story, told with the permission of the group and the facilitator. These women were unaware of how trapped they were in their small life experiences. They had forgotten that the desire to change was what had originally brought them to group therapy. Somehow, repeating their story week after week before an audience had become all that counted.

THE RADIO CONNECTION

How is it that management and their personnel fail to notice how boring most of their commercials are week after week? The same words, the same claims told the same boring way by the same old announcer-style voice that says, "I am an announcer; don't you wish you sounded like me?"

Do they notice, or do they simply believe it's a necessary unpleasantness that goes with the Radio territory. The only people who find that boring spot worth hearing, of course, are the AE who sold the advertiser the spot (and who probably wrote the spot) and, of course, the advertiser who paid for the spot — and then shaped the spot by insisting on the same old laundry list of dull facts and dull features spoken by a stereotypical announcer voice (who loves listening to his own sound, hoping someone will finally hear it and love it, too).

Let's boldly begin the new year for Radio by recognizing once and for all that there is a new consumer, who is bored by advertising's same old words, excessive claims, impossible promises week after week (in the hope that if the words are repeated often enough, they'll finally hear it)." 📧

NAB Hall of Famer Dick Orkin, co-founder of the Radio Ranch in Hollywood, CA, produces award-winning Radio advertising campaigns. He may be reached at 323-462-4966 or e-mail dick@radio-ranch.com.



THE IMPORTANCE OF ASKING QUESTIONS

Achieving sales success is dependent on the ability to ask good questions. Keep these things in mind:

- » Questions are the best way to determine whether a prospect is a good potential customer. Your prospects and customers know their business better than anyone and will share this knowledge if asked.
- » A salesperson helps customers make buying decisions. This is best accomplished by asking questions that relate to customer needs.
- » Asking questions — and listening attentively — give your customer an opportunity to talk and, more important, be heard.
- » Asking questions properly reveals whether your customers agree with what you are saying — vital information when closing sales.
- » By asking questions, you get to know your customers and what they want in a product or service. Questions also let customers know that you're interested in meeting their needs.
- » Questions give customers the feeling of participating in the buying decision process and not simply being pushed into a purchasing decision.
- » Questions are the best way to pinpoint objections and solve any misunderstandings or confusion about your product or service.
- » Good questions can help you identify significant differences between your products and those of your competition. It can also help uncover your competitors' weaknesses and highlight your strengths.
- » Good questions can motivate and sustain your customer's interest, stimulate thinking and give you and the customer the necessary information to close the sale.

Adapted from text by Philip Schembra, a sales consultant-trainer and president of the Hilton Head Island Learning Center. He can be contacted at 800-845-9506. Source: The Selling Advantage, 12/27/02

Top of The Dial Award: A Logical — And Great — Idea

By Thomas Martz

Often in the Radio sales business — or any business — something that is often overlooked in the extremely busy sales day is showing official appreciation to the very best customers. I'm talking about the customers that have been with us for years, those who invest a very solid percentage of their marketing budget in Radio and who always have the door open to discuss new and interesting sales and promotional ideas that can help their business. In this busy time of e-mails, faxes and cell phones, it's often difficult even to talk to the top decision-makers — the key people who should be recognized.

In Northern California, the Radio community presents a "Top of the Dial Award" to these very important people. Just recently,

that presentation was held at the beautiful St. Francis Yacht Club before a group of more than 100 Radio and marketing people to honor **Bob Hoffman** (CEO, Hoffman/Lewis Advertising), **Chuck Huggins** (CEO, See's Candies), **Glenn Higgins** (Director of Media Services, SBC Communications Inc.), **Jim Stokes** (President, J. Stokes Advertising), and **John Allebrand** (VP Marketing, Cal Fed Bank). Many previous recipients (i.e., Radio's best customers) also were in attendance.

The Northern California Broadcasters Association, an organization of the major Radio stations in the Bay Area, awarded each recipient a beautiful crystal microphone, and we talked about their contributions to Radio. When recipients made their acceptance speeches, they

made such comments as, "I feel strange accepting an award for utilizing a medium that makes so much sense," "We are committed in every single way to this wonderful medium of Radio," and "It's an easy medium to support. It's easy to convince our clients of the benefits." The Northern California Radio industry was extremely pleased to honor these people; and from their attendance and remarks, it was very obvious that the award — and Radio — have a special meaning for them as well.

This idea could easily be adopted in other markets. Keeping in touch with your very best customers is one of the basic tenets of good salesmanship — one that will always reap a great return. ☐

Thomas Martz is president of the Northern California Broadcasters Association.

BEAT THOSE COLD-CALLING BLUES

Most new salespeople — and many veterans — will tell you that their biggest fear comes from making cold calls. In the world of sales, cold calling is a necessary fact of life, but there's no need to quake in your boots or break out in a cold sweat when you pick up the phone. Here are some tips to reduce that cold-call fear:

Believe. Most important, believe in yourself and your station. You are introducing your prospects to something that can make them more successful, efficient and profitable. Remember Henry Ford's statement: "Whether you think you can or think you can't, you're right." Fear is failure.

Prepare. Do your homework before you punch that first number. Search the Internet for information, make some "due diligence" calls to the company, and use your network to ferret out information. The more prepared you are, the more confident you'll be.

Understand. You need to know what you want to accomplish. Maybe it's to make an immediate sale. Possibly it's to schedule a lengthier meeting at a later date. Or it could just be to introduce yourself and gather facts. The important thing is to have an objective.

Ask questions and listen to the answers. Your prospect's time is valuable and must be respected. You can't fill a need if you don't know what the need is. The only way to uncover it is to ask, listen and learn.

If you look at a cold call as an adventure and an opportunity to meet someone new, you can be of service and be profitable. Make it fun, not feared. — William F. Kendy

Source: *Selling Power*, November-December 2002

Sales Mistakes To Avoid

Even the most experienced salespeople make mistakes. Here are five frequent mistakes:

1. Inadequate planning time. Salespeople often prefer action over preparation. They say, "Let's pin this down." As a result, many AEs breeze through the planning stage.

2. Weak information gathering. Gathering data occurs during both the planning and face-to-face stages. In both periods, the earlier it happens the better.

3. Failing to negotiate internally. Afraid to lose a deal, the AE agrees to a customer's demand without checking and hopes for the best. It's the salesperson's responsibility to clarify assumptions or loose ends and to negotiate these with his/her own people, before a customer assumes a commitment.

4. A rigid mindset. Going into a negotiation with clear objectives is good, but beginning with a non-negotiable list of items is bad. It ties the customer's hand and invites deadlock and frustration.

5. Responding too quickly. Negotiating requires that all demands are put on the table first. Then, you have the opportunity to tie various items to offer trade-offs or sidestep unimportant items.

Source: *The Training Desk*, 12/13/02

DON'T LOOK AT ME THAT WAY! YOU'RE THE ONE WHO MISSED THE CUE!

In this 1942 photo, Jimmy Davis actually was hitting all the right notes of You Are My Sunshine in the KWKH studios in Shreveport, LA. Photo courtesy of Joey Kent of Shreveport, LA.



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