

## SMART Human Tricks

### Continuing Education For The Dedicated Radio Programmer

#### Using Gimmicks & Radio With Pictures To Build A Name

Gimmicks work. As long as you're *sincere* about implementing them. Example: 25 years ago, when I was PD of KRUX/Phoenix, we installed a "home (listener contact) phone" for #1 night jock **John Sebastian**. (A concept originated by **Tom Campbell** when he was in Miami). It was a unique way of helping John build name equity and celebrity-status quickly.

**What made it work:** John took it *very seriously and worked very hard at it* — spending 10-14 hours a day talking with listeners at home (in addition to working the request-lines while at "work"). This promotion works particularly well for younger-targeted formats.

Note: Be extra careful that the personality you build this promotion around can be trusted not to misuse it (as a means of trolling for young "dates" — and statutory lawsuits!)

*TW Tip # 6047*

Or — tear a page out of the **Jim Scott** notebook. His "signature" wasn't a stunt, but it was just as unique, in its own way. He made  
(Continued... See SMART Human Tricks on Page 2)

### The Pith of Conclave '98

The 23<sup>rd</sup> annual Conclave (held last week in Minneapolis) was, as always, packed with great opportunities to learn from the Masters. **Dan Mason**, President of CBS, keynoted the conference with cogent advice for PD's who want to be survivors:

✓ *"Diversify your skill-set. Be proactive about it. That's the best way to prepare for the future."*

(Continued... See Pith Of The Conclave on Page 2)

## Inside "PD" Issue # 13

- Page 3 *Snap 13!* The REAL Father Of Top 40 (Bill Stewart)
- Page 4 Food For Thought: Conventions: Get Out What You Put In
- Special 8-Page Insert "TW Tips Index" —**
- Page 1 The Audience
- Page 2 Music, Promo/Marketing, Contests
- Page 3 Mornings, Talent
- Page 4 Leadership, Morale, Presentation
- Page 5 News/Surveillance, Public Service, The Internet
- Page 6 Computers, Sales, Production, Research, Ratings, Life
- Page 7 Bookshelf, Food For Thought, Quotes Worth Re-Quoting



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

# SMART Human Tricks

(Continued . . . from Page 1) a deal with a Cincinnati area florist to get day-old flowers (that still looked fresh). Then went office-to-office, ala "Operation: Shake & Howdy" (see **TW** issue #9, page 4), giving flowers to all the ladies in each office. Think they remembered his name? And listened to him the next day? You bet your sweet petunia! *TW Tip #3100 & 6049*

## Or consider . . . Radio With Pictures

**Doug Mulray**, the highest profile Radio personality in Sydney (Australia) musicradio simulcasts *live streaming video* of his 2WS afternoon show on the internet. So his fans can actually see him doing his show. (See WWWWeb WWWise on Page 5 of **TW** Issue # 9 for more details.)



**Beth & Bill**, the popular hosts of the KEZ Morning Show on KESZ in Phoenix, are featured twice-an-hour doing two-minutes of schticke on the #1 local TV morning news magazine, *Good Morning Arizona* (on co-owned 3TV). They also host a light-hearted "Beth & Bill Cooking Show" every Saturday morning on 3TV, which features local

hip/trendy celebrity chefs in a Julia Childs setting. The show lends itself to many natural promotional offshoots, like *The Beth & Bill Cookbook* (with proceeds benefiting local charities), and using tickets to the taping as prizes—money-can't-buy, etc. *TW Tip #5059, #6050, and #3101*

**Tim & Willy**, new morning hosts on KNIX/Phoenix also appear occasionally on *Good Morning Arizona*.

**Ben & Brian**, the morning team on Chancellor's KMLE/Phoenix, do the same thing sideways for Channel 10's daily *Arizona Morning* program.

**Wallace Wisdom:** What kind of exposure are these cameos worth? More than you might think. A lot of PD's tend to think of the morning daypart as Radio's "prime-time" and TV's "wasteland" without bothering to look at the actual math and the sheer bulk numbers of impressions at stake. Consider the fact that a strong Morning TV News/Variety show in most large to medium markets will pull a 1.5 to 2.0 **Rating**; while a typical 5-share Morning Radio Show normally registers about a 1.2 AQH Rating. Maybe that's one of the reasons why the old unofficial rule of thumb still rings true . . . when it comes to visibility, one day on TV is worth one year in Radio.

*TW Tip #3102 and #5060*

## Old Rule Of Thumb:

**When it comes to visibility, one day on TV is worth one year on Radio.**

*TW Tip # 6048 and #3099*

## The Pith of Conclave '98

- ✓ "You can't play the "poor me" victim. Hold your head up and act with class. Class doesn't know boundaries."
  - ✓ "Be energetic. Forget 'young', it's the energetic people who are winners".
  - ✓ Dan reminded everyone to get in step with today's beat, adding "things are never going to go back to the way they were in the 80's". *TW Tip #7073 and #6052*
- Jaye Albright**, Jacor's Director of Country Programming, had a very insightful observation as part of the audience during the Virtual Radio session. Someone asked the usual question of "How does a VR station deal with an emergency or breaking news?", to which Jaye commented from the floor,
- ✓ "If your VR station is one of multiple owned stations in a market, you may

want to direct listeners to the station in your cluster that will benefit most from increased news tune-in; it may not actually be in your best interest to have all of your stations, especially your VR music stations, spewing wall-to-wall information". *TW Tip #10032 and #9087*

**Kipper McGee**, PD of Jefferson-Pilot's KBZT (K-Best)/San Diego presented many excellent points while moderating the Oldies Symposium.

- ✓ "Forget the Y2K problem, is your Oldies station O2K (Oldies 2000 compliant)?."
- ✓ "Oldies stations are fast becoming the lone remaining family-friendly format — 'the one station everyone can agree on', as the AC stations used to say".
- ✓ "Oldies is the best format mirror of the Baby Boom".
- ✓ "The Boomer Generation consisted of 3 notable waves of birth-rate spikes: "Beaver boomers" (peaking in 1942), "Beatle boomers" (spiking in 1947),

and "Brady boomers" (which crested in '58). *TW Tip #1052*

- ✓ "The sheer bulk of Boomers will soon make 35-64 the most populated demo-combo. We need to educate buyers that this "new" 35-64 combo is "down-aged" and thinks young (and spends accordingly)". *TW Tip #17015 & #7074*

**Steve Davis** of Zapoleon Media presented some gems during Q & A.

- ✓ "Have you identified a prospective back-up for each key member of your staff?" (e.g., **Dave Robbins** has established a solidly networked farm system that gives him several great options whenever he has an opening).
- ✓ "Most great morning shows usually have at least 3 primary "characters" — a **dick** (a smartass, male or female), a **dork** (a "straightman" sidekick), and a **dear** (usually a female, who keeps the others in line). *TW Tip #6051/#5061*

**Next Week**

More Conclave Insights



## TW Tips Index #1 — 2Q98

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

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

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

### TW Tips

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

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

### 1000 Series — The Audience

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

If you've misplaced any issues of **Programmer's Digest**, back issues of "PD" are available at a cost of \$6 per issue. Just call (602) 443-3500 or fax (602) 948-7800.

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

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

## 3000 Series — Promotion/Marketing

3001	4/27/98	Page 2	Make A Lasting Impression: Million \$ Bills
3002	4/27/98	Page 5	Prizes Money Can't Buy
3003	4/27/98	Page 3	Website Live Streaming Audio (KISS)
3004	4/27/98	Page 5	Website Canned Audio (Dees, Virgin, KFVB)
3005	4/27/98	Page 5	Website Wave Sound (WCBS-FM, 3AK)
3006	4/27/98	Page 5	Website Live Studio Cam (KBXX)
3007	4/27/98	Page 9	Forgotten Basics: McLendon Promotion Strategy
3008	4/27/98	Page 6	Cut-Through Campaigns (Video Mailer)
3009	4/27/98	Page 6	Cut-Through Campaigns (Newspaper Sticker-Drop)
3010	4/27/98	Page 10	PD Bookshelf: Trout & Ries Today
3011	4/27/98	Page 5	Promotional Art & Science: Annual Recurrents (Kiss Party)
3012	4/27/98	Page 11	Promotional Art & Science: Annual Recurrents (2nd Chance Prom)
3013	4/27/98	Page 8	Most Effective Promotions: Stunts: Marathons (KILT)
3014	5/4/98	Page 1	The Mystical Math Behind Forced-Listen Contesting
3015	5/4/98	Page 2	Assertions: Roger Ailes Quote
3016	5/4/98	Page 1	Practical Application of Filter System Mentality: Sticker Campaigns
3017	5/4/98	Page 7	Movie Ticket Giveaways: Win One You Want or Exclusive Premiere
3018	5/4/98	Page 5	Home-Page-Less (Levels Of Station Web-Site Surfing)
3019	5/4/98	Page 5	Enhanced Sites: High Road or Low Road
3020	5/4/98	Page 5	What Most Stations Forget To Include On Their Website
3021	5/11/98	Page 1	The Holistic 8 Ms: Money
3022	5/11/98	Page 2	The Holistic 8 Ms: Marketing
3023	5/11/98	Page 2	The Holistic 8 Ms: Magic
3024	5/11/98	Page 1	Promo's First Or Last
3025	5/11/98	Page 4	Gotcha Card
3026	5/11/98	Page 4	Promo's Last
3027	5/11/98	Page 4	Why Some People Buy Chevys & Others Buy Fords
3028	5/11/98	Page 6	Titanic Topical Tactical TV
3029	5/11/98	Page 6	The World's Easiest Contest"
3030	5/11/98	Page 7	Filter System: Marketing: Passive Listeners
3031	5/11/98	Page 2	Rupert Murdoch Quote: Way To Beat Bingo
3032	5/11/98	Page 9	Arthur Carlson: Turkeys Fly Quote (Consider All Angles)
3033	5/11/98	Page 9	Mental Participation Contests
3034	5/18/98	Page 2	Bob Pittman Quote: Brand-Buyers
3035	5/18/98	Page 1	Winning Positions: Perceptual Attribution
3036	5/18/98	Page 9	Cut-Through Campaigns: Sexy 7 Color-Combos Of Outdoor
3037	5/18/98	Page 9	Car-Sticker Color Combos
3038	5/18/98	Page 8	Cliche's are Good As Gold
3039	5/18/98	Page 4	Real Positioning: Truth In Advertising (Strength Of Intense Local Focus)
3040	5/18/98	Page 4	Battle Of The Sexes Morning Show Bit
3041	5/18/98	Page 7	Snap 4: Circus Radio (Ron Jacobs)
3042	5/18/98	Page 5	Websites With Attitude
3043	5/25/98	Page 1	Word Of Mouth: Power Of Pals
3044	5/25/98	Page 2	Word Of Mouth: Advertising Hipness
3045	5/25/98	Page 2	Word Of Mouth: "Operation: Tell A Friend"
3046	5/25/98	Page 4	Morning Benchmarks: Win-A-Wish
3047	5/25/98	Page 4	Morning Benchmarks: Listener-Interactive "Question Of The Day"

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

## 4000 Series — Contests

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

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

Continued ... On Page 3

Continued ... From Page 2

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

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

## 5000 Series — Mornings

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

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

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

## 6000 Series — Talent

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

# TW Tips Index #1 — 2Q98

# 7000 Series — Leadership

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

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

# 8000 Series — Morale

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

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

# 9000 Series — Presentation

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

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

Continued... on Page 5

Continued . . . From Page 4

9040	6/1/98	Page 6	Most Effective Promotions: "The Last Contest" (KCQB)
9041	6/1/98	Page 7	Authorized Boss Memos #1 (Ron Jacobs): Warmth, Don't Get Cocky
9042	6/1/98	Page 1	New Millennium News-Writing Intricacies
9043	6/1/98	Page 9	VR: "Hamburger Helper" for Newscasts
9044	6/1/98	Page 1	VR: Making Virtual Reality Sound "Apparently Live" and Very Local
9045	6/8/98	Page 3	Capsule Combat: KQFR vs KPTY
9046	6/8/98	Page 4	Snap71 Streamline & Sweat The Details (John Sebastian)
9047	6/8/98	Page 6	Speaking In Superlatives: The World's Greatest City
9048	6/8/98	Page 8	Complete Weather: Components Of An Efficient Weathercast
9049	6/8/98	Page 7	How To Be A Switched-On VR PD
9050	6/8/98	Page 9	Bookshelf: How To Get Your Point Across In 30 Seconds
9051	6/15/98	Page 2	Avoiding Promotion Mistakes: Hourpart Recycling
9052	6/15/98	Page 9	Avoiding Promotion Mistakes: Building Expectancy
9053	6/15/98	Page 9	Avoiding Promotion Mistakes: The Double Whammy
9054	6/15/98	Page 3	Capsule Combat: Top 40 Cash Call War Phx 72
9055	6/15/98	Page 4	Snap81 Hotly Local (Mike Joseph) Localize
9056	6/15/98	Page 4	Snap81 Hotly Local (Mike Joseph) Brevity
9057	6/15/98	Page 5	Old Trick That Still Moves The Needle: We Apologize
9058	6/15/98	Page 6	Elements Of Stationality: Slogans & Sweepers
9059	6/15/98	Page 8	Listener News-Tip Award
9060	6/15/98	Page 2	Robin Leach Quote: Keep It Simple AND Stupid
9061	6/22/98	Page 4	Official Workplace Request Catalog
9062	6/22/98	Page 5	Car Sticker Promo: "Gettin' Sticky Wit It"

9063	6/22/98	Page 6	Morning/Breakfast Special Shows & Features
9064	6/22/98	Page 8	Surveillance: Expanded Storm-Coverage Policy
9065	6/22/98	Page 5	Car Sticker Promo: "Gettin' Sticky Wit It"
9066	6/29/98	Page 2	Capsule Combat: KIMN vs KBTR (Car Giveaway)
9067	6/29/98	Page 5	Authorized Boss Memos #2 (Ron Jacobs): Perform For The People
9068	6/29/98	Page 8	Surveillance: Traffic: Locations Before Situations
9069	6/29/98	Page 8	Things Listeners Hate (That PD's Love): Background Music Under Lives
9070	7/6/98	Page 2	Morning Station Identification (and Sloganeering)
9071	7/6/98	Page 2	Timechecks In The Morning
9072	7/6/98	Page 2	Weather In The Morning
9073	7/6/98	Page 2	Strve For Funny
9074	7/6/98	Page 2	How To Convince A Stubborn Personality To Say The Calls
9075	7/6/98	Page 2	Morning Music Considerations (Sweeps)
9076	7/6/98	Page 9	Encapsulate Essentials (Info-Capsules)
9077	7/6/98	Page 9	Quantify Your Features
9078	7/6/98	Page 9	Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
9079	7/6/98	Page 9	Local Topicality
9080	7/6/98	Page 8	Cool Concert Contest: The Concert Countdown
9081	7/6/98	Page 5	Elements Of Stationality: Sweepers
9082	7/6/98	Page 6	Snap111 Color Radio (Chuck Blore) & The Chuck Blore Company
9083	7/13/98	Page 2	Shut Up & Play The Hits
9084	7/13/98	Page 1	Stupid Human Tricks: Building Names/Audiences With Cunning Stunts
9085	7/13/98	Page 8	Compel Listeners To Go Out Of Their Way To Listen (Mini-Docs)
9086	7/13/98	Page 6	Compel Listeners To Go Out Of Their Way (Commentary/Substance)

## 10000 Series - News/Surveillance

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

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

## 11000 Series — Public Service

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

## 12000 Series — Operations

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

## 13000 Series — Talk

(None)

## 14000 Series — Technical

(None)

## 15000 Series — The Internet

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

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

## TW Tips Index #1 — 2Q98

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

## 16000 Series — Computers

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

## 17000 Series — Sales

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

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

## 18000 Series — Production

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

18001 5/4/98	Page 2	The Voice Of The Station x2 = Twice The Image
18001b 6/15/98	Page 7	Participative Management: Votes (Who Decides)
18003 6/22/98	Page 5	Car Sticker Promo: "Gettin' Sticky Wit It"
18004 6/22/98	Page 5	Car Sticker Promo: 50 Ways To Stick Your Sticker
18005 7/6/98	Page 6	Snap111 Color Radio (Chuck Blore) & The Chuck Blore Company
18006 7/6/98	Page 5	Elements Of Stationality: Sweepers

## 19000 Series — Research

190166/1/98	Page 4	Music Rotations: How "Hot" is HOT (The Audience Speaks)
190176/15/98	Page 4	Snap81: Hotty Local (Mike Joseph) Retail Research (WABC)
190186/22/98	Page 1	Measuring Big Mo (Momentum)
190196/22/98	Page 7	TV Spot Recall: Likeability vs. Effectiveness
190206/22/98	Page 7	TV Spot Recall: Dancing Fat Boy
190216/22/98	Page 7	TV Spot Recall: Post-Testing
190226/22/98	Page 7	TV Spot Recall: Radio Index TV Campaign Awareness Trends
190237/6/98	Page 9	About Audience Loyalty & Exclusive Curse (Doug McCall Quote)
190247/13/98	Page 4	Making Sense Of "Flukes"
190257/13/98	Page 4	How To Use Arbitron Data: To Know If You Were Slimed

## 20000 Series — Ratings

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

## 21000 Series — Life

210014/27/98	Pg 9	The Meaning Of Life (100 words or less)
210025/4/98	Pg 3	How To Lose 5 Pounds In 2 days
210035/18/98	Pg 1	Failure Avoidance Formula Applied To Life
210045/18/98	Pg 5	Funding Your IRA/401K Today
210056/1/98	Pg 5	Lifestyle: 14,000 Things To Be Happy About
210066/1/98	Pg 10	"To Your Health" (Get Fit)
21007a6/8/98	Pg 5	Lifestyle: Making Time For Family (Covey)
210076/15/98	Pg 5	Lowry Mays Quote: Fun and Hard Work
210086/15/98	Pg 5	Lifestyle File: Bank-Balance Of Daily Life
210096/22/98	Pg 2	Using SWOT Model In Your Personal Life
210106/22/98	Pg 5	Reverse-Psychology "I'm An Idiot"
210116/29/98	Pg 1	How To Make The Most Of Your Time
210126/29/98	Pg 8	Lifestyle File: Investments That Pay For Themselves
210136/29/98	Pg 2	Ernest Hemingway: Finish What You Start
210147/6/98	Pg 6	Lifestyle: Finding Quality Time For Your Kids
210157/13/98	Pg 5	Bookshelf: "Lead The Field" Earl Nightingale

## 22000 Series - PD Bookshelf

22001 4/27/98	Pg 10	PD Bookshelf: Trout & Ries Today
22002 4/27/98	Pg 11	"The Secrets Of Radio" (J. Paul Emerson)
22003 5/11/98	Pg 10	Keep Your Mind On Cutting Edge: Read Other Trade Publications
22004 5/11/98	Pg 5	Effective Frequency (ANA)
22005 5/18/98	Pg 8	Broadcast & Cable Selling: Charles Warner
22006 5/25/98	Pg 7	The Art Of War by Sun Tzu
22007 6/1/98	Pg 5	Lifestyle File: 14,000 Things To Be Happy About
22008 6/1/98	Pg 2	Writing Broadcast News: Shorter, Sharper, Stronger by Merv Bloch
22008a 6/8/98	Pg 5	7 Habits Of Highly Effective Families (Covey)
22009 6/15/98	Pg 6	Leadership Is An Art By Max DeFree
22010 6/15/98	Pg 6	Empowerment Takes More Than A Minute by Ken Blanchard
22011 7/6/98	Pg 8	Broadcast News, Third Edition (Stephens)
22012 7/13/98	Pg 5	"Lead The Field" By Earl Nightingale

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

## Quotes Worth Re-Quoting

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

### Our Policy Regarding Photocopying Programmer's Digest Is Simple:

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

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

... or ...

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

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

**Deadline Is August 10th!**

**Hurry!**  
Don't Put It Off!

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

#### **"Ya' feel Lucky, Punk?"**

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

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

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

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

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

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

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

#### **When YOU Win, Choose From The Following Prize Options**

##### ■ **A 7-day Personal Vacation**

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

##### ■ **A Think-Tank Weekend For Two**

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

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

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

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

##### ■ **A Think-Tank Weekend For Your Entire Programming Staff**

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

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

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

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

**1** Just tell three Radio PD's about "TW".

**2** Then fax your name, address, phone-, and fax-number on your company letterhead, along with the names, addresses, phone- and fax-numbers of the people you've told about **Programmer's Digest** to **(602) 948-7800**.

**3** We'll put every entrant's name in a hat and randomly draw one name on August 10, 1998. Winner will be notified on that date (and winner's name will be published in the August 10<sup>th</sup> issue of **Programmer's Digest**).

**Good luck!**

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

"When you look up the word **redundant** in the dictionary, it says "see **redundant**."

— Robin Williams

## Ocean Toons®

Check out **Bobby Ocean's** creative website ([www.bobbyocean.com](http://www.bobbyocean.com)). Full of interesting ideas, links, quotes, production and voiceover demos. E-Mail Osh at [oceanvox@pacbell.net](mailto:oceanvox@pacbell.net)  
**Jeff Young's Radio 411** ([www.radio411.com](http://www.radio411.com)) is the *cyber-home* of *Ocean Toons* and the *Bobby Ocean Cartoon Gallery*.

### Programming Note

More!  
Morning Basics

Prep  
Pacing  
Spontaneity

Originally scheduled for this week will appear in the July 27th issue of

**"PD"**

#### THE HEARTBREAK OF HIGH LEVEL SHOW CRITIQUE



**"What we do for a living is a privilege!"**

— Jimmy Steal, PD, KDMX/Dallas

**Snap13!**  
The  
**REAL**  
Father of Top 40

The names **Todd Storz** and **Gordon McLendon** are generally credited with giving birth to Top 40 Radio in the 1950's. Not to take anything away from these legendary pioneers, perhaps it's time we salute a less-famous name who was the *real* "father of Top 40" ...  
the late **Bill Stewart**

The celebrated story is that in 1955 Todd Storz noticed the way the patrons of an Omaha waterin' hole kept playing the same 40 songs over and over on the jukebox all night long, so he decided to do the same thing on the radio station he owned, KOWH.

Truth be known, it was the razor-sharp mind of deep-thinker **Stewart** who actually noticed the jukebox-behavior – and, as PD of KOWH, suggested to Storz that this could be the basis of a radio format. (Credit Storz for seeing the logic of what was, at that time, a "way out of the box" concept!)

McLendon, upon hearing of KOWH's instant success (Hooper shares in the 60's!), hired Stewart to program his flagship station in Dallas, KLIF. It was there that Gordon and Bill, called by some the "Barnum & Baily of Radio" collaborated on designing efficient formatics (that gave listeners what they wanted and needed) and exciting promotions (to titillate their senses), turning KLIF into probably the most imitated station in the world in the late 50's and early 60's.

Stewart went on to become National PD for McLendon, where he established many of the "Top 40" basics that many other formats today embrace as their own. Like *"The 3 B's of Good Broadcasting: B Funny, B Informative, and B Quiet"*.

Stewart also set the standard for caring, yet candid, comprehensive critiques. **Ken Dowe** relates that Stewart would conduct a post-show critique of every set of Dowe's KLIF morning show, every morning.

End result: a constant raising of the bar which resulted in higher standards of excellence at every turn.

TW Tip #7071 and #6046

## Programmer's Digest

### Conventions – You Get Out What You Put In

The recent Midwest Conclave in Minneapolis served as a great reminder of my philosophy about conventions – you get out of them what you put into them.

If you go to a convention expecting to schmooze, get drunk, and party, that's what'll happen (and probably not much more).

If, on the other hand, you attend a convention with the expectation of learning something new, you probably will. And you'll come away charged up and eager to go to work on Monday (or even Sunday)! *TW Tip # 7070*

Personally speaking, I've *never* experienced a convention or seminar that didn't get me thinking about new angles, new ideas, and better ways to program or manage. Hence, I've always felt that I've gotten my money's worth out of every convention I've attended (in terms of being a learning or growth experience).

All it requires is *taking every session seriously*. And *taking notes*. It etches it in your mind *and* enables you to reabsorb what you learned at a later date. (Dig out your convention notes from a year ago and review them – I guarantee you'll find a revelation you forgot you'd learned!) Make the effort to catch even the early morning sessions (even if you feel

## Food For Thought

like sleeping in) – you'll usually be glad you did.

If session tapes are available, buy them, so you can re-visit a particularly good lecture or panel discussion (many of them are timeless, and re-listening, even years later, will present you with "new" ideas you've probably forgotten about over the years). Tapes are also the most effective way to deal with concurrent sessions (enabling you to be two places at once).

Most of all – network, network, network! The more people you know, the more interesting conversations you can have (which will ultimately have an influence on every one your programming and management philosophies).

Some of the tastier tidbits and profound points in my Conclave notes are found on pages 1 and 2 (see – **The Pith Of Conclave '98**).

Congratulations to **Tom Kay, Kelly Hoft, John Sweeney, Jane Dyson** and the Conclave Board Of Directors! Their hard work made Conclave '98 a stellar learning event.

All The Best,

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