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## What Do I Know About Talk Radio?

■ Thankfully, Talk experts come to the rescue

**B**eing predominantly a music guy, I know very little about Talk radio. Now, don't get me wrong, I have nothing against Talk. Give me a good sports-talk show to listen to, and I'm good to go. Throw a microphone in front of me with a hip music bed playing, and I'll talk your ear off about any subject — at least for a few minutes.

But writing a column on Talk radio? Not without a little research. So I took a straw poll of GMs in different parts of the country to find out what people thought was the No. 1 Christian Talk station in the country. Hands down it was KKLA/Los Angeles.

Why? For starters it has the most cume of any Talk-formatted Christian station in the country, presently around 250,000. It also seems pretty strong in the advertising department. According to the station, it is billing clients at levels that I have seen from very few stations in any Christian format.

I decided to dig a little deeper into the numbers and talk to **Dave Armstrong**, VP/GM of Salem's Los Angeles cluster, which includes KKLA, KRLA, KRLH, Christian Pirate Radio and KFSH "The Fish."

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### The Big Picture

Most Talk stations around the country use nationally syndicated or prerecorded shows to fill most of their programming slots. Not so at KKLA. "Our objective is to encourage our core listeners with a mixture of teaching programs, a local show

called *Duffy and Co. Live From L.A.* and a veteran staff of on-air personalities who hold it all together," Armstrong says. "We presently have a support staff of about 100 in the cluster. These people are vital to the big picture of what all of our L.A. stations are accomplishing."

KKLA uses some of the premier nationally syndicated shows, including *Insight for Living* and *Focus on the Family*, to complement its locally driven shows. "Our station is usually at the top of the leading ministry program lists for charitable giving, listenership and listener communication," Armstrong says. "We know they work."

Talk radio isn't what it used to be, even a short decade ago. "A Talk and teaching station like ours is used like television, with significant appointment listening," Arm-



TRUE VIBE IN CHICAGO

strong says. "People turn it on for their favorite programs several times a day. This translates into high cume but relatively small quarter-hours. The Fish, for example, is not listened to in this way. The impact that it generates creates much longer TSL."

Promoting and marketing a solid Talk station is key to solidifying its position within the community for the long haul. "We have a very active promotions department that puts KKLA in front of over 3 million people each year," Armstrong says. "The station is also active in raising funds for local charities such as the Union Rescue Mission and the L.A. Mission."

"Also in place is a very aggressive marketing campaign that includes giving away 12 vans to listeners. We will also continue to do extensive tar-

geted outdoor advertising this year."

### Invest In Personality

There are hundreds of Christian Talk stations in the U.S. Many of them struggle to establish their identities within their marketplaces while others continue to do the same thing for years without much modification. What advice does the top Christian Talk station have to share with the rest of us on this subject?

"Invest more in developing the personality of your radio station," Armstrong says. "We have created high-profile personalities throughout the day who contribute not only to higher listenership, but also to greater sales revenue through daypart selling. The standard needs to be raised to that of general-market stations within your community. Good enough just won't work anymore."

## Dove Nominees Continued

Last week we printed the first half of the nominee list for this year's Dove Awards. This week we finish it up by supplying you with the nominees in the remaining categories. The Doves will be handed out on Thursday, April 25, at the Grand Ole Opry House in Nashville.

### Rap/Hip Hop/Dance Album Of The Year

DJ MAJ Full Plates Mix Tape 002 (*Gotee*)  
PRIESTHOOD Keepin' It Real (*Metro One*)  
TOBY MAC Momentum (*ForeFront*)  
APT. CORE Rhythm Of... (*Rocketown*)  
T-BONE The Last Street Preacha (*Flicker*)

### Modern Rock/Alternative Album Of The Year

SKILLET Alien Youth (*Ardent*)  
BY THE TREE Invade My Soul (*Fervent*)  
KEVIN MAX Stereotype Be (*ForeFront*)  
ELMS The Big Surprise (*Sparrow*)  
BENJAMIN GATE Untitled (*ForeFront*)

### Hard Music Album Of The Year

HANGNAIL Facing Changes (*BEC*)  
SPOKEN Greatest Hits (*Metro One*)  
JUSTIFIDE Life Outside The Toybox (*Culdesac/Ardent*)  
LIVING SACRIFICE  
The Hammering Process (*Solid State*)  
EAST WEST  
The Light In Guinevere's Garden (*Floodgate*)  
BEANBAG Well-Adjusted (*Inpop*)

### Rock Album Of The Year

BIG TENT REVIVAL  
Big Tent Revival Live (*Ardent*)  
THIRD DAY Come Together (*Essential*)  
TAIT Empty (*ForeFront*)  
SUPERCHICK Karaoke Superstars (*Inpop*)  
G.S. MEGAPHONE ...My Mind (*Spindust*)

### Pop/Contemporary Album Of The Year

STEVEN CURTIS CHAPMAN  
Declaration (*Sparrow*)  
POINT OF GRACE Free To Fly (*Word*)  
FFH Have I Ever Told You? (*Essential*)  
SHAUN GROVES Invitation to... (*Rocketown*)  
AVALON Oxygen (*Sparrow*)  
NICOLE C. MULLEN Talk About It (*Word*)

### Inspirational Album Of The Year

DAVID PHELPS David Phelps (*Spring Hill*)  
MARTINS Glorify, Edify, Testify (*Spring Hill*)  
BROOKLYN TABERNACLE CHOIR  
Light Of The World (*M2.O*)  
SELAH Press On (*Curb*)  
NEWSONG The Christmas Shoes (*Reunion*)

### Urban Album Of The Year

REMIXX Dear Lord (*Word*)  
FRED HAMMOND Just Remember... (*Verity*)  
LONDA LARMOND Love Letters (*EMI Gospel*)  
RUFUS TROUTMAN No Compromise (*Marxan*)  
LEJUENE THOMPSON  
Soul Inspiration (*EMI Gospel*)  
VIRTUE Virtuosity! Virtue (*Verity*)

### Traditional Gospel Album Of The Year

DOUG WILLIAMS & MELVIN WILLIAMS  
Doug And Melvin Williams Duets (*Blackberry*)  
SHIRLEY CAESAR Hymns (*Word*)  
LOU RAWLS I'm Blessed (*Malaco*)  
RICHARD SMALLWOOD WITH VISION  
Persuaded — Live In DC (*Verity*)

BLIND BOYS OF ALABAMA  
Spirit Of The Century (*EMI Gospel*)

### Contemporary Gospel Album Of The Year

CECE WINANS  
CeCe Winans (*Wellspring Gospel/Sparrow*)  
JOE PACE Joe Pace Presents —  
Let There Be Praise (*Integrity*)  
YOLANDA ADAMS The Experience (*Elektra*)  
BISHOP T.D. JAKES & THE POTTER'S HOUSE  
MASS CHOIR The Storm Is Over (*EMI Gospel*)  
PAUL WRIGHT III Worship In His Presence;  
In His Presence Live (*Harborwood*)

### Instrumental Album Of The Year

MANNHEIM STEAMROLLER Christmas  
Extraordinaire (*American Gramophone*)  
MICHAEL W. SMITH Freedom (*Reunion*)  
DOTTIE LEONARD MILLER  
Gospel Instrumental (*Vital*)  
CHRIS RICE  
Living Room Sessions: Hymns (*Rocketown*)  
FLETCH WILEY Redeemer (*Word*)

### Praise & Worship Album Of The Year

CAEDMON'S CALL In The Company Of Angels  
— A Call To Worship (*Essential*)  
PHILLIPS, CRAIG & DEAN  
Let My Words Be Few (*Sparrow*)  
TEN SHEKEL SHIRT  
Much; Ten Shekel Shirt (*Vertical*)  
MICHAEL W. SMITH Worship (*Reunion*)  
DARLENE ZSCHECH  
You Are My World (*Hillsong/Integrity*)

### Spanish-Language Album Of The Year

FERNANDO ORTEGA Camino Largo (*Word*)  
KATINAS Destino; The Katinas (*Gotee*)  
ILEANA GARCES  
El Amor Tiene Un Valor (*One Voice*)  
JACI VELASQUEZ Mi Corazon (*Word*)

SUSANA ALLEN  
Susana Allen (*Piedra Angular*)

### Special Event Album Of The Year

VARIOUS Happy Christmas 3 (*BEC*)  
VARIOUS In Case You Missed It  
... And Then Some (*Verity*)  
VARIOUS Kingdom Come, The Soundtrack  
(*GospoCentric*)  
VARIOUS Prayer Of Jabez (*ForeFront*)  
VARIOUS Soul Lift (*Flicker*)  
VARIOUS We Will Know Peace (*Daywind*)

### Recorded Music Packaging Of The Year

OUT OF THE GREY 6.1 (*Rocketown*)  
CADET Any Given Day; Earth To... (*BEC*)  
MICHAEL W. SMITH Freedom (*Reunion*)  
CAEDMON'S CALL In The Company Of  
Angels — A Call To Worship (*Essential*)  
ZAO Zao (*Solid State*)

### Short-Form Music Video Of The Year

BENJAMIN GATE All Over Me (*ForeFront*)  
NICOLE C. MULLEN Call On Jesus (*Word*)  
DELIRIOUS? Everything (*Sparrow*)  
TOBY MAC Extreme Days (*ForeFront*)  
MARK SCHULTZ I Have Been There (*Word*)  
RECECCA ST. JAMES Reborn (*ForeFront*)  
SWITCHFOOT You Already Take... (*Sparrow*)

### Long-Form Music Video Of The Year

PAYNES 30th Anniversary Reunion (*Daywind*)  
BILL & GLORIA GAITHER AND THE  
HOMECOMING FRIENDS Bill & Gloria  
Gaither Present A Billy Graham Music  
Homecoming, Vol. 1 (*Spring House*)  
VARIOUS He Chose The Nails (*Here To Him*)  
THIRD DAY Third Day Live In Concert  
— The Offerings Experience (*CT Ventures*)  
DARLENE ZSCHECH You Are My World  
(*Hillsong Australia/Integrity*)