

## News/Talk Radio ...

### ... In The *NEW* Information Age

Thoughts On An *Evolving* Industry  
by **Kipper McGee**

**Editor's Note:** One of the world's sharpest programming and marketing minds is **Kipper McGee** (PD at KTRS/St. Louis). He has a knack for putting complex issues into very clear perspective. Witness this overview of where and how the News/Talk format fits within the new world order of spoken-word radio and evolving new media. **TW**

#### It Was "Almost" Like A Song

The mission for Music Radio can be fairly simple: Determine the target, then play *their* hits!

For News/Talk, it is certainly more complex. Providing precisely the right mix of information alone can be daunting. Add in major sports franchises, big-name personalities, and  
(Continued — see **NewsTalk Radio** on page 2)

### PD Bookshelf-palooza!

Lives change and careers advance based on primarily three influences —

- the people we meet, learn from, impress, and interact with
- the attitude with which we approach life and our job, and
- the information we absorb and act on along the way.

The more logical ideas you're exposed to, the easier it becomes to make the right decision confidently. You're on your own for the first two (schmoozing with a positive mental attitude), but we'll try to help you become more well-read. **See page 9** for mini-reviews of 30 great books you should read and internalize.

### *Continuing Education For The Dedicated Radio Programmer*

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# News/Talk Radio . . .

**I didn't come here to be told I'm burning the candle at both ends. I came here for more wax!**

(Continued — from page 1) a variety of distinct talk components and one thing is certain: whether you have a long-standing heritage station covering a wide demographic spectrum or a more tightly-focused "hot-talk" format, you have a classic marketing challenge.

To meet this challenge, the first step is to identify the core consumer, then proceed to *tailor* the product, positioning, and promotional activity accordingly.

That said, there appear to be some similarities and differences between the News/Talk challenge and the Oldies format I've also focused on in recent years.

## Similarities

- In most cases both formats center around the same target audience: "Baby Boomers: born between 1946-64).
- Both face the realities of an *older-skewing audience* with a challenge of protecting and growing the younger end.
- Both need to maintain a high Cume and must create their own "Cume Urgency".
- Both must *superserve* and *satisfy* P1 listeners, while remaining accessible and top-of-mind to P2 and P3s. Neither format can live by P1s alone.
- Both offer the added dimension of "features" and "specials" and, usually, high-profile personalities.
- If done well, both qualify as "Radio, made fresh daily!"

## Differences

- In Oldies, music is the core product attribute, with information selected, tailored, and used for "shading"; In News/Talk, the inverse is the case, although the selection of "music" (bumpers, promos, parodies, etc.) can speak volumes in defining and imaging the station.
- In Oldies, the primary emotional set-point is "fun". In News/Talk, there is a greater opportunity to touch the *entire* emotional spectrum, with the primary set-point on "credibility".
- In Oldies, all formatic concerns, content selection, and execution are the responsibility of the Air Talent alone. In News/Talk, the Producer usually takes on a more proactive role.
- While listeners may tune to Oldies to "escape" reality, they turn to News/Talk to get "in touch" with it!

## The Information "Boom"

"Over-communication has changed the whole game of communicating with and influencing people. What I thought was 'overload' in the 70s turns out to be just warming up in the 90s." — **Jack Trout** in *The New Positioning*

As Dylan put it, "the times they are a changing". And, for better or worse, information is coming at us at an unprecedented rate.

Not only is the data coming fast and furious; the distribution technology continues its rapid evolution. In the last few years alone, we have moved from FedEx and fax to E-mail, online services, and even two-way pagers that give us the headlines, scores, and

latest stock updates. Satellite Direct TV is one of the fastest-growing consumer electronics segments, and the explosion of Internet-intensive coalitions like CNN/Time-Warner, MS-NBC, and even Broadcast.com brings a whole new meaning to the concept of "interactive media" — all available on demand.

Yet, on the *local* level, many of the core needs and  
(Continued — see **News/Talk Radio** on page 3)



## Thought-Starter

**Give Us 22 Seconds —**  
We'll Give You Food For Thought

**You're As Good As The People You Work With**

**When it comes to professional growth on the job, you're often a product of your work environment.**

As the saying goes, "It's hard to soar like an eagle when you're surrounded by turkeys". Yet when you're one of many *super-achievers* hell-bent on *excellence* and *raising the bar*, you'll usually find a way to bring yourself *up* to their level. It's the same way professional sports teams manage to dig down deep to "lift" their game to playoff caliber when a championship is on the line, or conversely, how even the best teams have been known to play "down" to the level of, and thus sometimes lose to, an obviously lesser opponent.

TW Tip #7292, #8168, #6239

# News/Talk Radio ...

(continued — from page 2)

wants remain the same. Now, more than ever, the *key opportunity* of News/Talk radio is to help sort it all out.

However, before we can begin the challenge of selecting *which* items qualify as “essential” and “interesting”, we must first determine exactly *what* qualifies from the perspective of the consumer, then set our “filters” accordingly. It is no longer enough to be simply, “First, Fast, and Accurate.” **Product Targeting** is key.

As in any format, the key role of the Program Director is to:

- ✓ Keep everyone focused on the “Big Picture” issues
- ✓ Keep enough of the “wrong” stuff off-the-air so that the “right” stuff shines through
- ✓ Solidify the product and protect the *Brand Image*, and
- ✓ Monitor changing trends to help anticipate changing needs.

## Radio People Are From Mars, Listeners Are From Venus

“The Martian and Venusian languages had the same words, but the way they were used gave different meanings.”

— *John Gray, Ph.D. in Men Are From Mars, Women Are From Venus*

In ancient Greek mythology, Mars was the “god of War” and Venus was the “goddess of Love”. In recent years, this has inspired a sizable cottage industry. And for good reason — understanding from the *other person’s* point-of-view is critical to long-term success.

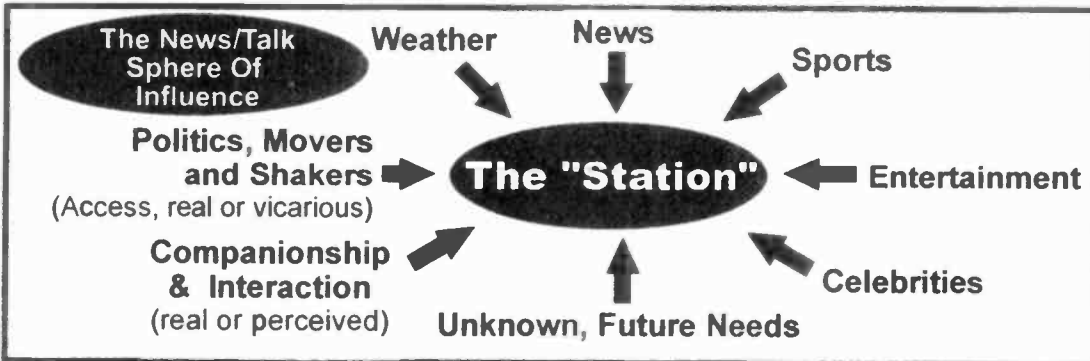
In business we have certainly taken the Mars Motivation to heart —

- Using “marketing warfare” in order to “capture market-share”.
- So we can “lock up” the best advertisers, and “make a killing”
- Thereby “dominating the industry”.

In the programming arena, we have asked, and listened, but perhaps not always *heard* what people are telling us. At times, we have clung to the most dangerous words in industry, (“We’ve always/never done it that way”), thus *limiting* our potential for growth.

With the 21<sup>st</sup> Century already off to a fast start, and the Internet Age leading the way, it is more important than ever that we remain focused on the changing wants and needs of our core audience. This means not only the selection of product attributes, but also their respective emphasis, content-tailoring, and style of presentation.

TW Tip #7290, #10081, #1135



## Next Kipper McGee's

multi-part overview of News/Talk Radio In The New Information Age will be continued in "PD" Issue #57:

- Bridging The Generation Gap(s)

## Kipper McGee



is a 20-year broadcasting veteran. He has programmed winning radio stations in various formats (CHR, Urban, AC, Full Service AM, Oldies, Country, and Rock) at great stations like WOKY/WMIL in Milwaukee, KIOA AM/FM in Des Moines, WROK/WZOK in Rockford, IL, and KBZT in San Diego. He now serves as Program Director at KTRS in St. Louis.

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**"Every great advance in natural knowledge has involved the absolute rejection of authority."**

TW Tip #7291

— *Thomas Huxley*

Thanks to *Doug Erickson* for mining this gem

## Round-The-World Round-Up

50 easy-to-steal contests, promotions, topicals, and public service projects

❑ **Hidden Microphone (Variations On A Theme).** We got lots of follow-up response to our outline of the "Hidden Mike" contest (featured in **"TD"** issue #55 on page 4). When a promotion has a great name, there's usually more than just one way to do it. Reminded me of another way I've used this title over the years.

As a "Say It And Win" contest —

"The X109 Hit Squad is lookin' for you. We could walk up to you with the X109 "Hidden Microphone" to ask what radio station you listen to. Just remember to say *The All New X109* and you'll win \$1,009 on-the-spot. So anytime any conversion turns to "radio" be suspicious, 'cuz it's probably us trying to catch you in the act. But all ya' gotta' do to win the money is remember what you listen to. By the way, what radio station are you listening to right now?"

**Wallace Wisdom:** Resist the innate temptation to add an ID-tag to this promo; let the listener do it, *mentally*. (That kind of interactivity is far more effective! Especially if they're a diary-keeper!) TW Tip #9223

❑ **The Monday Morning Steak-Out.** Every hour every Monday morning, KFYL/Phoenix gives away \$100 dinner certificates for Ruth's Chris Steakhouse. At the sound of the sizzlin' steak, callers #9 and #10 win (station frequency is 910). Prizes provided in exchange for promotional mentions.

❑ **The Great Kiwi Steak-Out.** This is one of my favorites from the TW Scrapbook. Years ago, I mentioned to 4ZB/Dunedin (New Zealand) about an Amarillo steakhouse, the Big Texan Steak Ranch (806-372-6000) which offers diners a free 72-ounce steak if you can eat it all in one sitting of an hour or less (the catch is:

❑ **Rock & Wrap It Up.** This is a natural public service opp for Rock stations to become involved with and publicize. 10 years ago, **Syd Mandelbaum** started a non-profit organization, *Rock & Wrap It Up*, which collects left-over catered back-stage food from concert venues to be redistributed to local soup kitchens and shelters to feed the homeless. After a huge concert, it's not unusual for over 500 less fortunate people to receive a gourmet meal thanks to this innovative program. To check on availability in your area or for more information call (516) 295-3848 or visit their website [www.rockandwrapitup.org](http://www.rockandwrapitup.org).

if not, you pay \$54 for one big-ass expensive steak). ZB decided to raise the stakes a little. (Ahem). They



challenged an Amarillo station that a team of NZ listeners could out-eat a tandem-team of Texans. The

Kiwi contestants won the chance to accompany the ZB morning team to represent The Land Of The Long White Cloud (plus some walking-around money). Finalists were qualified at a local steakhouse, giving the promotion an extra week of local flavor. Didn't really cost much since Air New Zealand had just started flying Auckland-to-Dallas and were keen to tie-in with anything that would help promote the route.

❑ **The On-Hold Game.** WSHE put 3 contestants on-hold to win concert tix. Last one holding won. (Jock checked-in with each of them in each stopset and if they didn't repond within 5 seconds, they were disqualified.)

❑ **Whose Laugh Is It Anyway?** Ongoing breakfast show bit (at 6:50am) on GWR-FM in the UK. Guess the celebrity laugh to win cash.

❑ **Turn 'Em In & Win.** 93-3/FLZ turned local drought conditions into a clever, topical contest. Ratting out your neighbor has never been so profitable. If your neighbor has been watering when they shouldn't be, listen to FLZ and get ready to turn 'em in to win \$193 cash.

❑ **Wear & Win.** KUPD/Phoenix encourages listeners to wear their distinctively colored (red) t-shirts to all local concerts for a chance to win front-row upgrades and backstage passes.

❑ **Fast Pitch.** Oldies 94.9 morning man **Chuck Buell** has fun with his listeners when he gives away San Diego Padres major league baseball tickets. Contestant has 15 seconds to answer 3 quick'n'easy baseball trivia questions. ("Fenway Park is located where?") Win one ticket for each correct answer, answer all 3 right and win up to 6 tickets.

❑ **Let 'Em Win Anyway.** Here's a cool behind-the-scenes touch Chuck Buell adds to win friends and influence diarykeepers (one listener at a time). On any "game-of-skill" contest where the prizes are abundant (like the above-mentioned baseball tickets), if a contestant doesn't win the biggest prize, Chuck gives it to them anyway. This is done entirely *off-the-air* (so the integrity of the contest is preserved on-air).

**End result:** the "loser" thinks Buell's the nicest guy in the world (and probably tells all his friends/family). Net-net: a listener for life because they feel an above-and-beyond bond.

❑ **Last Chance Weekend.** Too often radio stations look at 5pm Friday as the "deadline" for contests or planning giveaways. Once the switch-board shuts down, they figure, it's just too logistically difficult to process prize pick-ups until Monday morning when the station office reopens. In the Phoenix country battle, both KNIX and KMLE held themselves to a higher standard to create excitement around the sold-out Tim McGraw/Faith Hill concert (which was booked for a Sunday night). Both stations had hourly winners right up til showtime.

**Wallace Wisdom:** Keep this can-do concept alive in your mind next time you encounter a big weekend event where it would clearly benefit you to

(MORE — on page 6)



## Nothin' But 'Net

### WWWhat's Playing?



One of the biggest complaints most music stations get from their listeners is "you never identify the songs you play". While some stations make a point of dealing with this on-air (via long backsell reviews, rattling off sometimes as many as 10 or 12 titles and artists), others look at this as a natural opportunity for their website to support the air product in meeting a listener-desire (without having to interrupt presentational "flow" on-the-air).

There are several good examples of how this is being done. Two of the best are **WBEB/Philadelphia** (b101radio.com), powered by radiowave.com, and **Heart FM/London** (heart1062.co.uk).

**What web visitors see:** a display of title, artist, and album of every song as it plays, with jumplinks to the artist's website, plus a chance to buy the song that's playing. If a commercial is playing, they see a visual slide for the ad. B101 even hyperlinks to the advertiser's website. Click the "just played" button on the B101 radiowave.com-powered radio and you can see a complete 6-hour log of commercials and songs. (Consider this the gold standard of how to do it!) Heart has a scroll-back feature (for the last 10 song/ad events).

**Tim Maranville's** PhoenixRadioNet.com lists 11 events for each of PRN's 5 internet-only webcast formats. Listeners can check out what's playing now, review the last 5 events, or preview the next 5 coming up. (Visual quarter-hour maintenance! What a concept!) The display isn't particularly flashy, but that's a good thing — it means it isn't "buggy" (and thus loads very quickly).

**KBFB/Dallas** (B97.9) utilizes GetMedia's "Now Playing Music Store" to let listeners buy or get information about on the next 10 events. The visual pitch to web-users is *Hear It, Like It, Buy It*.

**KCBS-FM in LA** (arrowfm.com) displays only the song that's presently playing, but does so prominently at the top of their homepage *in lieu of* a banner ad, thus placing the station's web-focus clearly on music.

**Wallace Wisdom:** If you're a music station, shouldn't you be making plans to provide this simple basic service to your listeners? **Remember, the main mission for having a website in the first place is to build or enhance your relationship with your listeners!** It doesn't have to have lots of bells and whistles. All it has to do is load fast, accurately display a few song titles/artists, and maybe some advertiser information, too. (How hard is that???) Don't delay implementing a desirable website feature just because you're waiting for something really flashy. You can add the flash later (and you may find that your heaviest users aren't all that interested in the flash anyway). (Keep repeating — "This isn't rocket scinty, this isn't . . .")

*TW Tip #3274, #15080, #16105*

## WWWWebPlugs

The ongoing "PB" series of on-air website promos from around the world continues:

Been by our web site lately? Listen to this — we've got details on how to win five million dollars, just for having a birthday. Our web site address is kvil.com.

T-t-take the PLJ Music Test!

(synthetized computer voice): Music test!

Log on to plj.com and get *involved*. PLJ.

Log on to KTU.com and hang out with The Beat of New York on-line! You can check out Cahoots.com, get your 15 minutes of fame and more! Get in Cahoots and win, only from The Beat of New York!

While you're enjoying Love Songs with Delilah tonight, get the complete Sunny experience by visiting Sunny 95 online. Just type in sunny95.com. When you're there, get the latest on our upcoming free Sunny 95 Breakfast Breaks, plus get up-to-the-minute Weather. See what's coming up with our Sunny 95 Events page, and even get the latest news and reviews with Sunny 95's movie link. We'll tell you what's playing at all the local movie theaters, plus much more. All on sunny95.com.

We keep you up-to-date with the City on our web site and listener line. Visit us online anytime. You get Nick Gregory's Weather, current News and Traffic, and the web site address is 1067LiteFM.com!

(clip of song parody) Just one of the many tunes you can request here live, or, if you just need to hear it wherever you are, wnci.com. All the Multi-Media is available. Just click on ZOO! Log on now! WNCI.com! (VO over computer-modem sfx): Make WNCI.com part of *your* favorites!

(Voice 1, over Computer sfx): Do you want to know what the World Wild Web is?

(Voice 2) News, traffic, chat rooms, wild pictures, celebrity interviews, dirty jokes, daily horoscopes, message boards, jock bios, e-mail

(Voice 1) Are you ready to step inside?

(Voice 2) The new Wild 987.com is here. Enter the World (Voice 1) *w-w-Wild Web*

(Voice 2) With Wild 98 7 (computer beep sfx) dot-com.

*TW Tip #3275, #15081*

## Round-The-World Round-Up

(Continued from page 4)

(continued) go the extra mile to conquer the logistical hassles. Where there's a will, there's a way. Don't think of why it can't be done, think instead of ways you can get it done.

TW Tip #3276, #4139, #7293

□ **N'Stink For N'Sync.** Here's one that ranges somewhere between the N'sane and the N'credible — two WKTU/New York listeners agreed to live in a trash dumpster 24/7 to win front-row tickets to the N'Sync concert at Madison Square Garden, plus \$1,000 cash and a trip for two to Cancun. After 146 hours, it was officially declared a draw (double winners).

### A Pair Of Perky Promotions

□ **More Or Less Breast.** Earlier this year, KWOD in Sacramento staged a titillating web-contest. Listeners who wanted to win a breast procedure sent a photo of their breasts only. 60 listeners' assets were displayed at kwod.com. Web-surfers were invited to click on their favorite "pair". The boobs collecting the most votes won the procedure.

□ **Boobies Like Britney.** Z107-7 in St. Louis gave 10 listeners a chance to state their case to listeners and web-surfers (on the Boobie Bio page) about why they deserved a boob-job. Each day, contestants were voted "out" by listeners. Last one left wins. Clever clickable feature at [z1077.com](http://z1077.com):

an interactive "Britney Boobie-Sizer" shows how "big" the winner's "new and improved" bust could inflate to (using a picture of Britney). (Sneak preview: ends with "oops!")



□ **Lost His Pants.** Another one from the TW archives. Treasure hunt styled stunt. Morning jock gets on-air Monday morning, says he lost his pants over the weekend. Doesn't want to talk about how or why, just wants them back (they're his "lucky" pants). He had over \$1,000 cash in the pockets. Whoever finds them gets to keep the money. Cleverly spreads word-of-mouth as everyone wonders "just what was he *doing* to manage to lose his pants?"

□ **Payola Weekend.** WPLA-FM in Jacksonville (Planet Radio 93.3) staged a charity "Payola Weekend", all proceeds going to the National MS Society. Cost to get a song played: \$25 for a listener, \$100 for a local band, or \$200 for record companies.

□ **Don't Say "Uhhh".** Good example of how to make syndicated resources sound local and actually *add* to stationality throughout the day. KRNB/Dallas sprinkles syndicated morning man **Tom Joyner's** "World-famous *Don't Say Uhhh Game*" throughout the day. Joyner voices the on-air solitation liner, listeners call-in for the chance to win \$105.7 by talking for 30 seconds without saying "uhhh" to win \$105.7.

□ **Brushes With Fame aka It's Who Ya' Know.** Listeners have the most-famous person they know call in on their behalf to win front-row seats to a hot concert or sporting event. **John Garabo** used this very effectively when he was morning personality on Y108/Pittsburgh.

□ **Final Episode Party.** KGME/Phoenix held a "90210 Final Episode Party" at a local big restaurant venue.

□ **Blow Smoke Up The Audience.** WSSX morning team **Two Girls & A Guy** pulled a great April Fools stunt, asking their 6am listeners to help pull a practical joke on listeners who woke up after 7am. 7am listeners were told that, during a late-night emergency legislative session, Governor Jim Hodges passed a bill outlawing smoking in cars. 6am listeners (who were in on the joke) called in to report they'd been pulled over and fined \$995 for possession of tabacco in the car. 7am listeners were told the story was buried on page 17a of the local paper (which, of course, didn't exist). Listeners jammed the phone lines at all media outlets all morning

(even the police received calls). At 8:15, the morning crew came clean. (See "PD" issue #34, page 1, for a rundown of 50 other classic April Fool's pranks)

□ **Too Big A Splash.** Wasn't done on April 1<sup>st</sup>, but could have been. **Brad Krantz**, auditioning for a Talk Host position on WBT, told listeners that the City of Charlotte secretly planted silicon chips in water meters so it could cut off water to people who exceed their quota. Later in the hour, he admitted it was a hoax (but not before city officials received tons of complaint calls).

□ **Car Drop 2000.** B93.7/Greenville, SC dropped an old Toyota from a helicopter onto a giant grid below (various squares were numbered). Winner won their choice of a new Toyota 4Runner or \$20,000 cash.

(Wallace Wisdom: Guess which one the winner chose!)

□ **Poker Run.** WTGZ/WQNR in Auburn/Montgomery, AL teamed up to raise money for the Sheriff's Girls Ranch. For a \$250 donation, contestants on 52 boats passed by five marinas, where they got one playing card. Best poker-hand at the end of the day won \$5,000 cash.

□ **Munster Mash.** Mix 103.1 lined up **Butch Patrick** and **Pat Priest** ("Eddie" and "Marilyn" Munster) for photo and autograph opps at their Mix Munster Mash last Halloween.

□ **Wing Zing.** WLVQ/Columbus established the Guinness record for most chicken wings eaten at a sing event (37,602 is the new number to beat!).

□ **Mission Is Possible.** Mix 99.9 gives Toronto "the world's hardest contest". Every day, new contestants faces a fresh challenging mission which must be completed the same day they accept it. (Continued on page 7)

## Round-The-World Round-Up

(Continued from page 6)

❑ **The Crushed Classic.** KBZT/San Diego (Oldies 94.9) took a perfectly good classic car and had it crushed into a metal cube (James Bond "Odd-Job" style), which they then trotted around to various advertiser locations for listeners to inspect. Guess the exact year, make, and model, win a classic '58 Cadillac.



❑ **Million Dollar Four Play.** Z100/Portland's latest insurance-based game. 100<sup>th</sup> caller gets a shot at \$1,000,000 (matching the last 4 digits of social security numbers).

❑ **Largest Block Party Ever Thrown.** Q102 had Cincinnati listeners call/fax why Q102 should come to their neighborhoods and party with them during the Super Bowl. There were 6 parties — a tailgate pre-game party, one during each quarter, and a post-game party. Cash prizes and a 52" TV went to the party with the most "Q spirit".

❑ **Pregnant & Proud Of It.** KIIS-FM/LA held a "Pregnant And Proud Of it" bikini contest, just in time for "Labor" Day. The Pregnant Queen was judged on talent, beauty, and personality.

❑ **Final Four Dribble-Off.** Rock 97.3 set up 30 winners at a Birmingham Hooters to see who can dribble the longest. The Winner won two tickets to the NCAA Final Four.

❑ **The "What's Buggin' You" Hotline.** Give listeners to get things off their chest about life in your market. Anything that airs wins a cash prize.

❑ **Q-topia Summer Show.** Great name for WKQI/Detroit's version of the artist spotlight concerts.

❑ **Paper Airplane Fly-Off.** Sell heavy weight paper airplanes to raise money for charity at a large-crowd event (football games or cricket matches are ideal). After the game, position a hot car with an open sun-roof in the center of the field. First person to sail their airplane through the roof wins it. Sell it to a key account (*The Paper McAirplane Fly-Off*, brought to you by McDonalds). Great photo opp for TV and newspapers — as 20,000 paper airplanes take flight.

❑ **Embarking On The Roller Coaster Of Life.** Star 101.5 married three Seattle couples on-the-air during a roller-coaster ride.

❑ **The Breakfast Prize Balloon.** Release a daily prize balloon every morning at 8:15am (containing a client prize). Plays on theater of the mind (listeners can "see" it being released when it's described properly). Plus every time a listener sees any kind of balloon in the air, they assume it's yours. Several years ago, a New Zealand station had a prize claimed by a winner who found it 600 kilometers away.

❑ **Leap Day.** File this away for February 29, 2004. WWDC in Washington's entire "Elliott In The Morning" crew decided to celebrate Leap Day by hurling their bodies out of an airplane. Website slide-show followed.

❑ **Got Milk.** WYNK morning team **Big D & Bubba** submerged themselves in 500 gallons of milk for 101.5 minutes, doing live remote breaks while submerged (using special suits and breathing apparatus). The station donated twice that amount of milk to the Baton Rouge Food Bank.

❑ **Note For Note.** Name That Tune take-off. "Do you need 5, 10, or 15 notes to identify this hour's mystery song. Name it in 5 to win \$1,000, take 10 you'll win \$100, or \$20 if you require all 15 notes.

❑ **Limousine Lunch.** Recurring weekly promotion — win lunch with the morning team at a nice restaurant. Easily liquidatable for mentions. When big celebrities visit the station, the mechanism is already in place to rev it up a notch.

❑ **X109 Big-Ass Cash Giveaway.** Great name thought-starter for a forced-listen cash contest.

❑ **The X109 Cash Blaster.** Ditto.

❑ **World's Largest Car Wash.** Coordinate area schools, church, and civic organizations to help raise money for charity at a large stadium parking lot. Post promote by tallying all the money raised for all the charities combined.

❑ **Car-Wash-A-Thon.** Jock tries to set the Guinness Book world record for non-stop car-washing. Lots of good looking "helpers" (male and female) add to the attraction of this event. Charge money for charity ("\$10 for Jock Name to wash your car").

❑ **World Record Day.** Hold at a mall or stadium parking lot (on a weekend). Two weeks out, solicit for listeners who want to break a Guinness Book world record. Stations sets the world record for bringing together the most world records.

❑ **Children Are Our Future.** Similar to Howard Stern's "Homeless Jeopardy". KFYL Talk Host **Grant Woods** plays the game with a call-in contestant, who has to guess whether a High School student will (or will not) know the answer to a general knowledge trivia question. ("What do the letters JFK stand for?") You'll be amazed at how ill-educated Generation Y is about things they should be learning in school, and even how uninformed they are about pop-culture.

❑ **Mardi Gras Marriage.** Mix 104.1 morning team **Rob & Rob** performed their 2<sup>nd</sup> Annual Mardi Gras Marriage, wedding one lucky couple on a float during the Fat Tuesday Parade in downtown 'Nawlins. The entire event, of course, was broadcast live.

**More!**

See Page 8

## Round-The-World Round-Up

(Continued from page 7)

- ❑ **Live Mikes.** Star 95.7 got the Tampa Bay market buzzing with the old "leave our mikes open" stunt. Even rival radio stations tried to contact morning team Carmen & Chris to let them know their mikes were on.
- ❑ **Screw Over Your Ex.** The Morning Freak Show at Wild 98.7 gave Tampa residents (Tampons?) a chance to go up in a helicopter and "do it" over the home of their ex.
- ❑ **Mile High Marriage.** Z100 in Portland gave away a Valentine's Day marriage aboard a Piper Navajo airplane, complete with a mattress in the back. Personality Dr. Doug broadcast live, airborne, from the blessed event (from the other side of a privacy wall installed in the plane).
- ❑ **10,000 Valentine's Cards.** WOGY/Memphis (Froggy 94) enlisted the work of school kids to hand-draw 10,000 cards for patients at St. Jude Children's Hospital.
- ❑ **Who Wants To Be A Billionaire.** KSMG morning personality **Sonny Melendrez** gave listeners a chance to win One Billion Turkish Lira. (\$1,777).
- ❑ **You Don't Have To Do Jack.** KUPD direct mail piece invited listeners to fill out an attached "job application" and drop it in the mail. When you hear your name called, call within 10 minutes to win cash.
- ❑ **Miss Tore Up Texas.** KEGE staged their 2<sup>nd</sup> Annual contest to find the ugliest woman in Texas. The categories included: bad hair, ugly feet, most stretch marks, ad nauseum
- ❑ **The Message Is The Medium.** Star 100.7/San Diego invites listeners to include KFMB-FM's signature "Hi Star" line as part of their voicemail or answering-machine message to win small prizes.
- ❑ **Flight Fund Friday.** Phoenix is home to American West Airlines so a good percentage of Phoenicians are members of the airline's Flight Fund frequent flier program. Mix 96.9/KMXP gives away 50,000 Flight Fund miles every Friday morning. Each winner also goes in the draw to win a trip for 2 to Tahiti. For this co-promotion to achieve sufficient mass, it needs to be tied to one of the top 2 or 3 airlines (in local share of market).
- ❑ **Build A Better Radio Station.** 93Q/Houston dusts off an old classic: "For years, you've had the freedom to enjoy drive-thru hamburgers your way. The same general principle works for salad bars, custom homes, special-order cars, and the like. But with radio stations, you've always pretty much been forced to make your listening choices based on what's available, and essentially take it or leave it. But not anymore. 93Q Country needs your help in building a better radio station! Join the 93Q Advisory Team. Tell us what new Country songs you want to hear more or less of or not at all. And if you have comments or concerns, we want to hear those, too! Join the 93Q Advisory Team now by signing up on our web site at [93qcountry.com](http://93qcountry.com). And when you sign up, you'll be doing your part to build your radio station, Houston's New Country Leader, 93Q"
- ❑ **The Anniversary Club.** Hear us announce your anniversary on-the-air and win a world-class weekend.
- ❑ **Note For Note.** Name that song style of contest. Listener chooses to identify a song in 5, 10, or 15 notes (to win \$20, \$50, or \$100 cash).
- ❑ **Hear It & Win It Weekend.** Win concert tickets to several upcoming concerts whenever you hear a song by that artist played.
- ❑ **How Many Tickets You Need?** Nice twist to an event you have lots of tickets for. Ask the winner "how many tickets do you need? 2, 4, 6, or 8?"
- ❑ **Virtual House.** Triple M/Sydney gave away over \$80,000 worth of home furnishings (including a \$10,000 down payment).
- ❑ **Payroll 2000.** WMGK/Philly is the latest to use the old Payroll contest, inviting listeners to call in to register, then listen for their name to be called on-air. Call back within 10 minutes to start earning \$102.9 per hour (with double-time pay on Thursdays). Stay on the payroll until the next listener calls-in when they hear their name.

### WWWbWWWise —

❑ **Your 15 Minutes Of Fame.** Actually more like 10,000 minutes of fame. Website feature on KFI/LA ([www.kfi640.com](http://www.kfi640.com)) spotlights a weekly Featured Listener (photo, micro-bio, and all).

❑ **Cyber Crew Bonus.** WRIF drives Detroit listeners to the 'RIF website, [www.wrif.com](http://www.wrif.com)). Their Song Of The Day pays \$1,001. But if the winner knows the secret password (given to members of the WRIF Cyber Crew), they win double (\$2,002). Thursday, the cyber bonus triples (\$3,003).

❑ **Live Lipo.** Doc of WXXL/Orlando's **Doc & Johnny** morning show, had a liposuction procedures done live (both on-the-air and on-the-web). Generated over a million hits during the operation and following.

❑ **Winning Lines.** Each week, Capital FM/London gives surfers a couple of lyric lines from a song. Guess the song and artist, win one of several prizes. Purely a web-competition ([www.capitalfm.co.uk](http://www.capitalfm.co.uk)).

### And the survivors just keep on comin' . . .

❑ **Survivor — The Quick Version.** Clever twist to survivor-mania from WPUR in Atlantic City. PD/Morning personality **Joe Kelly** compressed the contest down to 4 hours in the Cat Country studio. 12 contestants voted a fellow member out 20 minute, while performing various rituals throughout the show. Winner got a 7-day Caribbean cruise.

**More!** See Page 12



# Deep Background

Another Todd Wallace Insight Interview

## Mark Beever

A few weeks ago, **Mark Beever** signed-on as the Director and Consultant for **ESP International**, which also has him wearing the cap of Group PD with the **SBS Radio Network** across Europe. Just before he joined **ESPI**, we had a chance to catch up with Mark during his tenure as Programme Director of **GWR-fm** (Bristol/Bath) and head of Research for the 36-station British radio group **GWR** to talk about fresh ways of approaching stationality. To complete his CV: prior to his stint at **GWR**, Mark was PD of **ARN's** (Australian Radio Network, owned by Clear Channel) successful **TT-FM** (Double T), Melbourne (Australia).

Mark recently introduced some unique new jingle concepts on his stations that have commanded the attention of both listeners and other British radio programmers alike. One particularly interesting aspect: the jingle-imagery was produced by an Australian company, **Jingle House**, headquartered in Australia's second

largest city, Melbourne. In just three years, **Jingle House** has become the single largest producer of radio IDs **Down Under**.

**"PD"**: Mark, first give us some background on your position with **GWR**.

**MB**: I had always wanted to work in Europe and **Dirk Anthony** the Deputy Group Program Director heard **TT-FM** on a Melbourne visit and liked some of the things we were doing on air. A friend of mine was also working in the group and when he mentioned to **Dirk** that I was keen to come to Europe, it all started from there. **GWR-fm** is a **CHR** based format operating on two different frequencies for the Cities of Bath & Bristol. One of the big differences in working in the UK is the fact that not only are you competing with other local stations, but also having to contend with the power of the **BBC**, the government owned and operated non-commercial broadcaster. Six **BBC** stations can be

**With the initial brief, they asked for not only tapes of GWR-fm but also our competitors, so they could get a feel for the market.**

heard in the Bristol/Bath Market, five of them national and one local. The **BBC** is a major player and is in direct competition with commercial operators for audience share. Commercial Radio did not really get going here until the 70s and 80s (and is still expanding), so the **BBC** stations still have a great deal of heritage in the market.

**"PD"**: And what is the ratings situation.

**MB**: **GWR-fm** currently enjoys a market share of 18.4%, **BBC Radio 4** (Talk) sits on 15.5%, **BBC Radio 2** (AC) has 15.0%, **BBC Radio 1** (Alternative/CHR) is sitting on 11.1%, **BBC Bristol** (Talk) comes in at 8.9% and **Galaxy** (Dance) is at 4.8%. The other stations then tail back from there.

**"PD"**: I understand you've recently introduced some new jingles done by **Jingle House**, **Down Under**.

**MB**: We initially commissioned two packages, a set of positioner jingles and *Power Ups* for song intros. It had been a long time since **GWR** had run any sung jingles, so to me it seemed the most obvious way to freshen the station.

**"PD"**: Certainly, the UK has numerous jingle firms and many British stations have utilized American jingle companies to establish their stationality. Why do you like the material **Jingle House** creates for you so much?

**MB**: Mainly because it's extremely current, innovative, and *customized* to suit our station. **Jingle House** has a combination of staff from both radio and music backgrounds, which means that there is a real understanding of what radio stations are trying to do. With the initial brief, they asked for not only tapes of **GWR** but also our competitors, so they could get a feel for the market. No other jingle company had ever done that. So once they listened to the tapes, they spoke with me about how we wanted to use the jingles, then came up with some demos — most of which I *loved*. The guys worked up the package from there. It was *purpose-built* for our needs.

(Continued — on the **INSIDE PAGES** of this Insert)

# Deep Background

**"PD":** Your network has not run jingles for a very long time — in fact, jingles are not at all common in much of British Radio these days. What has the reaction been like to such a radical change in the station sound?

**MB:** Terrific. The first inkling I had that the jingles were impacting was when I heard some of our sales staff singing along with them. They really helped with the flow, made our music sweeps more seamless (assisted with "more music, less talk"), and also made the station sound more contemporary and up-to-the-minute. They have worked especially well in Breakfast. Our guys use them a lot when getting out of breaks. There is nothing better than hearing a jock come out of a really funny bit, using an up-tempo jingle or *Power Up* track to wrap it up and move the show on.

Sounds fantastic! It's funny now that over the past couple of months many of our competitors have "suddenly" introduced jingles and *Power Up* type song intros!

**"PD":** Are the formats of Double T FM and GWR identical?

**MB:** No quite different. GWR is quite a bit broader and plays a lot more currents. The audience tends to be more accepting of different genres as long as the song is a *hit*. The UK audience is comprised of voracious music consumers and songs tend to peak and burn a lot faster here. As a result, Recurrents also don't tend to hang around as long. TT was more an AC station, GWR leans towards CHR.

**"PD":** How did Jingle House adapt to the differences in format when they created your GWR package?

**MB:** Well, they were completely different packages, for different formatted stations, on different sides of the planet. We didn't actually talk about Double T in the brief, it was a totally new approach for GWR.

**"PD":** There are probably skeptics out there who may think that an Australian accent can't match the English dialect (or U.S. for that matter). Have you

**There's nothing better than hearing jocks come out of a really funny bit, using an up-tempo jingle or *Power Up* track to wrap it up and move the show on. Sounds fantastic!**

found that differing international accents have caused any problems?

**MB:** One of the great things about jingles is that singing automatically *softens* accents to begin with. We just made sure that the pronunciations were clearly described in the brief and then did some tweaking at the demo stage to make sure they were spot-on, but there have been no problems. It hasn't been an issue.

**"PD":** Has being on the opposite side of the planet affected your working relationship with Jingle House?

**MB:** No, not at all. We use a combination of phone, fax, e-mail and overnight couriers for communication. Jingle House will often e-mail MP3 audio file demos of the new material we commission, which means I get it *instantly* and then we usually discuss any issues on the phone. There is no problem with delivery deadlines as there are several ways in which we can receive material.

**The UK audience tends to be more accepting of different genres as long as the song is a *hit*.**

**"PD":** Do you supervise the creative direction by phone during the session, or do you actually fly down to Melbourne for the session?

**MB:** It takes 30 hours for me to get to Melbourne door to door from Bristol so we normally do it by phone. The guys either e-mail or express mail music beds, then rough vocal stages, and we discuss it at those points.

**"PD":** How well do you find Jingle House takes creative direction from you?

**MB:** It's great, they really try to make sure that they get what is in your head coming out of the speakers. As I said earlier, their team is made up of both musician/song writers and radio production/on-air people; they *know* that they are producing jingles to serve a *purpose* and *function*, so they are not "precious" about their work and are only too happy

# Deep Background

**MB:** (continued) to discuss every aspect of each jingle.

**"PD":** If you need something changed quickly, are they cooperative? What's been your experience?

**MB:** Very. The one time I needed a change made to a finished product, I had a new version sent via e-mail within 48 hours. Then following my approval, the CD master hit my desk within 36 hours. They changed it straight away and at no extra charge.

**"PD":** You've chosen to introduce both the "package" jingles and the "Power Ups" concept simultaneously. Can you explain the difference? Also *why* you made the decision to run both — and how they fit together within the program?

**MB:** The quick answer is *maximum impact*.

- **The package jingles** are standalone pieces that sit between songs. They each have their own specially composed and recorded music bed (along with an ID & Positioner vocal) and are particularly good at assisting with the transition between tracks.

- **The Power Ups** are sung station IDs that are specially produced to sit over the intro of specific songs. This means you get *uninterrupted* music flow with a very *powerful* station ID.

As I said, we decided to run both to achieve *maximum impact* quickly. Having the *Power Ups* on also gives the other jingles a longer shelf life.

**"PD":** And I understand you recently took delivery of the Jingle House "Summer anthem", *Summer In The City*. How was this utilized?

**MB:** It was delivered to us in a really versatile way, there was the full 4-minute song version, alongside all the work-parts. That meant that we were able to mix a full package of Summer IDs, complete with listener grabs and lots of "local" audio, all to the theme of *Summer in the City*. It was great because no one else in the market was doing it and we really sounded like the city's "Summer" station. The jingle incorporates several localized raps and a very infectious big block chorus. We actually got *requests* for it — you *know* it's got to be working when *that* happens!

**"PD":** Last time I checked, £1 pound sterling

**The Jingle House team is made up of both musician/song writers & radio production/on-air people; they know they're producing jingles to serve a purpose and function, so they're not "precious" about their work.**

buys 2.6 Australian dollars, and one US dollar buys 1.7 Aussie dollars. Has this exchange-rate advantage played a part in your decision to run with Jingle House?

**MB:** The competitive international exchange rates certainly make the jingles and *Power Ups* more attractive, and affordable, but this has never been the driving factor. I've always found Jingle House to be very *good value for money*. I haven't come across anyone else that offers the quality of product at their kind of rates, but ultimately, the Jingle House *product* is the reason they're on-air. *TW Tip #9225*

**Mark Beever** is Director and Consultant for ESP International (the European arm of Australia's most successful programming consultancy, ESP Media). Reach Mark by e-mail at [mark.beever@ukgateway.net](mailto:mark.beever@ukgateway.net).



For more information about **Jingle House** in Melbourne, Australia, contact **Nigel Ross**.

By phone: **61-3-9537-0600**

By fax: **61-3-9537-2468**

US readers: International access code is 011

By e-mail: [info@jinglehouse.net](mailto:info@jinglehouse.net)

Complete packages, including raves by great programmers like **Tracy Johnson**, **David Brice**, **Brad Storey**, **Dave Smith**, **Kate Economou**, and **Howard Taylor** appear on the enclosed Demo CD. Additional samples of other (non-radio) Jingle House product can be streamed or downloaded from the Jingle House website:

[www.jinglehouse.net](http://www.jinglehouse.net)

**Wallace Wisdom:** Pop the CD into your computer right now (while you're thinking about it) — and prepare to be blown away! This is truly world class!

To Reach **"PD"**: Call (480) 443-3500 Fax (480) 948-7800  
or E-Mail [TW3tw3@aol.com](mailto:TW3tw3@aol.com)

## Programmer's Digest

# The Insert

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### The "PD" Deep Background Interview

## In This Issue: Mark Beever

Director/Consultant with *ESP International*

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# "PD" Bookshelf-Palooza! **Must-Read "A-List" Material**

"What good books have you read lately?" is probably the question I'm asked the most, at various levels of my consulting and radio activity. There's a menagerie of great new works that deserve to be on your must-read list. We'll outline several dozen of the very best over the next few issues of "PD".

**Getting Better All The Time.** In this great "new information age" we live in, there's an added dimension that can truly enhance your learning experience. Most trailblazing authors are fascinating, complex characters. And most of them are future-savvy enough to know that the Internet can embellish their image (and enrich their ancillary business ventures) very quickly. In some cases, their websites are so full service as to be equally as interesting as (and more up-to-date than) their books, chock-full of useful information, *free for the mining*, that will expand your mind in many new directions. Visiting the websites of breakthrough-thinkers like **Watts Wacker**, **Chris Locke**, **Tom Peters**, **Faith Popcorn**, and **Al & Laura Ries** is an adventure in itself. I encourage you to add this extra-step to your reading routine. It will add valuable dimension.

TW Tip #7299, #15083, #22029

## The Visionary's Handbook:

### 9 Paradoxes That Will Shape The Future Of Your Business

There are futurists. And then there are *futurists!* **Watts Wacker** is on the short list of the greatest creative thinkers of our time. You may recall, in "PD" issue #53, **Steve Rivers** mentioned Wacker as one of people he'd most like to invite to a dinner party of great conversationalists. Read his *Visionary's Handbook*, and you'll see why. Better yet, visit his website (the epitome of a full service site), [www.firstmatter.com](http://www.firstmatter.com), and prepare to be dazzled, impressed, and inspired with articles, RealAudio clips, and other "out of the box" thoughts. His *Handbook* philosophically examines nine broad trends that are shaping business today, which are actually paradoxes critical to understanding (and ultimately managing) the future. Hypotheticals, yes — but with logical links to familiar situations of typical business activity, which make it more usable. Some of the paradoxical gems he puts forward include —

### The Visionary's Handbook

by **Watts Wacker**  
and **Jim Taylor**



- **The Paradox Of The Visionary.** The closer you get to a provable truth, the more you likely you are just reflecting the present. The very basis for the book is that "change" is occurring at such an increasing rate that the more certain you are of the future, the more likely you will be wrong. And the more successful you are, the more you will be faced with greater (and more frequent) such collisions with chaos.
- **The Paradox Of Value.** The value of any product becomes inseparable from the buyer's perception of worth. Relative value has replaced intrinsic value.
- **The Paradox Of Size.** The bigger you are, the smaller you need to be.
- **The Paradox Of Time.** The longer the time interval over which you predict results, the greater the risk you will be unable to take the steps necessary in the short term to achieve long-term ends. Yet to succeed short-term, you need to think long-term.
- **The Paradox Of Competition.** Your biggest competitor is your own view of the future. Competition comes from everywhere — and nowhere — at the same time.
- **The Paradox Of Action.** Nothing will turn out exactly as it's supposed to. You must act intuitively (yet be equally ready to take counter-intuitive action).
- **The Paradox Of Leadership.** To lead from the front, you have to stay "inside the story". In an inherently inconsistent world, consistency is not the virtue it once was.
- **The Paradox Of Leisure.** These days, play is hard work. Play and work are blending and becoming indistinguishable.
- **The Paradox Of Reality.** Every person on Earth has the potential to be connected to every other person. And every single one of us inhabits a world of our own and is a marketing segment of absolutely one. As our links become stronger, our individuation becomes starker.

(Continued — see **Bookshelf-Palooza** on page 10)

**Hey diddle-diddle  
won't get you  
there. But a big  
boost will send  
you in the right  
direction.**

**"Reach for the stars.  
You may not get one,  
but you won't come  
up with a fist full of  
mud either."**

— *Leo Burnett*

(Seen on **Watts Wacker's**  
[firstmatter.com](http://firstmatter.com) website)

# "PD" Bookshelf - Palooza!

Must-Read "A-List" Material

(Continued — from page 9)

(Continued) All of this points to the need for *continual* innovation, even to the detriment of your core business. If it ain't broke, break it (as Tom Peters has been known to say). *The Visionary's Handbook* builds on a premise put forward in Wacker's previous book *The 500 Year Delta* (delta is the Greek symbol for "change") that, after 500+ years, The Age Of Reason is rapidly coming to a close. It's being replaced by The Age of *Uncertainty* (sound like something we're familiar with in radio?). This is forcing businesses to increasingly rely on chaos-based logic (rather than traditional reasoning and economics). "All we can do is attempt to *influence* our own future", absorb the paradoxes, and be prepared for whatever tomorrow does arrive." In order to do that, you must constantly ask two big Q's: "What am I?" and "What will I be?". Every chapter features "future exercises" where you are encouraged to define yourself, your company and its products (and how you visualize them in the future relevant to the paradox being examined). In essence, you're challenged to "write the resume of the person you want to be in X number of years." Read the book. Surf the site. You'll fast become a Wacker fan.

Available from [amazon.com](http://amazon.com) and [bn.com](http://bn.com) for \$20.80.

TW Tip #7300, #22030, #15084

## 11 Immutable Laws Of Internet Branding

The same father/daughter team that brought you *22 Immutable Laws Of Branding* have (gasp!) line-extended! *Online*, that is. Al and Laura Ries refer to themselves as "focusing consultants". With that in mind, we need to take seriously their belief that every business will be affected by whether they have a web presence or not (even if you're not doing business on the web, they say, you'll be affected by a competitor who is). They believe history will rank the internet as the greatest of all media, because of its interactivity, which can be good for radio (see their take on chapter 6). An abridged version of the book can be viewed free of charge by visiting the Ries website, [www.ries.com](http://www.ries.com) (click on Chapter Summaries). Worth visiting!

11  
Immutable  
Laws Of  
Internet  
Branding

by Al & Laura Ries



### 1 — The Law Of Either/Or

The internet can be a business or a medium, but not both

### 2 — The Law Of Interactivity

Without it, your website and your brand will go nowhere.

### 3 — The Law Of The Common Name

The kiss of death for an internet brand is a common name (e.g., [cooking.com](http://cooking.com)). You can't build a *brand* with a generic name.

### 4 — The Law Of The Proper Name

Your name stands alone on the internet, so you'd better have a good one. Chapter 4 lists 8 incisive attributes to consider when choosing a website name

### 5 — The Law Of Singularity

You should avoid at all costs being second in your category.

### 6 — The Law Of Advertising

Advertising off the 'net will be a lot bigger than advertising on the 'net. Ries & Ries think *radio* will turn out to be an ideal medium for dot.com advertising.

### 7 — The Law Of Globalism

The internet will demolish all barriers, boundaries, and borders. McLuhan's "global village".

### 8 — The Law Of Time

Just do it. You have to be fast, first, and focused.

### 9 — The Law Of Vanity

The biggest mistake of all is believing you can do everything. The authors offer 5 fundamental strategies for market leaders.

### 10 — The Law Of Divergence

Everyone talks about convergence, while just the *opposite* is happening.

### 11 — The Law Of Transformation

The internet revolution will transform all aspects of our lives.

Ries & Ries offer 10 predictions about commerce on both the internet and what they call the "outernet". Because the internet is moving so fast it can't accurately be measured, this is a must-read for anyone in radio who wonders what's around the corner for our industry. Available at [Amazon.com](http://Amazon.com) and [BN.com](http://BN.com) for \$14.70.

More Bookshelf-Palooza continues on page 14.

TW Tip #15085, #22031, #7301

# Concepts

Ongoing series of forgotten basics in "bite-size" doses

## Timely Timechex

Are timechecks a strong programming feature?

Or just a content-crutch used by jocks (and thus, a waste of words and airtime)?

As with many programming factors, it depends upon the time of day.

**Between 5-9am on weekdays,** "time" is a very important commodity (and an integral part of the busyness of most normal people's "get up and get off" lifestyles). Thus, frequent timechecks are a natural, even *expected*, programming element in Morning Drive/Breakfast. It becomes part of the "full service" reminders and reassurance most stations try to provide for their listeners every morning. When asked in a perceptual research study, a good percentage of listeners list accurate timechecks as something they expect to hear on their favorite radio morning show.

**After 9am on weekdays,** time becomes less of an urgent factor (in terms of being an essential ingredient in radio programming).

In fact, my philosophy is that . . .

. . . **after 9am, a radio timecheck usually serves as a reminder to a radio listener (diarykeeper) that they could (or should) be doing something else, thus possibly limiting (or ending) their listening-streak with your station.** People often drift away from their planned "time and motion" schedule during the day, until something reminds them to get back on-track, on-task, or on-target. If you've got a diarykeeper listening to you "right now", you *don't* want to say *anything* that might remind them they should be doing something else (which might result in their interrupting their radio listening

**After 9am, a radio timecheck often serves as a reminder to a radio listener that they could be doing something else, thus possibly limiting or ending their listening-streak with your station.**

pattern). It's the same reason that you don't see any clocks inside Vegas casinos (it might remind gamblers how long they've been gambling or something else they should be doing instead). That's why I recommend *against* using timechecks after 9am.

### Couple Of Caveats

- News/Talk stations can often gain perceptual points by reinforcing top- and bottom-of-the-hour newscasts (when listeners "expect" to hear newscasts) and regularly scheduled surveillance ingredients (like "traffic and weather together on the 10's")
- The use of a time-tone signaling the top-of-the-hour can often become a "utility" listeners frequently use to set their clocks and check their watches. It is generally done as part of a newscast intro sequence (although some music stations have been known to feature an hour-signifying tone as part of their format).

### How To Say It

**Throughout the day.** If you decide, despite my urgings, that timechecks should be part of your after-9 programming, the most *streamlined* way of giving time is in *digital* form ("9:23", as opposed to "23 minutes after 9"). Since most people wear digital watches instead of analog timepieces, they tend to "process" (think) digitally. Also remember that most automobile time-displays are digital-readout. All things considered, it makes you sound more *efficient* to the *greatest* number of listeners. (Last time I checked, the percentage was well over 75%) Ask someone who wears a digital watch what time it is and they'll usually respond digitally. So should you!

**Morning Double-Time.** Give a digital timecheck during the hectic haste of

the average listener's morning shit-shave-shower-shampoo routine and I guarantee it will fly by so *fast* that *no one hears it* (it goes by too quickly to fully "register" in most listeners' minds). But give the time in *both* digital *and* analog verbiage and it allows your time message to linger just long enough that most listeners *do* get it (and most will appreciate it). It's not really a time-waster (only adds an extra second). "7:23, that's 23 past 7". Some stations still utilize a time-chime (or time-beep) to separate the two versions, but most consider that (rightly or wrongly) to be a dated presentation approach.

### "Natural Sounding" Analog Time.

When giving analog time before 9am, try to say it like most people actually speak.

- ✓ Use the "30" mark as the line of demarcation on whether you say "before" or "after".
- ✓ From :01 to :29, say "    minutes after    " From :31 to :59, say "    minutes before    " It just sounds cumbersome to say "48 minutes past 5" instead of "12 minutes before 6" (like, "what planet are you from, Dufus?").
- ✓ On the quarter hours, say "quarter past    " or "quarter til    "
- ✓ On the half-hour, say "half past    "

**Regular Morning Timechex.** The rule of thumb to apply to mornings is that timechecks should be given every 2-3 minutes on NewsTalk stations or every 3-4 minutes on music stations (which usually works out to every time a spoken-word segment is scheduled on a music station). Some personalities claim that timechecks "get in the way" of great content, but I offer the counterpoint that they are something listeners expect as part of your morning "useful information" package. In fact, often timechecks can be used as a ricochet

(Continued — see Capsule Concepts on page 12)

## Re: Selling timechecks — the correct advice is *don't*.

### Timely Timechex

Continued  
— from page 11

(continued) point or “turning” opportunity within morning content.

**Morning Time & Temp.** Just because the concept of “time and temp” (given together) has been a regular part of morning shows since God was boy doesn’t make it any less valid today. When you do it consistently, it makes you sound formatically efficient (providing something listeners subconsciously learn to count on you for).

**Weekend Mornings.** The “urgency” and “busyness” attached to the “get out the door quick” weekday routine doesn’t apply to most listeners on weekends, so the case can be made that timechecks are not as “essential” on Saturday and Sunday mornings. However, listeners are still waking up and depending a full service ingredient mix. On this basis, I believe the appropriate balance is to continue giving timechecks on weekend mornings, but only in digital time (not reinforced with an

analog “double” timecheck).

**Re: Selling Timecheck Sponsorships.** The correct advice is *DON'T*. Sponsored timechecks sound cheap, bush league, and old fashioned. But in this day where everything seems to have a price, management is too often willing to look the other way while logical programming principles are sacrificed in the pursuit of a bigger bottom-line. The smart PD will have proactively thought through how to put the “best face” on it, in case push comes to shove. (Call it “show prep” for the PD.) If you’re forced to, try to camouflage the sponsored timecheck within a newscast (where it can be buried amongst lots of other spoken-word content). You should insist that it be a sponsor-ID only (with no advertising copy or positioning slug-line). Then follow it quickly with a reason for listeners to stay tuned.

“KXYZ Newstime now 8:04, thanks to ABC Electronics, coming up next, money sports, and weather on KXYZ”  
Formatic sleight-of-hand has never been so important.

TW Tip # 9224, #5071, #1136

## On selecting which opponents need to be targeted in your rifle sight

## “Never murder a man who is committing suicide.”

TW Tip #3277, #7294

— (Old political saying)

### Round-The-World Round-Up

(Continued from page 8)

❑ **Starvivor Island.** Like many stations, Star 100.7/San Diego has supported their survivor-esque promotion with inventive web coverage (at [histar.com](http://histar.com)). Including three live streaming webcams, profiles of and diaries written by the castaways, and a photo album. The winner who survives being voted off by the Tribal Council,

comprised of Star listeners, drives off in a PT Cruiser.



❑ **Fanta-Z Island.** WZEE in Madison had contestants live for four days in a fenced-in area in front of the Z104 studios. Spam and water were the basic food groups provided, but contestants were awarded “luxuries” like pizza, sleeping bags, and toothpaste. Grand prize winner wins a real fantasy island trip to either Hawaii or the Caribbean.

❑ **Car Cast.** Star 101.5/Seattle’s “Live In It To Win It” contestants were constantly on display via the Car-Cam on the station’s website.

❑ **Piranha Cove.** 5 WCOL listeners in Columbus are spending the week on a pontoon boat for a \$1,000 prize. An inner-tube filled with food (pizza, subs, burgers) Only catch: they have to reel it in.

**Wallace Wisdom:** Regarding radio stations having listeners “vote people off”. I’m a bit uneasy about inviting listeners to “vote listeners out” of a promotion. A TV show can get away with that — since that’s

part of the show’s concept. But a “survivor” promotion is just a small part in a radio station’s overall image and stationality. I think it could foster perceptual ill-will toward the station, if the wrong person gets booted. Radio stations are supposed to be *inclusionary*, not *exclusionary*. TW Tip # 7295

TW Tip #3278, #4140, #5072, #15082

**We promised you 50 stealable promotions!  
We gave you 69!!!**

**And Wait’ll You See What’s Coming In “PD” Issue #58**



# "PD" Bookshelf - Palooza!

## Differentiate Or Die: Survival In Our Era Of Killer Competition

Jack Trout's newest masterpiece (with new partner Steve Rivkin) zeroes in on the importance of discovering and marketing your product's *uniquely* valuable qualities. Trout is a disciple of marketing guru Rosser Reeves, who in 1960 first introduced the unique selling proposition. Differentiation takes the USP concept into the new millennium.

Two salient points to remember:

■ **In the new economy, differentiation is one of the key metrics for success.** Over 25,000 new products are introduced every year. If you can't set yours apart in the buyer's (listener's) mind, you're dead. Product quality, ad creative, price advantage, and breadth of product-line are no longer enough. Consumers have simply come to expect quality (it's no longer a bonus). And any competitor can slash prices (or commercial loads) just as quickly as you can.

■ **Differentiation is the first step in building a brand.** Real brands distinguish themselves from others by way of their difference. Years ago, 5KA in Adelaide promoted itself as "The only radio station in the world where you can hear Bazz & Pilko". Today, KRNB in Dallas is "The Tom Joyner station" (a major plus in a market where he's already built major name equity).

Trout's 5-point plan to differentiate commodities and build a brand is remarkably simple (small wonder since his last book, two years ago, was *The Power Of Simplicity*).

- ✓ **Identify your brand.** (A la Chiquita bananas)
- ✓ **Personify your brand.** (The way The Buzzard is uniquely linked to the image of WMMS in Cleveland)
- ✓ **Create a new generic.** Instead of branding "bigger" cantaloupes by size, a new category of Crenshaw melons was introduced.
- ✓ **Change the name.** Kiwi fruit sounds a lot more appetizing than Chinese Gooseberry.

- ✓ **Reposition the category.** Pork sales dramatically increased as "the other white meat"

This is where *attribution* enters the picture. When you own a discernable attribute, you're better able to penetrate a consumer's mind. This is important because differentiation takes place *in the mind* (and minds are limited on what they can recall). Stunning example offered by Trout: There are over 1 million SKUs (standard stocking units) in America. An average supermarket has 40,000. Your average family gets 80-85% of its needs from just 150 SKUs. In other words, they ignore 39,850 items in the store!

**"Any damn fool can put on a deal, but it takes genius, faith, and perseverance to create a brand." — David Ogilvy**

(from the back cover of *Differentiate Or Die*)

TW Tip #3280, #7302

As we all know, attribution has direct application to radio perceptions. Some of the more obvious ones include —

- Having a heritage.
- Or being the preference of a particular market segment or consumer group ("The Tri-States' home of today's hottest hits").
- Or being the newest arrival in a product arena ("The all new \_\_\_").

Think for a minute — what is it that makes your station "different". (Be careful not to target a fuzzy *non-issue*, which will only set off bullshit buzzers in a listener's mind!) Think a little longer — are there any differentiators you're presently overlooking (or not exploiting)?

Consumer choices are further compli-

## Differentiate Or Die

by Jack Trout and Steve Rivkin



cated by the fact that there now exists what Trout calls "an explosion of choice". What drives choice is The Law Of Division (as first articulated in the Trout & Ries landmark opus *The 22 Immutable Laws Of Marketing* back in 1993). 30 years ago, McDonalds had but 13 items on the menu. Now there's 43. Frito-Lay had just 10 varieties of chips. Now 78. It's a process that is *unstoppable* (companies just can't help themselves)

And radio is not immune to this choice expansion. Certainly, all the move-ins and upgrades have increased the number of radio stations, but that's only the tip of the iceberg. Consider the *thousands* of new stations now available (via streaming audio) in every consumer's computer

(which represent even more brands for you to have to compete with). And there's more to come (some terrestrial broadcast giants have Internet initiatives that are planning to make available *hundreds* of new splinter formats, shadow formats,

and fusion formats). Not to mention how the ultimate launch of XM will throw a huge hungry, 100-station cat amongst the pigeons with an emphasis on far fewer commercials at the very time traditional radio is experiencing inventory overload.

Trout points out that market leaders will always be attacked on price and ease-of-access. But the true leaders always find ways to cleverly deflect such attacks —

□ **They'll do something special.** Nike went to Footlocker with an exclusive shoe they made *only* for that shoe-retailer, Tuned Air. End result: 200 million unit sales. (And counting). In radio, weekend specials, even when regularly scheduled as an ongoing series of specials, often represent a reason for listeners to go out of their way to listen.

(Continued — see Bookshelf Palooza on page 15)

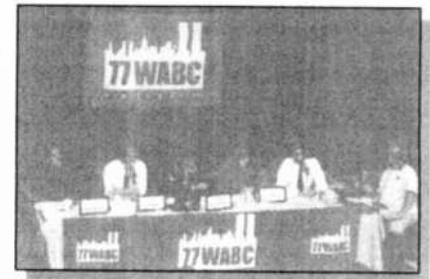
# News/Talk & Surveillance

## Accountability

### "Rip The Suits"

WABC/NY PD Phil Boyce went on-the-air to answer listener questions in a one-hour listener-responsive program called *Ask The PD* (which is sometimes nicknamed "Rip The Suits"). It's followed up with a website support (under the section called Talk To Us at [wabcradio.com](http://wabcradio.com)).

TW Tip #13024, #10083, #1137, #7297



## Visibility

### Be Prepped & Ready For TV Crews

NewsTalk stations, in particular, need to be always prepared for TV crews to show up on the doorstep on a moment's notice, to cover a hot guest (or to capture local reaction to a big national story). (Music stations, too, should be prepared for whenever a big music-related story breaks.) Many stations meet this situation proactively by making sure that the Control Room and Talk Studios are TV camera-friendly. Make sure there's *always* a big logo in *every camera-angle* shot. To make your station look even better, help the videographers by having TV lighting installed (which can be switched on whenever necessary).

**ID That VU.** Here's an old trick that *always* works. When was the last time you ever saw a story on TV about a radio station that didn't have a shot of a VU meter? (Never, right?) The VU meter must be obligatory footage for any B-roll which somehow manages to sneak into every final edit. Soooo — make sure you've got your call-letters on every VU meter in the station. (Maybe a short positioning statement, too).

**Being Video Visible.** And be prepared to on-camera as your station's spokesperson. Actually rehearse for the part (by anticipating potential questions in a role-play exercise). Practice sneaky little ways of including your call-letters in every sound-bite. "Well, the listeners calling Magic 88.8 are saying . . ."

TW Tip #3279, #10082, #13023

## Talk Topics

### Top 10's From Michael Harrison's *Talker's Magazine* (week ending 7/28/00)

To subscribe to *Talkers*, call 413-567-3189 or visit their website [www.talkers.com](http://www.talkers.com)

- **Top Topics:** 1) Technology 2) Economy 3) Legal System 4) Arts/Entertainment/Media 5) Politics 6t) Airline Safety 6t) Foreign Affairs 8) Sports 9) Crime & Violence 10) Personal Relationships
- **Top Stories:** 1) Napster 2) Concorde 3) Prez Race 4) NY Senate Race 5) Mideast Talks 6) Reality TV Shows 7) Tiger Woods Victories 8) Kathy Lee Exits 9) Jerry Springer Murder 10) Simpson Web Session
- **Top People:** 1) Dick Cheney 2) George W. Bush 3) Al Gore 4) Bill Clinton 5) Hillary Clinton 6t) Ehud Barak 6t) Yasser Arafat 7) Rick Lazo 8) Kathy Lee Gifford 9) Tiger Woods 10) OJ/Springer/Lance Armstrong

## George Allen — On "Workouts"

The late Rams/Redskins football coach George Allen believed firmly in the benefits of an active lifestyle and lived his life as an example. Here's how he used to quantify a good workout.

□ **A workout is 25% perspiration/75% determination.** Stated another way, it is one part physical exertion and three parts self-discipline. Doing it is easy once you get started.

□ **A workout makes you better today than you were yesterday.** It strengthens the body, relaxes the mind, and toughens the spirit. When you work out regularly, your problems diminish and your confidence grows.

□ **A workout is a personal triumph over laziness and procrastination.** It is a bad of a winner — the mark of an

organized, goal-oriented person who has taken charge of his or her destiny.

□ **A workout is a wise use of time and an investment in excellence.** It is a way of preparing for life's challenges and proving to yourself that you have what it takes to do what is necessary.

□ **A workout is a key that helps unlock the door of opportunity and success.** Hidden within each of us is an extraordinary force. Physical and mental fitness are the triggers than can release it.

□ **A workout is a form of rebirth.** When you finish a good workout, you don't simply feel better. You feel better about *yourself*.

TW Tip #7296

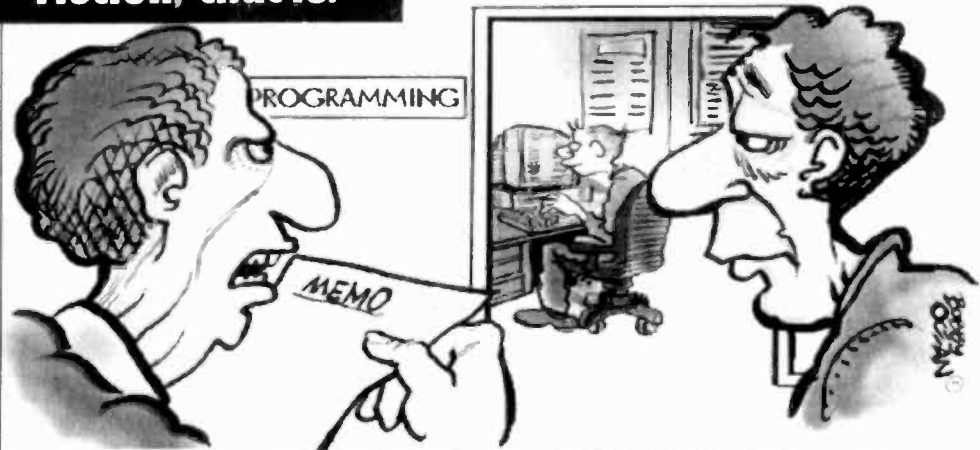
For more information about the life-lessons and guiding principles to be learned from this legendary coach, read *George Allen's Guide To Special Teams* (available from [amazon.com](http://amazon.com))

# Ocean Toons®

## Radio As Science. Fiction, that is.

Check out the official Bobby Ocean creative web-site at [www.bobbyocean.com](http://www.bobbyocean.com). Full of interesting ideas, links, quotes, production samples, 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.



"AMAZING. THE GENOME PROJECT CAN FIGURE OUT EVERY STRAND OF HIS DNA, BUT EVEN GOD IN HEAVEN COULDN'T FIGURE OUT HIS PROGRAMMING STRATEGY..."

## Leadership Cliff's Notes Mousepad Motivation

You've probably seen the great radio life-lessons articulated in "The 11 Commandments of Emmis Communications" (at [www.emmis.com](http://www.emmis.com)). To make sure every Emmis employee has a constant reminder of this classy corporate culture at their fingertips, mousepads listing these inspirational words-to-live-by are distributed to all employees. TW Tip #8164, #7298, #16106

## Bookshelf-Palooza (continued from page 13)

They'll cause confusion. When a competitor attacks you on "your ground", attacking-back by matching (or raising the stakes) means you win. If they promote 10-in-a-row, your 11-in-a-row tops them (as long as you promote it properly). Perhaps the greatest radio example of this occurred in Fall 1980 when WKRC and Q102 responded to a \$500,000 cash prize which was the centerpiece of a Cincinnati competitor's launch. Not blinking, they pooled their resources and boldly offered a \$1,000,000 prize (that's over \$3 million in today's dollars), totally quashing the newcomer's momentum and spirit (and thus their ratings).

**"P"** footnote worth noting: The name of the PD at 'KRC — some guy named Randy Michaels.

**Or shift the argument.** An expensive product like a Mercedes might have a high price-tag. No denying that. But since it *lasts longer* than an "average" car (and will probably require fewer repairs), the logical argument can be made that you'll actually spend *less money* over time.

**Accountability:** In retail, and other "tangible" businesses, differentiation is only considered effective if it influences or results in a sale.

**How we "make the sale" in radio:** In our case, it's not enough for us to just get listeners to listen. They must *remember* that they've listened (radio's "point-of-sale" is getting accurately reported in a diary).

As with most Trout books, you'll find *Differentiate Or Die* will become one of your constant reference volumes. Buy a copy for every member of your management team. \$17.46 at [amazon.com](http://amazon.com) and [bn.com](http://bn.com)

TW Tip #3281, #7303, #22032

### ELEVEN commandments

#### OF EMMIS COMMUNICATIONS

- eleven XI: Admit your mistakes.
- ten X: Be flexible — keep an open mind.
- nine IX: Be rational — look at all the options.
- eight VIII: Have fun — don't take this too seriously.
- seven VII: Never get smug.
- six VI: Don't underprice yourself or your medium — don't attack the industry; build it up.
- five V: Believe in yourself — if you think you can make it happen, you will.
- four IV: Never jeopardize your integrity — we win the right way or we don't win at all.
- three III: Be good to your people — get them into the game and give them a piece of the pie.
- two II: Be passionate about what you do and compassionate about how you do it.
- one I: Take care of your audiences and your advertisers — think of them and you'll win.

## Programmer's Digest

### Sweepers/Splitters/Bumpers/Liners/Ins&Outs

The most music in the morning, all day, all night, *whenever* you want it! Just remember to turn on the Lite, 106.7 Lite FM Kool 94.5 – voted the station most likely to be playing the Four Seasons. (straight a Four Seasons song)

It's Hot 97's Open Mike Hour. (penetration EQ): Open Mike Hour (touchtone fx) Call now, 1-800-223-9797, and make yourself heard! On Hot 97!

Here's ONE station that won't put you to sleep on the weekend. 101-9, the Fox!

(male) Keeping our promise to play the *most* continuous music (female) You're in the middle of a *long*, continuous music Mix. (jingle) Mix 102.9!

(disconnect telephone sfx sounder, followed by female voice): The number you have reached, 1-0-1-point-1, has been disconnected. The new number is 1-0-5-point-1. Please make a note of it.

Wild 98.7. Cuz sheep need love, too!

We *jam* on the job, and you can too with Cincinnati's *Jammin' Oldies*, Mojo 94.9.

(female) Interactive (PQ: "Interactive") radio.

(male) The 'PLJ Retro request Hour, with Jamie Lee. Call 1-800-321-WPLJ.

You tried the other stations at work. But all the plants died! (jingle): Mix 100.7!

Diggin' around through the 8-tracks, so you don't have to. It's the KOOL lost and found. (into a flavor oldie)

WGRR, Oldies 103.5. Cincinnati's number one station for the baby boom generation!

## Elements of Stationality

(female) The best music on the radio!

(male) It's all about the music! (female) Young Country Y96!

Here's what's comin' up this next hour for you.

Reba McEntire (short clip). Mark Wills (short clip).

The Dixie Chicks (clip). There's more Star Power right around the corner on 105.1 KNCL!

630/KHOW. The Talk of the Rockies!

Your favorite Oldies! So many great memories, and only *one* station's got 'em! CBS-FM 101.1!

Hello, I'm Deputy Attorney General Richard Weasel and in light of 93-3 FLZ's continuing monopolistic tactics we at the Justice Department have been forced to break it into two separate entities. For instance, now to hear Pink please listen only with your left ear. (song clip) To hear Nine Days please listen only with your right ear. (song clip) We hope this break-up benefits you, the radio consumer and we apologize for any seizures or dizziness this may cause. Thank you. (Voiceover): This is Tampa Bay's Hit music monopoly, 93-3 FLZ!

(jingle lyrics for The Breeze in Wellington, New Zealand): "Harbour City you're a friend of mine, and you've sure got a friend — in The Breeze."

(female) K (male) K (female) T (male) T (female) U (male) U

(female) The Beat of New York

(jingle) New York's Dance Music Leader on 103.5, the new KTU!

(female) The new Q102, double-double shot.

(clip of bootcamp swat) "Thank you sir. May I have another?"

(female) On the number ONE Hit music station.

TW Tip #9217

## Coming Up Next

In The World's

## Fastest Growing

Programming Newsletter

Now in 22 countries!

## The Shifting Paradigm

From Listener "Want" To Human "Need"

A fresh New Zealand perspective from

**Morry Shanahan**

And

**PDQ&A:**

Changing/Updating Your Logo

Also

Making Sure Your Staff

**Understands**

**Arbitron Math 101**

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## TW Tips Index # 2 — 1998

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

(See TW Tips Index #1 for tips #1001-1051)

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| 1052 #13 | Pg 2  | Kipper McGee about Baby Boomers and O2K                                                                                  |
| 1053 #14 | Pg 5  | Truth In Numbers: Years It Took Radio/Other Media To Get 50 mil. Users                                                   |
| 1054 #15 | Pg 1  | Street Fleets Ready To Roll: The Radiation Theory                                                                        |
| 1055 #15 | Pg 5  | Conclave Highlights & Insights (VR, KDWB, Arbitron, Tom Welch)                                                           |
| 1056 #15 | Pg 10 | Powerball & The Law Of Diminishing Returns                                                                               |
| 1057 #17 | Pg 1  | Aussie Notes & Anecdotes                                                                                                 |
| 1058 #17 | Pg 7  | TW Oz Speech: Radio Programming In The Consolidated New Millennium                                                       |
| 1059 #17 | Pg 4  | ACNielsen/McNair Seminar Notes (Cohen, Neely, Thompson, March, Williams, Bell, Nelson, Stewart-Hunter, Spurway, Fairlie) |
| 1060 #18 | Pg 10 | UK Tune-Out Study (Chuck Blore: Zapping Mental Process)                                                                  |
| 1061 #18 | Pg 8  | Most Effective Promotions: Here Today, Gone To Maui                                                                      |
| 1062 #18 | Pg 5  | TW Aussie Speech, Part 2                                                                                                 |
| 1063 #19 | Pg 8  | The Joys Of International Marketing                                                                                      |
| 1064 #21 | Pg 1  | The A-E-I-O-U Checklist (Forgotten Morning Basics)                                                                       |
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| 1066 #22 | Pg 1  | Squeezing More: Out Of Research                                                                                          |
| 1067 #23 | Pg 10 | Tune-Out Tendency Graph                                                                                                  |
| 1068 #23 | Pg 3  | Arbitron Study: Impact Of The Internet On Radio                                                                          |
| 1069 #26 | Pg 3  | NAB Presentation: Baby Boomers: As We Age. What Do We Listen To?                                                         |
| 1070 #26 | Pg 3  | Birth Rate Graph (1940-1995)                                                                                             |
| 1071 #27 | Pg 5  | CHR Session: Branding & Focus (Poleman, Zapoleon, Stevens, Peake)                                                        |

### 2000 Series — Music

(See TW Tips Index #1 for tips #2001-2016)

|          |       |                                                                     |
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| 2018 #15 | Pg 4  | Music Science: Quick & Dirty: Retail                                |
| 2019 #15 | Pg 4  | Music Science: Quick & Dirty: Requests                              |
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| 2112 #15 | Pg 9  | Music Science: Quick & Dirty: Bellwethers                           |
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| 2121 #23 | Pg 13 | Heads-Up For Music Stations: (Radio Play from Radio Express)        |
| 2122 #25 | Pg 5  | Calls First Or Last Over Intro                                      |
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| 2124 #26 | Pg 1  | Musical Smoke: Rotation Secrets: The Case Against "Hold" Categories |
| 2125 #27 | Pg 1  | The Curse Of The 5-Hour Rotation                                    |

### 3000 Series — Promotion/Marketing

(See TW Tips Index #1 for tips #3001-3098)

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| 3099 #13 | Pg 2 | Rule Of Thumb: Radio vs. TV Visibility 3000 Series Continued — on page |
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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.

## 3000 Series — Promotion/Marketing (cont)

- 3100 #13 Pg 1 Jim Scott: Flowers For The Office  
 3101 #13 Pg 2 Morning TV Show Cameos/Cooking With Beth & Bill  
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 3104 #14 Pg 5 WebWise: CHUM-Chart: Net Song Of Day, Guide To The Net  
 3105 #14 Pg 8 Most Effective Promotions Of All Time: Don't Say Hello Cash Call  
 3106 #15 Pg 1 Street Fleets Ready To Roll: The Radiation Theory  
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 5061 #13 Pg 2 Conclave Pith: Steve Davis: Back Personnel/Morning "Characters"  
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- 9068 #14 Pg 1 9 Ways To Skin A Cat: 9 Lives Of Outstanding Production
- 9069 #14 Pg 7 Conclave Pith: Don Anthony Talent Masters
- 9090 #14 Pg 8 News & Surveillance: "These Late Developments"
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- 9094 #14 Pg 8 Most Effective Promotions Of All Time: Don't Say Hello Cash Call
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- 9096 #14 Pg 2 Calling A Spade A F@#\$ing Shovel
- 9097 #15 Pg 5 WWWWebWWWise: Mulder's World Of Ways
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- 10046 #24 Pg 11 Sam Donaldson Tip For News Reporters At A Press Conference
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- 15036 #17 Pg 13 WWWWebWWWise: 2MMM's House From Hell
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## TW Tips Index # 2 — 1998

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(See TW Tips Index #1 for tips #4047)

- 4048 #14 Pg 8 Most Effective Promotions Of All Time: Don't Say Hello Cash Call  
 4049 #14 Pg 5 WebWise: CHUM-Chart: Net Song Of Day, Guide To The Net  
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 4052 #15 Pg 3 Street Fleets: Prize Vans  
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 4056 #15 Pg 10 Revitalize Old Contests With New Mechanics  
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 4060 #17 Pg 6 Down Under: Cut Through Campaigns, Contests, & Concepts  
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## 4000 Series — Contest-Marketing (Cont)

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 4064 #18 Pg 2 "That Damn Station" With Attitude  
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(See TW Tips Index #1 for tips # 5001-5058)

- 5059 #13 Pg 2 Morning TV Show Cameos/Cooking With Beth & Bill  
 5060 #13 Pg 2 Morning TV Ratings  
 5061 #13 Pg 2 Conclave Pith: Steve Davis: Back Personnel/Morning "Characters"  
 5062 #14 Pg 6 Snap! Salute: Basics, Theatrics, and Zoos (Scott Shannon)  
 5063 #14 Pg 7 Conclave Pith: Don Anthony Talent Masters  
 5064 #14 Pg 9 More Morning/Breakfast Basics: Characters  
 5065 #14 Pg 9 More Morning/Breakfast Basics: Show Prep & The Internet  
 5066 #14 Pg 9 More Morning/Breakfast Basics: Spontaneity  
 5067 #15 Pg 2 Little Known Facts (Morning Show Germs)  
 5068 #15 Pg 5 Conclave Pith 3: VR: Edie Hilliard & Jason Kane  
 5069 #16 Pg 4 Little Known Facts (For Morning Shows)  
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 5093 #19 Pg 7 One-Page Strategy: Marketing, Contest-Marketing  
 5094 #19 Pg 6 Cut-Through Campaigns: Secrets Of A Great Morning Show Spot (Quin)  
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 5100 #23 Pg 8 Elements Of Stationality: Puget Soundbites (Seattle Radio)  
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 5102 #27 Pg 5 Snap! Salute: Ron Chapman (Morning Personality, KVLU/Dallas)

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(See TW Tips Index #1 for tips # 6001-6045)

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 6047 #13 Pg 1 Smart Human Tricks: Home Phone Number (John Sebastian)  
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 6049 #13 Pg 1 Jim Scott: Flowers For The Office  
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 6051 #13 Pg 2 Conclave Pith: Steve Davis: Back Personnel/Morning "Characters"  
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 7121 #20 Pg 2 New Millennium Journalism (Sam Donaldson)  
 7122 #20 Pg 8 Lifestyle File: How To Simplify Your Life (Linda Manassee Buell)  
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 7145 #25 Pg 3 NAB Pith: 7 Habits Of Highly Effective PDs (Mike McVay)  
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 7153 #26 Pg 2 The Will To PREPARE To Win  
 7154 #27 Pg 5 CHR Session: Branding & Focus (Poleman, Zapoleon, Stevens, Peake)  
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 7157 #27 Pg 2 The Asshole Factor — Revisited (David Ogilvy)  
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 7160 #27 Pg 1 The Dumbing Down Of Radio (John Sebastian)  
 7161 #27 Pg 4 Sloppy Joe Radio (Scott Shannon)  
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(See TW Tips Index #1 for tips #8001-8019)

- 8020 #14 Pg 3 The Advantages Of Winning: #1 Requires No Explanations (Paul Drew)  
 8021 #14 Pg 12 Food For Thought: Positive Pep  
 8022 #16 Pg 1 PD Bookshelf: Life Is A Contact Sport (Ken Kragen)  
 8023 #16 Pg 4 Snap! Salute: Communication, Excitement, On-Air Buzz (Bennett)  
 8024 #16 Pg 5 Boss Memo (Ron Jacobs KHJ 4/26/66)  
 8025 #17 Pg 7 TW Oz Speech: Radio Programming In The Consolidated New Millennium  
 8026 #17 Pg 4 ACNielsen/McNair Seminar Notes (Cohen, Neely, Thompson, March, Williams, Bell, Nelson, Stewart-Hunter, Spurway, Fairlie)  
 8027 #17 Pg 5 Oz Snap! Jeff Allis/Austereo  
 8028 #18 Pg 2 Motivational Control Room Sign (Rod Spargo)  
 8029 #18 Pg 9 Snap! Salute (Jaye Albright)  
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 8031 #18 Pg 5 TW Aussie Speech, Part 2  
 8032 #19 Pg 10 Food For Thought: The Up-Book/Down-Book Syndrome  
 8033 #21 Pg 7 Lifestyle File: Laughter Remedy (Paul E. McGhee)  
 8034 #19 Pg 4 About "Born Leaders" (Ken Greenwood)  
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 8043 #27 Pg 4 Sloppy Joe Radio (Scott Shannon)  
 8044 #27 Pg 5 Snap! Salute: Ron Chapman (Begin With End In Mind & Work Backwards)



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- 9067 #13 Pg 2 Jaye Albright: Breaking News or Emergencies On A VR Music Station
- 9068 #14 Pg 1 9 Ways To Skin A Cat: 9 Lives Of Outstanding Production
- 9069 #14 Pg 7 Conclave Pith: Don Anthony Talent Masters
- 9090 #14 Pg 8 News & Surveillance: "These Late Developments"
- 9091 #14 Pg 9 More Morning/Breakfast Basics: Characters
- 9092 #14 Pg 9 More Morning/Breakfast Basics: Show Prep & The Internet
- 9093 #14 Pg 9 More Morning/Breakfast Basics: Spontaneity
- 9094 #14 Pg 8 Most Effective Promotions Of All Time: Don't Say Hello Cash Call
- 9095 #14 Pg 7 Attention K-Mart Shoppers: What Comes Out Of The Speakers
- 9096 #14 Pg 2 Calling A Spade A F@#\$ing Shovel
- 9097 #15 Pg 5 WWWWebWWWise: Mulder's World Of Ways
- 9098 #15 Pg 5 Conclave Pith 3: VR: Edie Hilliard & Jason Kane
- 9099 #15 Pg 10 Powerball & The Law Of Diminishing Returns
- 9100 #15 Pg 10 Revitalize Old Contests With New Mechanics
- 9101 #15 Pg 8 Cash Call: The Importance Of Promos
- 9102 #16 Pg 1 Concentration In The Control Room
- 9103 #16 Pg 4 Snap! Salute: Communication, Excitement, On-Air Buzz (Bennett)
- 9104 #16 Pg 5 Boss Memo (Ron Jacobs KHJ 4/26/66)
- 9105 #16 Pg 7 WWWWebWWWise: J. J. McKay Sweeper Database
- 9106 #16 Pg 7 Cash Call III — Tweaking It Further Still
- 9107 #17 Pg 3 Down Under: Aussie Radio
- 9108 #17 Pg 13 Singo: On Making Ads That Sell (John Singleton)
- 9109 #17 Pg 6 Cut-Through Contests
- 9110 #18 Pg 10 UK Tune-Out Study (Chuck Blore: Zapping Mental Process)
- 9110b #18 Pg 8 Running Paul Harvey On A Music Station: Neat Trick
- 9111 #18 Pg 8 Most Effective Promotions: Here Today, Gone To Maui
- 9112 #18 Pg 7 "The Sex Show" (Triple M Network)
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- 9119 #20 Pg 5 TW's Aussie Speech, Part 4
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- 9121 #20 Pg 4 Forgotten Basics: "Cleaner" Music Sweep Transitions
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- 10033 #14 Pg 8 News & Surveillance: "These Late Developments"
- 10034 #15 Pg 2 Street Fleets: Mobile News
- 10035 #17 Pg 3 Down Under: Aussie Radio
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- 10037 #18 Pg 8 Running Paul Harvey On A Music Station: Neat Trick
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- 10039 #20 Pg 1 Event Radio: Find A Parade And Get In Front Of It
- 10040 #20 Pg 2 New Millennium Journalism (Sam Donaldson)
- 10041 #21 Pg 1 Event Radio: Find A Parade And Get In Front Of It
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- 10044 #23 Pg 14 Measuring Mornings (Various Research Probes)
- 10045 #23 Pg 3 Arbitron Study: Impact Of The Internet On Radio
- 10046 #24 Pg 11 Sam Donaldson Tip For News Reporters At A Press Conference
- 10047 #25 Pg 3 NAB Pith: Develop Air Talent To Next Level (Valerie Geller)

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(See TW Tips Index #1 for tips #11001-11007)

- 11008 #16 Pg 8 Charity Prize Cash Call
- 11009 #18 Pg 7 "The Sex Show" (Triple M Network)
- 11010 #20 Pg 1 Event Radio: Find A Parade And Get In Front Of It
- 11011 #21 Pg 1 Event Radio: Find A Parade And Get In Front Of It
- 11012 #25 Pg 2 How Great Stations Hire Great People (Rick Shaw Quote About Service)
- 11013 #26 Pg 5 Most Effective Promotions Of All Time: Christmas Wish

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- 12001 #10 Pg 1 How To Make The Most Of Your Time
- 12002 #18 Pg 7 Leadership: Outsourcing: Your "Go To" Guy/Gal
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- 12004 #22 Pg 3 Stealable Template: Ultimate Clock Shell
- 12005 #22 Pg 4 Dr. Snap! (Bill Drake)
- 12006 #23 Pg 1 Stopset Progression: New Reasons To Play The Worst Spots First
- 12007 #23 Pg 13 Heads-Up For Music Stations (Radio Play from Radio Express)
- 12008 #23 Pg 10 Stopset Progression: The Case For Playing Promos Last
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- 13001 #16 Pg 10 Food For Thought: Phone Starter: The Ultimate Dinner Party
- 13002 #20 Pg 1 The Event Radio Concept
- 13002 #18 Pg 7 "The Sex Show" (Triple M Network)
- 13003 #25 Pg 3 NAB Pith: Develop Air Talent To Next Level (Valerie Geller)
- 13004 #21 Pg 1 Event Radio: Find A Parade And Get In Front Of It
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- 14001 #14 Pg 10 Digital Emotions: Computers That "Feel"
- 14002 #16 Pg 6 Audio Sticky Notes (IQ Voice Organizer)
- 14003 #17 Pg 4 ACNielsen/McNair Seminar Notes (Cohen, Neely, Thompson, March, Williams, Bell, Nelson, Stewart-Hunter, Spurway, Fairlie)
- 14004 #18 Pg 7 Leadership: Outsourcing: Your "Go To" Guy/Gal

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- 15031 #14 Pg 5 WWWWebWWWise: CHUM-Chart: Net Song Of Day, Guide To The Net
- 15032 #14 Pg 9 More Morning/Breakfast Basics: Show Prep & The Internet
- 15033 #14 Pg 5 Truth In Numbers: Years It Took Radio, TV, Internet To Get 50 mil Users
- 15034 #15 Pg 5 WWWWebWWWise: Mulder's World Of Ways
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# Programmer's Digest

## TW Tips Index #3 — 1999

As promised, at the end of each Quarter, we'll issue a free "PD" Index to cross-reference all of the *TW Tips* for issues #27 through #41.

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

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

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- 1073 #28 Pg 2 Chuck Biore: Radio Is Theater Of The Gut
- 1074 #28 Pg 6 Implied Breaking News Impact On Keeping Listeners/Viewers Tuned
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- 2143 #36 Pg 1 Mike LePetit: 10 Avoidable Music-Scheduling Mistakes
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- 2151 #39 Pg 3 Oldies Hot-Clock Games 4 (Objectives, Researching)
- 2152 #40 Pg 1 Greg Smith: Who's In Control — YOU or the System?
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- 3165 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
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- 3182 #33 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3183 #33 Pg 5 How To Quickly Size-Up Distant Markets (Assessing Marketing Threat)
- 3184 #33 Pg 6 Most Effective Promotions Of All Time: Instant Winner Weekend
- 3185 #33 Pg 4 Sales Promotion: The Commercial Of The Day
- 3186 #33 Pg 4 Cut-Through Campaigns: Singing Animals, Kids (IQ)
- 3187 #34 Pg 8 WWWWebWWWise: WKUTU Work Perk Patrol
- 3188 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
- 3189 #34 Pg 2 PDQ&A: Station Mascots
- 3190 #35 Pg 5 Ron Jacobs KHJ Boss Memo
- 3191 #35 Pg 8 News/Surveillance: Visibility — Mike-Flag-Of-The-Week Award
- 3192 #35 Pg 7 WWWWebWWWise: The KATT-Map
- 3193 #35 Pg 2 PDQ&A: More Mascots (Human, Making A Statement, On-Air, Hip/Unhip)
- 3194 #36 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 1
- 3195 #35 Pg 9 Advertising Slogan That Sticks In The Mind (NeoSoft)
- 3196 #36 Pg 4 New For '99: Promotions Of Distinction (New Millennium Baby Races, The Bug Patrol, Millionaire For The Millennium, Morning X Subscriber Quiz, The Bomb Squad, Homemade Jingle Contest, Fun Fun Fun All Month Long, HomeRun Inning, 10 Grand In 10 Hours, Win Kelly's Cash, Fax Us Taxes, Grassroots Fundraiser, Dental Clinic For Kids, Cops & Lobsters)
- 3197 #36 Pg 1 44 Immutable Laws (22 Immutable Laws Of Marketing — And Branding)
- 3198 #36 Pg 7 WWWWebWWWise: KIS Fresh Up To Date Website
- 3199 #36 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3200 #37 Pg 5 WWWWebWWWise: Station ID: KSDO-dot-com
- 3201 #37 Pg 7 Important Update About Filter System Of The Mind (Arbitron Mentions)
- 3202 #37 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 2
- 3203 #37 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3204 #38 Pg 7 WWWWebWWWise: Jeff & Jer's Daily Cartoon (Star 100.7)
- 3205 #39 Pg 1 More New For '99 Contests/Promotions/Ideas: Million \$ Wars (Boston, Phoenix) Blatant Bribe, Timeline, Empathy Belly, Artist Of Day, Living Billboard, Kissathon, Sing For A Song
- 3206 #40 Insert Deep Background Interview: Vance Dillard (Jacor Dir. Of Soft AC)

## 3000 Series — Promo/Marketing (Cont)

- 3207 #40 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3208 #40 Pg 1 Greg Smith: Who's In Control — YOU Or The System?
- 3209 #40 Pg 3 Most Effective Promotions Of All Time: The Dollar Bill Game
- 3210 #41 Pg 1 Capsule Concepts: Overt Formatics (Net Impact Of Frequency)
- 3211 #41 Pg 8 New For '99: Own Your Location, Own The Underground, The Radio Cafe, Free Money Buzzer, 3 For A G, Life's A Beach, Name Games, Free For All, 20 In A Row or \$20,000, Cash Keys & An SUV, Web Sounds, \$1,000 Minute

## 4000 Series — Contest-Marketing

(See TW Tips Index #1 for tips #4001-4047)  
(See TW Tips Index #2 for tips #4048-4081)

- 4082 #28 Pg 3 Last 99 Winners Of '99 — First 2000 Winners Of New Millennium
- 4083 #28 Pg 4 Stretching Your Dollars — Advertiser Roulette
- 4084 #28 Pg 5 WWWWebWWWise: WJMN E-Quests
- 4085 #28 Pg 5 WWWWebWWWise: WSSR E-Mail Club
- 4086 #28 Pg 5 WWWWebWWWise: B105 Brisbane Community Switch
- 4087 #29 Pg 7 7 Steps To Successful Client-Driven Promotions
- 4088 #29 Pg 7 WWWWebWWWise: Capital FM Favourite Five
- 4089 #30 Pg 2 Most Effective Promotions Of All Time: Beat The Bomb
- 4090 #30 Pg 10 PDQ&A: Ways To Target Phantom/Invisible Cume
- 4091 #31 Pg 5 Most Effective Promotions Of All Time: The Hundred-Car Garage
- 4092 #31 Pg 5 "Guess & Win" (Other Variations)
- 4093 #32 Pg 5 Freeloaders Program (KFMB-FM)
- 4094 #32 Pg 5 Fox FM 7.4.7
- 4095 #32 Pg 5 \$50,000 Birthday Game
- 4096 #32 Pg 5 Give Away 100,000 1-cent stamps
- 4097 #32 Pg 5 Top 1001 Rock Countdown
- 4098 #32 Pg 5 Concerts Around The World/Round The World Rock Trips
- 4099 #32 Pg 5 Super Bowl Of Soul Weekend
- 4100 #33 Pg 5 How To Quickly Size-Up Distant Markets (Assessing Marketing Threat)
- 4101 #33 Pg 6 Most Effective Promotions Of All Time: Instant Winner Weekend
- 4102 #33 Pg 4 Sales Promotion: The Commercial Of The Day
- 4103 #34 Pg 8 WWWWebWWWise: WKUTU Work Perk Patrol
- 4104 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
- 4105 #35 Pg 5 Ron Jacobs KHJ Boss Memo (Contest Tidbits)
- 4106 #36 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 1
- 4107 #36 Pg 4 New For '99: Promotions Of Distinction (New Millennium Baby Races, The Bug Patrol, Millionaire For The Millennium, Morning X Subscriber Quiz, The Bomb Squad, Homemade Jingle Contest, Fun Fun Fun All Month Long, HomeRun Inning, 10 Grand In 10 Hours, Win Kelly's Cash, Fax Us Taxes, Grassroots Fundraiser, Dental Clinic For Kids, Cops & Lobsters)
- 4108 #36 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 4109 #37 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 2
- 4110 #39 Pg 1 More New For '99 Contests/Promotions/Ideas: Million \$ Wars (Boston, Phoenix) Blatant Bribe, Timeline, Empathy Belly, Artist Of Day, Living Billboard, Kissathon, Sing For A Song
- 4111 #40 Insert Deep Background Interview: Vance Dillard (Jacor Dir. Of Soft AC)
- 4112 #40 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 4113 #40 Pg 3 Most Effective Promotions Of All Time: The Dollar Bill Game
- 4114 #41 Pg 8 New For '99: Own Your Location, Own The Underground, The Radio Cafe, Free Money Buzzer, 3 For A G, Life's A Beach, Name Games, Free For All, 20 In A Row or \$20,000, Cash Keys & An SUV, Web Sounds, \$1,000 Minute

## 5000 Series — Mornings/Breakfast

(See TW Tips Index #1 for tips #5001-5058)  
(See TW Tips Index #2 for tips #5059-5102)

- 5103 #28 Pg 2 Morning Show Bit: Cool Math (This Is The Only Year This Will Work)
- 5104 #30 Pg 2 Most Effective Promotions Of All Time: Beat The Bomb
- 5105 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
- 5106 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
- 5107 #32 Pg 1 How To Spot Star Quality
- 5108 #33 Pg 7 WWWWebWWWise: WNIC Pet Of The Week (Jim Harper)
- 5109 #33 Pg 4 Sales Promotion: The Commercial Of The Day
- 5110 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
- 5111 #36 Pg 4 New For '99: Promotions Of Distinction (New Millennium Baby Races, Bug Patrol, Millionaire For The Millennium, Morning X Subscriber Quiz, The Bomb Squad, Homemade Jingle, Fun-Fun-Fun All Month Long, HomeRun Inning, 10 Grand In 10 Hours, Win Kelly's Cash, Fax Us Your Taxes, Grassroots Fundraiser, Dental Clinic For Kids, Cops & Lobster)
- 5112 #39 Pg 1 Dr. Don's Timeless Rx For The Millennium Generation Of Morning Tal
- 5113 #40 Pg 1 Greg Smith: Who's In Control: YOU Or The System?
- 5114 #41 Pg 2 UK Morning Shows
- 5115 #41 Pg 4 Dr. Don Rose Timeless Rx (Part 2)



# TW Tips Index #3 — 1999

## 6000 Series — Talent

(See TW Tips Index #1 for tips #6001-6045)  
(See TW Tips Index #2 for tips #6046-6083)

- 6084 #28 Pg 7 Global Snap! Ian Grace  
6085 #29 Pg 2 Improving News-Reliance Perception-Attribution (Tandem-Team)  
6186 #30 Pg 8 News/Talk: Selling Controversy (How WISN Sells Mark Belling)  
6187 #31 Pg 1 Steve Allan: Beyond "Formula" Doing The Basics PLUS  
6188 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV  
6189 #31 Pg 8 Nasty Rock News/Talk Stationality  
6190 #32 Pg 7 WWWWebWWWise: KXME's Creative Psycho Soundguy (Waves)  
6191 #32 Pg 7 WWWWebWWWise: Z-100's Interactive Lunch  
6192 #32 Pg 6 PDQ&A: Tweaking Morale & Sorting Out The Bad Apples (Grumpies)  
6193 #32 Pg 8 VR Virtual Recommendations (Sean Michael Lisle), Long Shifts, Topicality  
6194 #33 Pg 2 John Wooden: "Great Teams Keep Getting Better"  
6195 #33 Pg 1 How To Spot Star Quality  
6196 #34 Pg 1 Dave Robbins: 10 Commandments Of A Great PD  
6197 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)  
6198 #34 Pg 6 Leadership Cliff's Notes: Leading By Example, Making It Personal (D. Ainge)  
6199 #36 Pg 4 New For 99: Promotions Of Distinction (New Millennium Baby Races, The Bug Patrol, Millionaire For The Millennium, Morning X Subscriber Quiz, The Bomb Squad, Homemade Jingle Contest, Fun Fun Fun All Month Long, HomeRun Inning, 10 Grand In 10 Hours, Win Kelly's Cash, Fax Us Taxes, Grassroots Fundraiser, Dental Clinic For Kids, Cops & Lobsters  
6200 #36 Pg 6 Dr. James Dobson: Quote About Positive Comments Over Critical Ones  
6201 #36 Pg 11 Gordon McLendon: Prepare 1 Hr OFF-Air For Every Hour ON-Air  
6202a #37 Pg 6 News/Talk: Getting Opinions On The Air  
6202b #38 Pg 7 News/Talk: Getting Opinions On The Air (Part 2)  
6203 #37 Pg 4 PDQ&A: How To Get Jocks To Open-Up On-The-Air  
6204 #38 Pg 8 News/Talk: More Op-Ed Options  
6205 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")  
6206 #39 Pg 1 Dr. Don's Timeless Rx For The Millennium Generation Of Morning Talent  
6207 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)  
6208 #40 Pg 5 Drew Basics — Part 3  
6209 #40 Pg 6 Talk 101: Forgotten Basics For Swashbuckling Talk Talent  
6210 #41 Pg 2 The Sun Never Sets... UK Talent  
6211 #41 Pg 2 Dr. Don's Timeless Rx — Part Two

## 7000 Series — Leadership

(See TW Tips Index #1 for tips #7001-7069)  
(See TW Tips Index #2 for tips #7070-7163)

- 7164 #28 Pg 3 Last 99 Winners Of '99; First 2000 Winners Of New Millennium  
7165 #28 Pg 1 Walter Sabo: Consolidation Means — Nothing's Changed  
7166 #28 Pg 7 Global Snap! Ian Grace  
7167 #29 Pg 7 Leadership Cliff's Notes: Cheryl Miller's Power Of Persistence  
7168 #28 Pg 2 Walt Disney: Continuing Education or Continuing Entertainment  
7169 #29 Pg 7 7 Steps To Successful Client-Driven Promotions  
7170 #29 Pg 2 News: Improving News-Reliance Perceptual Attribution (Tandem)  
7171 #29 Pg 2 Sir James Goldsmith: If You See A Bandwagon, It's Too Late  
7172 #29 Pg 9 George Bernard Shaw: On Dumbing-Down To LCD (Fools)  
7173 #29 Pg 9 Pat Riley: On Respecting Your Competition  
7174 #29 Pg 1 Country-Burn Dialogue (Bob Moody, Carolyn Gilbert, Jodie Renk)  
7175 #30 Pg 5 Ron Jacobs KHJ Boss Memo: Hearing Things That Are Not Right  
7176 #30 Pg 2 Legal Folk Wisdom About How To Argue Your Case  
7177 #31 Pg 2 Bob McNeill: Every Day Is Somebody's First Day With The Station  
7178 #30 Pg 8 News/Talk: Selling Controversy: How WISN Sells Mark Belling  
7179 #30 Pg 3 John Sebastian: KZLA In The Rear-View  
7180 #30 Pg 3 Bob Moody: More Country-Burn Fallout  
7181 #30 Pg 7 Rev. Dr. Martin Luther King Jr.: On Progress  
7182 #30 Pg 1 Ken Dowe: The Null Hypothesis (Increasing Odds On Winning)  
7183 #30 Pg 1 Country Hot Clock Games (Current/Gold Ratio, Songs-Per-Hour)  
7184 #31 Pg 1 Steve Allan: Beyond "Formula" — Doing The Basics PLUS  
7185 #31 Pg 7 PD Bookshelf: The Hits Just Keep On Coming (Ben Fong-Torres)  
7186 #32 Pg 4 PD Bookshelf: 1-800-CEO-READ Top 25 Business Books  
7187 #32 Pg 5 Vince Lombardi: On What It Takes To Be Successful: Will  
7188 #32 Pg 6 PDQ&A: Tweaking Morale & Sorting Out Bad Apples (Grumpies)  
7189 #32 Pg 2 Hotclock.com Template Clock-Maker (Computer Software)  
7190 #32 Pg 1 Michael Packer: Rock'n'Talk — Where They Meet  
7191 #32 Pg 8 Motivation: 10 Traits Of Those Who Accomplish The Impossible  
7192 #32 Pg 2 John Wooden: Great Teams Keep Getting Better  
7193 #32 Pg 1 How To Spot Star Quality  
7194 #32 Pg 9 David Gleason: Old Spanish Saying About "Experience"  
7195 #33 Pg 9 Quickly Size-Up Distant Markets: Media Dial-Up Listen-Lines  
7196 #33 Pg 1 Quickly Size-Up Markets (Internet, Mediabase, Ratings, Aircheck)  
7197 #33 Pg 1 Bill Moyes: Just Two Things — That Can Advance Ratings In '99  
7198 #34 Pg 1 Dave Robbins: 10 Commandments Of A Great PD  
7199 #34 Pg 4 Yoda: "Try not. Do, or do not. There is no try."  
7200 #34 Pg 2 Scott Shannon: Top 40 Stations That Are Really AC In Drag

## 7000 Series — Leadership (Cont)

- 7201 #34 Pg 6 Leadership By Example & Making It Personal (Danny Ainge)  
7202 #35 Pg 1 Dave Charles: The PD's Life — How It's Changed  
7203 #35 Pg 5 Ron Jacobs KHJ Boss Memo: Balance  
7204 #35 Pg 8 News/Surveillance: Visibility Mike-Flag-of-the-week Award  
7205 #35 Pg 1 How To Get Above The Line Performance From Everyone  
7206 #36 Insert Deep Background Interview: KFMB AMFM GM Tracy Johnson — Part 1  
7207 #36 Pg 2 Will Rogers: Know, Like, Believe In What You're Doing  
7208 #36 Pg 1 44 Immutable Laws: Of Marketing — Of Branding (Trout & Ries)  
7209 #36 Pg 11 Gordon McLendon: Prepare 1 Hour OFF-Air For Each ON-Air  
7210 #37 Pg 5 WWWWebWWWise: Station ID: KSDO-dot-com  
7211a #37 Pg 1 Cleeve Encounters Of The Best Kind (Actor John Cleeve)  
7211b #37 Pg 6 Bookshelf: Hare Brain/Tortoise Mind (Think Less, Intelligence Increases)  
7212 #37 Pg 7 Important Update About Filter System Of The Mind (Arbitron Liner Legality)  
7213 #37 Pg 4 PDQ&A: How To Get Jocks To Open Up & Humanize  
7214 #37 Insert Deep Background Interview: KFMB AMFM GM Tracy Johnson — Part 2  
7215 #38 Pg 4 Musical Formative Eras (Age Flashback & Targeting Era Chart Templates)  
7216 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")  
7217 #39 Pg 2 Lou Holtz: Responding To The Challenges Of The Second Half  
7218 #39 Pg 7 WWWWebWWWise: TW's Surfin' Style (Hyper-Bookmarking)  
7219 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)  
7220 #40 Insert Deep Background Interview: Clear Channel Dir Of Soft AC Vance Dillard  
7221 #40 Pg 1 Greg Smith: Who's In Control — YOU Or The System?  
7222 #40 Pg 5 Drew Basics — Part 3  
7223 #41 Pg 2 Reg Johns: On The Importance Of Partisan Conversion  
7224 #41 Pg 5 Clarke Ingram: Sunscreen For Radio: "Everybody's Free (To Legal ID)"  
7225 #41 Pg 4 Sign Hanging n Einstein's Wall At Princeton  
7226 #41 Pg 6 Ron Jacobs Kick-Ass Boss Memo To Wake-Up The KHJ Boss Jocks

## 8000 Series — Morale

(See TW Tips Index #1 for tips #8001-8019)  
(See TW Tips Index #2 for tips #8020-8044)

- 8045 #29 Pg 7 Leadership Cliff's Notes: Cheryl Miller's Power Of Persistence  
8046 #29 Pg 9 Pat Riley: On Respecting Your Competition  
8147 #31 Pg 1 Steve Allan: Beyond "Formula" — Doing The Basics PLUS  
8148 #32 Pg 5 Vince Lombardi: On What It Takes To Be Successful (Will To Win)  
8149 #32 Pg 6 PDQ&A: Tweaking Morale & Sorting Out The Bad Apples (Grumpies)  
8150 #32 Pg 8 Motivation: 10 Traits Of Those Who Accomplish The Impossible  
8151 #32 Pg 2 John Wooden: Great Teams Keep Getting Better  
8152 #34 Pg 1 Dave Robbins: 10 Commandments Of A Great PD  
8153 #34 Pg 4 Wisdom Of Yoda: "Try not. Do, or do not. There is no try."  
8154 #34 Pg 6 Leadership: Leading By Example & Making It Personal (Danny Ainge)  
8155 #35 Pg 8 News/Surveillance: Visibility (Mike-Flag-of-the-week Award)  
8156 #35 Pg 1 How To Get Above The Line Performance From Everyone  
8157 #41 Pg 5 Clarke Ingram: Sunscreen For Radio — "Everybody's Free (To Legal ID)"  
8158 #41 Pg 6 Ron Jacobs Kick-Ass Boss Memo To Wake-Up The KHJ Boss Jocks

## 9000 Series — Presentation

(See TW Tips Index #1 for tips #9001-9086)  
(see TW Tips Index #2 for tips #9087-9140)

- 9141 #28 Pg 2 Chuck Blore: Why Radio Is Theater Of The GUT  
9142 #29 Pg 2 News: Improving News-Reliance Perceptual Attribution (Tandem-Teams)  
9143 #30 Pg 5 Ron Jacobs KHJ Boss Memo: Hearing Things That Are Not Right  
9144 #30 Pg 9 7 Deadly Sins Of Radio Advertising (Dan O'Day)  
9145 #30 Pg 8 Elements Of Stationality (Sweepers/Spitters/Bumpers/Liners/etc.)  
9146 #30 Pg 2 Most Effective Promotions Of All Time: Beat The Bomb  
9147 #31 Pg 10 PDQ&A: Phantom-Cume Phollow-Up (Interactive Liners)  
9148 #31 Pg 1 Targeting Tips: WHEN You Play A Promo Matters  
9149 #31 Pg 5 Most Effective Promotions Of All Time: The Hundred Car Garage  
9150 #31 Pg 8 Nasty Rock News Talk Stationality  
9151 #31 Pg 7 WWWWebWWWise: Triple M/Melbourne News Intro and Internet Plug  
9152 #32 Pg 2 Country Hot-Clock Games  
9153 #32 Pg 2 The Around-The-Hour Wheel  
9154 #32 Pg 2 Hotclock.com Template Clock-Maker (Computer Software)  
9155 #32 Pg 1 Michael Packer: Rock'n'Talk — Where They Meet  
9156 #32 Pg 10 Elements Of Stationality (Sweepers/Spitters/Bumpers/Liners/etc.)  
9157 #32 Pg 8 VR Virtual Recommendations: Sean Michael Lisle (Longer Shifts, Topicality)  
9158 #33 Pg 10 Elements Of Stationality (Sweepers/Spitters/Bumpers/Liners/etc.)  
9159 #33 Pg 5 Quickly Size-Up A Market: Mediabase Pinpoints Stationality  
9160 #33 Pg 6 Most Effective Promotions Of All Time: Instant Winner Weekend  
9161 #33 Pg 7 Stationality: Little Things Mean A Lot  
9162 #33 Pg 10 Elements Of Stationality (Sweepers/Spitters/Bumpers/Liners/etc.)  
9163 #34 Pg 13 Elements Of Stationality (Sweepers/Spitters/Bumpers/Liners/etc.)  
9164 #35 Pg 10 Elements Of Stationality (Sweepers/Spitters/Bumpers/Liners/etc.)  
9165 #36 Pg 11 Gordon McLendon: Prepare 1 Hour OFF-Air For Each Hour You're ON-Air  
9166 #37 Pg 1 Bob Shannon: The Melody Lingers (9000 Series Continued on Page 4)



## 9000 Series — Presentation (Continued)

(Continued — from Page 3)

- 9167 #37 Pg 8 Elements Of Stationality (Sweepers/Splitters/Bumpers/Liners/etc.)
- 9168 #37 Pg 5 WWWWebWWWise: Station ID: "KSDO-dot-com"
- 9169 #37 Pg 6 News/Talk: Getting Opinions On The Air
- 9170 #37 Pg 7 Important Update About The Filter System Of The Mind (Arbitron Legalities)
- 9171 #37 Pg 4 How To Get Jocks To Open Up & Humanize
- 9172 #38 Pg 8 News/Talk: More Op-Ed Options
- 9173 #38 Pg 10 Elements Of Stationality (Sweepers/Splitters/Bumpers/Liners/etc.)
- 9174 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
- 9175 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)
- 9176 #39 Pg 10 Elements Of Stationality (Sweepers/Splitters/Bumpers/Liners/etc.)
- 9177 #40 Pg 8 Elements Of Stationality (Sweepers/Splitters/Bumpers/Liners/etc.)
- 9178 #40 Pg 5 Drew Basics — Part 3
- 9179 #40 Pg 7 Fun With Area Codes (K-Rock/Edmonton)
- 9180 #40 Pg 4 Mark Twain On Attention Spans
- 9181 #41 Pg 1 Capsule Concepts: Overt Formatting
- 9182 #41 Pg 13 Elements Of Stationality (Sweepers/Splitters/Bumpers/Liners/etc.)

## 10000 Series — News/Surveillance

(See TW Tips Index #1 for tips #10001-10032)  
(See TW Tips Index #2 for tips #10033-10047)

- 10048 #28 Pg 6 Breaking News Days
- 10049 #29 Pg 2 Improving News-Reliance Perceptual Attribution (Tandem-Anchors)
- 10049b #30 Pg 8 Selling Controversy: How WISN Sells Mark Belling
- 10050 #31 Pg 8 Nasty Rock News/Talk Stationality
- 10051 #31 Pg 7 Best Internet Campaign: Triple M/Melbourne's News Intro
- 10052 #32 Pg 6 PDQ&A: Tweaking Morale & Sorting Out The Bad Apples (Grumpies)
- 10053 #32 Pg 1 Michael Packer: Rock 'n' Talk — Where They Meet
- 10054 #32 Pg 1 How To Spot Star Quality
- 10055 #34 Pg 12 Hollywood Adage: Politics Is Show Business For Ugly People
- 10056 #35 Pg 8 Visibility: The Mike-Flag-of-the-week Award
- 10057 #37 Pg 6 Getting Opinions On-The-Air
- 10058 #38 Pg 8 More Op-Ed Options
- 10059 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
- 10060 #40 Pg 1 Greg Smith: Who's In Control — YOU Or The System (News Item on Pg 2)
- 10061 #40 Pg 5 Drew Basics — Part 3
- 10062 #41 Pg 11 Experts: Perceived Expertise vs. Q-Score Likeability

## 11000 Series — Public Service

(See TW Tips Index #1 for tips #11001-11007)  
(See TW Tips Index #2 for tips #11008-11013)

- 11014 #30 Pg 8 Keeping Abreast (Public Service Promotional Opportunity)
- 11015 #33 Pg 7 WWWWebWWWise: The WNIC Pet Of The Week (Jim Harper)
- 11016a #34 Pg 2 PDQ&A: Mascots
- 11016b #35 Pg 2 PDQ&A: More Mascots
- 11017 #36 Pg 6 New For '99: Public Service Projects (Grassroots Fund Raisers, Dave Pratt Dental Clinic For Kids, Cops & Lobsters)

## 12000 Series — Operations

(See TW Tips Index #2 for tips #12001-12009)

- 12010 #29 Pg 9 George Bernard Shaw On Dumbing-Down To The LCD
- 12011a #29 Pg 6 Sealable Template: Harmonic Convergence Plotter
- 12011b #30 Pg 6 How To Avoid Noticeably Repetitive Harmonic Cycles: Harmonic Convergence
- 12012 #30 Pg 1 Ken Dowse: The Null Hypothesis — How To Increase Odds On Winning
- 12013 #30 Pg 1 Country Hot-Clock Games (Current/Gold Ratios, Songs-Per-Hour)
- 12014 #31 Pg 1 Targeting Tips: WHEN You Play A Promo Matters
- 12015 #31 Pg 2 Country Hot-Clock Games (Stacking The Categories)
- 12016 #32 Pg 2 Country Hot-Clock Games (The Wheel)
- 12017 #32 Pg 2 Hotclock.com Template Clock-Maker (Computer Software)
- 12018 #32 Pg 8 VR Virtual Recommendations: Sean Michael Lisle (Longer Shifts, Topicality)
- 12019 #34 Pg 1 Dave Robbins: 10 Commandments Of A Great PD
- 12020 #36 Pg 7 Oldies Hot-Clock Games (Overview, First Filter, More Songs Per Hour)
- 12021 #38 Pg 4 Music Formative Eras (Age Flashback & Targeting Era Chart Templates)
- 12022 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
- 12023 #39 Pg 8 News/Talk: Dot-com — Talk Radio 101 (For Listeners and Callers)
- 12024 #39 Pg 6 Paul Drew — Part 2 (More Spoon-Fed Basics)
- 12025 #39 Pg 3 Oldies Hot-Clock Games — Part 4 (Objectives, Multiple Clocks)
- 12026 #40 Pg 5 Drew Basics Part 3 (The CKLW First Memo)
- 12027 #41 Pg 2 The Sun Never Sets (TW's UK Travelogue May 1999)

## 13000 Series — Talk

(See TW Tips Index #1 for tips #13001-13005)

- 13006 #28 Pg 1 Walter Sabo: Consolidation Means — Nothing's Changed
- 13007 #28 Pg 6 News/Surveillance: Breaking News
- 13008 #30 Pg 8 News/Talk: Selling Controversy — How WISN Sells Mark Belling
- 13009 #32 Pg 1 Michael Packer: Rock 'n' Talk — Where They Meet
- 13010 #32 Pg 1 How To Spot Star Quality
- 13011 #37 Pg 6 News/Talk: Getting Opinions On-The-Air
- 13012 #38 Pg 8 News/Talk: More Op-Ed Options
- 13013 #37 Pg 5 WWWWebWWWise: Station ID: "KSDO-dot-com"
- 13014 #39 Pg 8 TalkRadio 101 For Listeners (Guidelines For Calling In)

## 14000 Series — Technical

(See TW Tips Index #1 for tips #14001-14004)

## 15000 Series — The Internet

(See TW Tips Index #1 for tips #15001-15030)

(See TW Tips Index #2 for tips #15031-15046)

- 15047 #28 Pg 5 WWWWebWWWise: WJMN E-Quest
- 15048 #28 Pg 5 WWWWebWWWise: WSRR E-Mail Club
- 15049 #28 Pg 5 WWWWebWWWise: B105 Community Switch
- 15050 #29 Pg 7 WWWWebWWWise: Capital FM "Your Favourite Five"
- 15051 #31 Pg 7 Best Internet Campaign Ive Yet Heard: Triple M/Melbourne News Intro
- 15052 #32 Pg 7 WWWWebWWWise: KOMIE's Creative Psycho Soundguy's Wav's
- 15053 #32 Pg 7 WWWWebWWWise: Z-100/New York's Interactive Lunch
- 15054 #33 Pg 7 WWWWebWWWise: WNIC's Pet Of The Week (Jim Harper)
- 15055 #34 Pg 8 WWWWebWWWise: WKTU Work Park Patrol
- 15056 #35 Pg 1 Dave Charles: The PD's Life — How It's Changed
- 15057 #35 Pg 7 WWWWebWWWise: The KATT Map
- 15058 #35 Pg 2 PDQ&A: Station Mascots 2 ("KLOL Rock Babes" Web-Page)
- 15059 #36 Insert Deep Background Interview: KFMB AM/FM GM Tracy Johnson (Pt 1)
- 15060 #36 Pg 5 WWWWebWWWise: KIS Fresh Up To Date
- 15061 #37 Pg 5 WWWWebWWWise: Station ID: "KSDO-dot-com"
- 15062 #37 Insert Deep Background Interview: KFMB AM/FM GM Tracy Johnson (Pt 2)
- 15063 #38 Pg 7 WWWWebWWWise: Jeff & Jer's Daily Cartoon (KFMB-FM)
- 15064 #39 Pg 7 WWWWebWWWise: TW's Surfin' Style
- 15065 #39 Pg 8 News/Talk: TalkRadio 101 For Listeners (Guidelines For Calling In)
- 15066 #40 Insert Deep Background Interview: Clear Channel Dir Of Soft AC Vance Dillard

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- 16054 #29 Pg 6 Harmonic Convergence Plotter Sealable Template
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- 16057 #31 Pg 7 Best Internet Campaign Ive Yet Heard: Triple M/Melbourne News Intro
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- 16060 #32 Pg 7 WWWWebWWWise: Z-100/New York's Interactive Lunch
- 16061 #32 Pg 2 Hotclock.com Template Clock-Maker (Computer Software)
- 16062 #32 Pg 8 VR Virtual Recommendations: Sean Michael Lisle (Longer Shifts, Topicality)
- 16063 #33 Pg 9 Quickly Size-Up Distant Markets: Computer-Tip: Use 3 Computers At Once
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- 16064b #34 Pg 8 WWWWebWWWise: WKTU Work Park Patrol
- 16065b #35 Pg 1 Dave Charles: The PD's Life — How It's Changed
- 16066b #35 Pg 7 WWWWebWWWise: The KATT Map
- 16067 #36 Insert Deep Background Interview: KFMB AM/FM GM Tracy Johnson (Pt 1)
- 16068 #36 Pg 1 Mike LePetit: 10 Avoidable Mistakes In Music Scheduling
- 16069 #36 Pg 7 WWWWebWWWise: KIS Fresh Up To Date
- 16070 #36 Pg 7 Oldies Hot-Clock Games (Overview, The First Filter, Songs Per Hour)
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- 16072 #37 Insert Deep Background Interview: KFMB AM/FM GM Tracy Johnson (Pt 2)
- 16073 #38 Pg 7 WWWWebWWWise: Jeff & Jer's Daily Cartoon (KFMB-FM)
- 16074 #39 Pg 7 WWWWebWWWise: TW's Surfin' Style
- 16075 #39 Pg 8 News/Talk: Dot-Com/TalkRadio 101 For Listeners (Guidelines For Calling In)
- 16076 #38 Pg 3 Oldies Hot-Clock Games 3 (Hyper-Tiering, Rotations, Blue-Moon Flavor)
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- 17037 #30 Pg 8 Keeping Abreast (Public Service Sales Promotion Opportunity)
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- 17040 #32 Pg 4 PD Bookshelf: 1-800-CEO-READ Top 25 Business Books
- 17041 #33 Pg 6 Most Effective Promotions: Instant Winner Weekend (Sales Prizes)
- 17042 #33 Pg 4 Sales Promotion: "The Commercial Of The Day"
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- 17044 #34 Pg 2 PDQ&A: Mascots (Sponsorable)
- 17045 #35 Pg 2 PDQ&A: More Mascots (Sales Opp's)
- 17046 #36 Insert Deep Background Tracy Johnson Interview (Pt 1): Listener Rewards Pgm
- 17047 #37 Insert Deep Background Tracy Johnson Interview (Pt 2): Listener Rewards Pgm
- 17048 #40 Insert Deep Background Vance Dillard Interview: Listener Rewards Program
- 17049 #40 Pg 3 Most Effective Promotions Of All Time: The Dollar-Bill Game

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- 18021 #36 Insert Deep Background Tracy Johnson Interview (Pt 1): Listener Rewards Pgm
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- 19067 #40 Pg 1 Capsule Concepts: Invisible Curse
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- 20029 #37 Pg 7 Important Update About Filter-System Of The Mind (Arbitron-Rated Station)
- 20030 #40 Pg 1 Capsule Concepts: Phantom/Invisible Curse
- 20031 #41 Pg 2 Reg Johns: Partson Conversion Results In 15.5% QH Increase
- 20032 #41 Pg 2 The Sun Never Sets (TW Travelogue May 99) RAJAR Diary Surveys

## 21000 Series — Life

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- 21028 #30 Pg 7 Dr. Martin Luther King Jr.: Words Of Wisdom About Progress
- 21029 #31 Pg 7 PD Bookshelf: The Hits Just Keep On Coming (Ben Fong-Torres)
- 21030 #32 Pg 6 PDQ&A: Tweaking Morale & Sorting Out The Bad Apples (Grumpies)
- 21031 #32 Pg 9 David Gleason: Old Spanish Saying About The Devil's "Experience"
- 21032 #36 Pg 6 Dr. James Dobson: It Takes 9 Affirming Comments To Overcome 1 Critique
- 21033 #41 Pg 2 The Sun Never Sets (TW's UK Travelogue May 1999)
- 21034 #41 Pg 1 Clarke Ingram: Sunscreen For Radio "Everybody's Free (To Legal ID)"

## 22000 Series — PD Bookshelf

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- 22019 #32 Pg 4 PD Bookshelf: 1-800-CEO-READ Top 25 Business Books
- 22020 #32 Pg 8 How To Do The Impossible by Andy Nutman
- 22021 #38 Pg 1 44 Immutable Laws — About Marketing, Branding (Ries & Trout)
- 22022 #37 Pg 1 Cleese Encounters: Guy Claxton Book "Hare Brain, Tortoise Mind"

## TW's "Food For Thought" Column

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- #29 Page 10 Thanks For Your Feedback: PDQ&A
- #41 Page 2 The Sun Never Sets (TW's UK Travelogue May 1999)

## Quotes Worth Re-Quoting

(See TW Tips Index #1 for quotes in issues #1-12)  
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- #28 Page 2 Chuck Blore: Radio Is Theater Of The Gut
- #28 Page 2 Walter Sabo: The Best Show With The Best Marketing Wins
- #28 Page 3 Walter Sabo: You Still Don't Own The Audience
- #28 Page 2 Walt Disney: Continuing Education — Or — Continuing Entertainment
- #28 Page 3 Gordon McLendon: Programming Comes First
- #29 Page 2 Sir James Goldsmith: If You See A Bandwagon, It's Too Late
- #29 Page 2 Jaye Albright: Passionate Fans/Heavy Users Feel Most Positive
- #29 Page 4 Bob Moody: Heavy Users Drive QH Listening
- #29 Page 4 Carolyn Gilbert: Country Doesn't Burn — It's A Lifegroup Thing
- #29 Page 9 George Bernard Shaw: On Dumbing-Down To The LCD
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- #30 Page 2 Legal Folk Wisdom: What To Stress When
- #30 Page 2 Ken Dowe: Deleting Obstacles Until You're On Direct Path To Goal
- #30 Page 4 Nietzsche: Only Sick Music Makes Money Today (1888)
- #30 Page 7 Dr. Martin Luther King Jr.: All Progress Is Precarious
- #31 Page 2 Bob McNeill: Every Day Is Somebody's First Day With The Station
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- #32 Page 7 Rick Pitino: 10 Positive Team-Members Rarely Influence 1 Bad Apple
- #32 Page 2 John Wooden: Great Teams Keep Getting Better
- #33 Page 2 John Sebastian: To Be Successful In Radio Only Requires Appealing To 5%
- #33 Page 3 Peter Drucker: Concentration Is The Key To All Business Success
- #33 Page 8 Bill Moyes: Focus On The Music Job — It Is Critical
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- #34 Page 4 Scott Shannon: Top 40 Stations That Are Really Hot AC Stations In Drag
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- #34 Page 4 Yoda: Try Not. Do, Or Do Not. There Is No Try.
- #34 Page 12 Hollywood Adage: Politics Is Show Business For Ugly People
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- #36 Insert Tracy Johnson: Involving Non-Participants In Entertainment Value Of Prom
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- #37 Insert Tracy Johnson: Full Commitment, Or Don't Do It At All
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## Ocean Toons

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- #29 What I Like Best About Christmas Radio
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- #29 Elf Radio — Two Naughties In A Row
- #30 Corporate Rationale — Re: Commercials
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- #33 Hebrew Proverb: Teach Your Son A Trade
- #34 My Compliments To Your New Music Rotation
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- #38 Compliments From The New Consultant
- #39 Talk Radio Host Tip: Avoid Lead-Ins That Might Cause Dead-Air
- #40 Corporate Robots
- #41 Old Radio Tenet: All That Matters Is What Comes Out Of The Speakers

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# Programmer's Digest

## TW Tips Index #4 — 1999

As promised, at the end of each Quarter, we'll issue a free "PD" Index to cross-reference all of the *TW Tips*. This index covers issues #41 through #50. Most PD's are keeping their copies of *Programmer's Digest* in a 3-ring binder. We suggest that you place these Quarterly "Index" inserts 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
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- 1104 #42 Pg 7 Arbitron Exit Poll — Perceptual Attribution Meets The Diarykeeper
- 1105 #43 Pg 1 What Music Radio PD's Can Learn From Talk Radio (Walter Sabo)
- 1106 #43 Pg 4 Consumer-Tech Reality-Check
- 1107 #45 Pg 1 Radio 2000: What's Important For Radio (Dave Charles)
- 1108 #45 Pg 7 Marshall McLuhan On Social Phenomenons
- 1109 #46 Pg 5 20/20 Foresight — New Millennium Demography (%'s by demo-cell)
- 1110 #47 Pg 6 The Holidays As A Programming Consideration (All Christmas, All The Time)
- 1111 #47 Pg 1 Capsule Concepts: Backloading QH #4
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- 1113 #49 Pg 5 PDQ&A: Aging Demos In Oldies Format/Should I Add 70s Oldies?
- 1114 #49 Pg 11 Mistake made by intelligent people: refusing to believe world is stupid
- 1115 #49 Pg 2 Jay Chiat: Word-Of-Mouth Is Ultimate Form Of Advertising
- 1116 #50 Pg 1 Morning Radio: Johnson & Burns Book

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- 2154 #42 Pg 1 Jaye Albright: Believe Me, I Tried (Why Country Radio Hasn't Splintered)
- 2155 #44 Pg 1 Jammie's Oldies Hot-Clock Games (Differences With Traditional Oldies)
- 2156 #45 Pg 1 Radio 2000: What's Important For Radio (Dave Charles)
- 2157 #47 Pg 7 All Christmas, All The Time (KEZ/Phoenix ratings track record)
- 2158 #47 Pg 6 The Holidays As A Programming Consideration
- 2159 #49 Pg 5 PDQ&A: Aging Demos In Oldies Format/Should I Add 70s Oldies?
- 2160 #50 Pg 1 Does Sped-Up Lead To Fed-Up? (Effect Of Tempo/Pitch Variance On Prefs)

### 3000 Series — Promotion/Marketing

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- 3213 #42 Pg 5 Kipper's Tips For Promoting A Station Concert (Kipper McGee)
- 3214 #42 Pg 7 WWWWebWWWise: KJR-FM/Seattle: KJRchives/Class Reunions
- 3215 #43 Pg 6 New For 99: Million \$ Grand Slam, Beatles Music Match, Traffic Builder, Hi Star Stickers, 15 In A Row Or We Pay, Crack The PIN & Win, Oreos, Unlock Treasure Chest, Testicle Festival, Win A Buick Gamepieces, E Mail Club, Party Pager, 1000 Winners in 1 Weekend, Hawaii 5-0, Shoppo, Top 99 \$1,000 Flashback
- 3216 #43 Pg 9 WWWWebWWWise: Pbel Personalization (KNXLA)
- 3217 #44 Pg 4 David Letterman: On Showbiz and Interviewing Stars
- 3218 #44 Pg 8 Cut-Through Campaigns: Boards — Sick 'er On
- 3219 #44 Pg 1 The One & Only Chuck Blore — How Would He Program Today
- 3220 #44 Pg 7 Most Effective Promotions Of All Time: Hi-Lo
- 3221 #45 Insert Deep Background Interview: Jim "J.J." Johnston (Standard Communications)

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 3230 #46 Pg 1 More Blore — Sealed With A Kiss  
 3231 #47 Pg 7 Cut-Through Campaigns: Print/Sky (KMLE ad/WZOU i/over)  
 3232 #46 Pg 9 More New For '99 Contests, Promotions, Ideas: Monopolython, Tag You're It, Cash Bribe Oldie, Spin The Beetle, Millennium Bug, 9-2-4 Game, New Twist To Summer Concerts, Listen For Your Name, Workforce 104, Mystery Number, 4 O'Clock Fix, \$10,000 Music Challenge, HomeRun Jackpot Free Money Machine, Hyper-Plaid Supersticker, 4-digit Fortune  
 3233 #47 Pg 5 WWWWebWWWise: IPX 360 Studio Tour (Capital FM/London)  
 3234 #47 Pg 5 Cut-Through Campaigns: How To Get Great TV Rates  
 3235 #48 Pg 1 "Permission" Marketing (Kipper McGee Review Of Seth Godin Book)  
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 3237 #48 Pg 1 More Blore (Part 3 of 3) How He'd Program Today  
 3238 #48 Pg 5 WWW: More Than An Info Source: Using Websites To Enhance Promotions  
 3239 #48 Pg 7 Fun With Public Service: Gretzky Blvd, Band Together, Rock Auctions, Miracle Mile Of Quarters, Silent Auction, Stuff A Bus, Food Fests, Basketball Jones, Doghouse, Kidd's Kids, Buried Alive, Roof Sits, Book 'em, Coats For Kids, Water Awareness, No Smoke, Change For Good, Pledge Last Hour of Millennium, Playoff Fever, Radiothons, Radio Relief, Request-a-thon, Contest/Charity Grand Finale, Playstation Tournaments, Golf Classics, Public Events, Charity Concerts, Holiday Warmth, Xmas CDs  
 3240 #49 Pg 1 Programming Life-Lessons: Who In The World Was Gordon McLendon  
 3241 #49 Pg 5 WWWWebWWWise: Streaming Video (KISLA and MtvBoston)  
 3242 #49 Pg 1 How To Transform Endorsements Into Media Campaigns  
 3243 #50 Pg 2 Jay Chiat: Word-Of-Mouth Is Ultimate Form Of Advertising  
 3244 #50 Pg 5 WWWWebWWWise: Streaming Outdoor (KUBE/Seattle)  
 3245 #50 Pg 15 Capsule Concepts: Licking The Cookie (Preempt A Competitor)  
 3246 #50 Pg 10 Sticker Mania: Why Car-Stickers Work  
 3247 #50 Pg 11 Topicals 2000: Zamboni Run, Superb-Bowl Party, Security Blanket, Italian Millionaire, Who Wants To Win, Mary A Millionaire, Thousandaire, New Rear For New Year, Linda Tripp Makeover, \$1 Playoff Ticket, Livin' Velveeta Loca, That's My Spot, Party Pooper, Making Holiday Noise, Biggest Wedding, Guaranteed Intercourse, Three Times The Heart  
 3248 #50 Pg 1 Morning Radio: Johnson & Burns Book  
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## 4000 Series — Contest-Marketing

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 (See TW Tips Index #2 for tips #4048-4081)  
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- 4115 #43 Pg 6 New For '99: Million \$ Grand Slam, Beatles Music Match, Traffic Builder, Hi Star Stickers, 15 In A Row Or We Pay, Crack The PIN & Win, Oreos, Unlock Treasure Chest, Testide Festival, Win A Buck Gamepieces, E Mail Club, Party Pager, 1000 Winners in 1 Weekend, Hawaii 5-0, Shoppo, Top 99 \$1,000 Flashback  
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 4122 #46 Pg 9 More New For '99 Contests, Promotions, Ideas: Monopolython, Tag You're It, Cash Bribe Oldie, Spin The Beetle, Millennium Bug, 9-2-4 Game, New Twist To Summer Concerts, Listen For Your Name, Workforce 104, Mystery Number, 4 O'Clock Fix, \$10,000 Music Challenge, HomeRun Jackpot Free Money Machine, Hyper-Plaid Supersticker, 4-digit Fortune  
 4123 #47 Pg 7 All Christmas, All The Time (KEZ/Phoenix ratings track record)  
 4124 #48 Pg 5 WWW: More Than An Info Source: Using Websites To Enhance Promotions  
 4125 #48 Pg 7 Fun With Public Service: Gretzky Blvd, Band Together, Rock Auctions, Miracle Mile Of Quarters, Silent Auction, Stuff A Bus, Food Fests, Basketball Jones, Doghouse, Kidd's Kids, Buried Alive, Roof Sits, Book 'em, Coats For Kids, Water Awareness, No Smoke, Change For Good, Pledge Last Hour of Millennium, Playoff Fever, Radiothons, Radio Relief, Request-a-thon, Contest/Charity Grand Finale, Playstation Tournaments, Golf Classics, Public Events, Charity Concerts, Holiday Warmth, Xmas CDs  
 Turkey Drive, Adopt A Family, 12 Days Of Christmas, Miracle On 34th St.

## 4000 Series — Contest-Marketing (Cont)

- 4126 #49 Pg 1 Programming Life-Lessons: Who In The World Was Gordon McLendon  
 4127 #50 Pg 10 Sticker Mania: Why Car-Stickers Work  
 4128 #50 Pg 11 Topicals 2000: Zamboni Run, Superb-Bowl Party, Security Blanket, Italian Millionaire, Who Wants To Win, Mary A Millionaire, Thousandaire, New Rear For New Year, Linda Tripp Makeover, \$1 Playoff Ticket, Livin' Velveeta Loca, That's My Spot, Party Pooper, Making Holiday Noise, Biggest Wedding, Guaranteed Intercourse, Three Times The Heart  
 4129 #50 Pg 1 Morning Radio: Johnson & Burns Book

## 5000 Series — Mornings/Breakfast

- (See TW Tips Index #1 for tips #5001-5058)  
 (See TW Tips Index #2 for tips #5059-5102)  
 (See TW Tips Index #3 for tips #5103-5115)  
 5059 #44 Pg 8 Cut-Through Campaigns: Boards — Stick'er On  
 5060 #45 Pg 1 Here To Make A Difference (Public Service Projects That Nail P1s)  
 5061 #45 Pg 8 Point Counterpoint: Should Phone Bits Be Live Or Memorex  
 5062 #47 Pg 1 Side-Chick Syndrome: Which Is It — A Job? Or Career?  
 5063 #48 Pg 5 PDQ&A: Pulling A Fast One — Wake Up Arizona  
 5064 #48 Pg 7 Fun With Public Service: Gretzky Blvd, Band Together, Rock Auctions, Miracle Mile Of Quarters, Silent Auction, Stuff A Bus, Food Fests, Basketball Jones, Doghouse, Kidd's Kids, Buried Alive, Roof Sits, Book 'em, Coats For Kids, Water Awareness, No Smoke, Change For Good, Pledge Last Hour of Millennium, Playoff Fever, Radiothons, Radio Relief, Request-a-thon, Contest/Charity Grand Finale, Playstation Tournaments, Golf Classics, Public Events, Charity Concerts, Holiday Warmth, Xmas CDs  
 Turkey Drive, Adopt A Family, 12 Days Of Christmas, Miracle On 34th  
 5065 #49 Pg 1 Programming Life-Lessons: Who In The World Was Gordon McLendon  
 5066 #49 Pg 10 Guests: The Gabby Cabby (from New York City)  
 5067 #50 Pg 1 Morning Radio: Johnson & Burns Book  
 5068 #50 Pg 7 Cut-Through Campaigns: Rude Tude (Rodman, Flashing, 2 Boobs)  
 5069 #50 Pg 10 Topicals 2000 — Zamboni Run

## 6000 Series — Talent

- (See TW Tips Index #1 for tips #6001-6045)  
 (See TW Tips Index #2 for tips #6046-6083)  
 (See TW Tips Index #3 for tips #6084-6211)  
 6068b #45 Pg 1 Here To Make A Difference (Public Service Projects That Nail P1s)  
 6211 #42 Pg 2 Charles Osgood Theater Of The Mind: See You On The Radio  
 6212 #43 Pg 1 What MusicRadio PD's Can Learn From TalkRadio (Walter Sabo)  
 6213 #43 Pg 1 Leadership Cliff's Notes: Building Self-Esteem  
 6214 #44 Pg 4 David Letterman: On Showbiz and Interviewing Stars  
 6215 #45 Insert Deep Background Interview: Jim "J.J." Johnston (Standard Communications)  
 6216 #45 Pg 1 Radio 2000: What's Important For Radio (Dave Charles)  
 6217 #45 Pg 9 Things You'll Never Hear At A Radio Station  
 6218 #45 Pg 8 Point Counterpoint: Should Phone Bits Be Live Or Memorex  
 6219 #46 Pg 1 Talent Search — Getting Behind The "Turn-Offs" (Valerie Celler)  
 6220 #46 Pg 2 Jack Welch On Motivating & Assessing Employees (Like Flowers)  
 6221 #47 Pg 1 Side-Chick Syndrome: Which Is It — A Job? Or Career?  
 Pg 10 Chicken Soup For The Throat  
 6223 #49 Pg 10 Guests: The Gabby Cabby (from New York City)  
 6224 #49 Pg 1 How To Transform Endorsements Into Media Campaigns  
 6225 #50 Pg 1 Morning Radio: Johnson & Burns Book  
 6226 #50 Pg 7 The Pro's Pro: Mark Denis Programming Life-Lessons

## 7000 Series — Leadership

- (See TW Tips Index #1 for tips #7001-7069)  
 (See TW Tips Index #2 for tips #7070-7163)  
 (See TW Tips Index #3 for tips #7164-7226)  
 7228 #42 Pg 4 Most Effective Promotions: DJ Reunions (KIOA Good Guy Reunion)  
 7227 #42 Pg 5 Kipper's Tips For Promoting A Station Concert (Kipper McGee)  
 7229 #42 Pg 8 News & Surveillance: News Policy StyleGuide  
 7230 #42 Pg 1 Capsule Concepts: ID Placement (First Or Last?)  
 7231 #43 Pg 1 What MusicRadio PD's Can Learn From TalkRadio (Walter Sabo)  
 7232 #43 Pg 1 Leadership Cliff's Notes: Building Self-Esteem  
 7233 #43 Pg 7 Capsule Concepts: ID Placement (In Sweeps)  
 7234 #44 Pg 2 Peter Drucker: On Numbers  
 7235 #44 Pg 1 The One & Only Chuck Blore: How Would He Program Today?  
 7236 #44 Pg 10 Food For Thought: Y2K — Great Opportunity For Radio  
 7237 #45 Insert Deep Background Interview: Jim "J.J." Johnston (Standard Communications)

7000 Series Continued — on Page 3



# TW Tips Index #4 — 1999

## 7000 Series — Leadership (Cont)

Continued — from page 2)

- 7238 #45 Pg 2 The Most Fun Wins (Official Corporate Policy)
- 7239 #45 Pg 1 Radio 2000: What's Important For Radio (Dave Charles)
- 7240 #45 Pg 3 Jack Welch/Lucille Ball On Who You Turn To When You Need Things Done
- 7241 #45 Pg 1 Here To Make A Difference (Public Service Projects That Nail P1s)
- 7242 #45 Pg 7 Branding: Making A Name For Yourself (Lexicon)
- 7243 #45 Pg 8 Crash Course In Marketing (Disney/Ogilvy)
- 7244 #46 Pg 1 Talent Search — Getting Beyond The "Turn-Offs" (Valerie Geller)
- 7245 #46 Pg 2 Jack Welch On Motivating & Assessing Employees (Like Flowers)
- 7246 #46 Pg 3 Three Common Threads Of Award-Winning Commercials
- 7247 #46 Pg 1 More Blore: Sealed With A Kiss
- 7248 #47 Pg 2 Rules Of Thumb: The Timelines Of Job Security (3 Bad PDs)
- 7249 #47 Pg 7 All Christmas, All The Time (KEZ/Phoenix ratings track record)
- 7250 #47 Pg 7 Sports Adage: The Deals You Don't Make
- 7251 #47 Pg 8 Winston Churchill: Never Lose Your Imagination
- 7252 #47 Pg 9 Leadership Cliff's Notes: How To Open Minds (replace "but" with "and")
- 7253 #47 Pg 5 Cut-Through Campaigns: Great TV Rates (always eliminate one station)
- 7254 #48 Pg 1 More Blore: The Final Installment (Part 3 of 3)
- 7255 #48 Pg 5 PDQ&A: Pulling A Fast One (Wake Up Arizona)
- 7256 #48 Pg 11 Assumption: The Mother Of Most All Big Screws
- 7257 #50 Pg 2 Management Life-Lessons: Doug McCall on "The Big Bucks"
- 7258 #50 Pg 5 Harvey Mackay: If You Keep Thinking What You've Always Thought
- 7258b #50 Pg 1 Morning Radio: The Tracy Johnson/Alan Burns Guide
- 7259 #50 Pg 13 Leadership Cliff's Notes: The Higher Principle
- 7259b #50 Pg 8 Gems Of Guidance: GE's Jack Welch (8 Rules Of Business)
- 7260 #50 Pg 13 Philosophy Of Life: Don't Stop Laughing
- 7260b #50 Pg 8 When You Can't Solve A Problem: Manage It!
- 7261 #50 Pg 14 News/Talk: The Newsroom Ideas Bank
- 7262 #50 Pg 15 Licking The Cookie
- 7263 #50 Pg 7 The Pro's Pro: Mark Denis Programming Life-Lessons

## 8000 Series — Morale

(See TW Tips Index #1 for tips #8001-8019)  
(See TW Tips Index #2 for tips #8020-8044)  
(See TW Tips Index #3 for tips #8045-8158)

- 8159 #43 Pg 1 Leadership Cliff's Notes: Building Self-Esteem
- 8160 #45 Pg 2 Official Corporate Philosophy: The Most Fun Wins!
- 8161 #45 Pg 9 Things You'll Never Hear At A Radio Station
- 8162 #46 Pg 2 GE's Jack Welch — On Motivating & Assessing Employees (Flowers)
- 8163 #49 Pg 2 W. Clement Stone: There Is Very Little Difference In People (Attitude)
- 8164 #50 Pg 1 Morning Radio: The Tracy Johnson/Alan Burns Guide

## 9000 Series — Presentation

(See TW Tips Index #1 for tips #9001-9086)  
(See TW Tips Index #2 for tips #9087-9140)  
(See TW Tips Index #3 for tips #9141-9182)

- 9183 #42 Pg 8 News & Surveillance: News Policy StyleGuide
- 9184 #42 Pg 1 Capsule Concepts: ID Placement (First Or Last?)
- 9185 #42 Pg 10 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9186 #43 Pg 1 What MusicRadio PD's Can Learn From TalkRadio (Walter Sabo)
- 9187 #43 Pg 10 News & Surveillance: The Beat-Check
- 9188 #43 Pg 7 Capsule Concepts: ID Placement (In Sweeps)
- 9189 #43 Pg 12 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9190 #44 Pg 1 The One & Only Chuck Blore — How Would He Program Today
- 9191 #44 Pg 7 Most Effective Promotions Of All Time: Hi-Lo
- 9192 #44 Pg 10 News & Surveillance: Out-Of-The-Box
- 9193 #44 Pg 12 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9194 #45 Pg 10 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9195 #45 Pg 1 Radio 2000: What's Important For Radio (by ESP's Dave Charles)
- 9196 #45 Pg 4 Most Effective Promotions Of All Time: Sudden Death/Double Your Money
- 9197 #45 Pg 8 Point/Counterpoint: Should Phone-Bits Be LIVE or Memorex?
- 9198 #46 Pg 12 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9199 #46 Pg 1 More Blore: Sealed With A Kiss
- 9200 #46 Pg 10 News & Surveillance: Breaking News T.J.'s (This Just In)
- 9201 #47 Pg 12 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9202 #47 Pg 1 Capsule Concepts: Backloading Quarter-Hour #4
- 9203 #48 Pg 1 More Blore (Final Installment)
- 9204 #48 Pg 12 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9205 #48 Pg 5 PDQ&A: Pulling A Fast One (Wake Up Arizona)
- 9206 #49 Pg 1 Programming Life-Lessons: Who In The World Was Gordon McLendon?
- 9207 #49 Pg 12 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9208 #50 Pg 15 Capsule Concepts: Licking The Cookie (Effective Preemptions)
- 9209 #50 Pg 16 Elements Of Stationality: Sweepers/Spitters/Bumpers/Liners/Ins&Outs
- 9210 #50 Pg 1 Morning Radio: The Tracy Johnson/Alan Burns Guide

## 10000 Series — News/Surveillance

(See TW Tips Index #1 for tips #10001-10032)  
(See TW Tips Index #2 for tips #10033-10047)  
(See TW Tips Index #3 for tips #10048-10062)

- 10063 #42 Pg 8 News & Surveillance: News Policy StyleGuide
- 10064 #43 Pg 10 News & Surveillance: The Beat-Check
- 10065 #44 Pg 10 News & Surveillance: Out-Of-The-Box
- 10066 #44 Pg 10 Food For Thought: Y2K — Great Opportunity For Radio
- 10067 #46 Pg 1 Talent Search: Getting Beyond The "Turn-Offs" (Valerie Geller)
- 10068 #46 Pg 10 News & Surveillance: NewsFlash T.J.'s (This Just In)
- 10069 #47 Pg 10 WWWWebWWWise: News Archives (KTRH) & News Junkies (WTOP)
- 10070 #49 Pg 1 Programming Life-Lessons: Who In The World Was Gordon McLendon?
- 10070b #50 Pg 14 News & Surveillance: Newsroom Ideas Bank
- 10071 #50 Pg 14 News Doctor: John Williams (Broadcast News Newsletter Of The Newsroom)

## 11000 Series — Public Service

(See TW Tips Index #1 for tips #11001-11007)  
(See TW Tips Index #2 for tips #11008-11013)  
(See TW Tips Index #3 for tips #11014-11017)

- 11018 #44 Pg 7 WWWWebWWWise: The Hunger Website (Pass It On)
- 11019 #44 Pg 1 The One & Only Chuck Blore — How Would He Program Today
- 11020 #45 Pg 5 WWWWeb-WWWise — The KBest95 Reunions Page
- 11021 #45 Pg 1 Here To Make A Difference: Public Service Projects That Nail P1s
- 11022 #48 Pg 7 Fun With Public Service: Gretzky Blvd, Band Together, Rock Auctions, Miracle Mile Of Quarters, Silent Auction, Stuff A Bus, Food Fests, Basketball Jones, Doghouse, Kidd's Kids, Buried Alive, Roof Sits, Book 'em, Coats For Kids, Water Awareness, No Smoke, Change For Good, Pledge Last Hour of Millennium, Playoff Fever, Radiothons, Radio Relief, Request-a-thon, Contest/Charity Grand Finale, Playstation Tournaments, Golf Classics, Public Events, Charity Concerts, Holiday Warmth, Xmas CDs Turkey Drive, Adopt A Family, 12 Days Of Christmas, Miracle On 34th
- 11023 #50 Pg 11 Topicals 2000: Zamboni Run, Super-Bowl Party, Security Blanket, Italian Millionaire, Who Wants To Win, Merry A Millionaire, Thousandaire, New Rear For New Year, Linda Tripp Makeover, \$1 Playoff Ticket, Livin' Velveeta Loca, That's My Spot, Party Pooper, Making Holiday Noise, Biggest Wedding, Guaranteed Intercourse, Three Times The Heart
- 11024 #50 Pg 1 Morning Radio — The Tracy Johnson/Alan Burns Guide

## 12000 Series — Operations

(See TW Tips Index #2 for tips #12001-12009)  
(See TW Tips Index #3 for tips #12010-12027)

- 12028 #43 Pg 6 Perennial Millennium Calendar (PD Stealable Template)
- 12029 #45 Pg 8 Point/Counterpoint: Should Phone-Bits Be LIVE or Memorex?

## 13000 Series — Talk

(See TW Tips Index #1 for tips #13001-13005)  
(See TW Tips Index #3 for tips #13006-13014)

- 13015 #43 Pg 1 What MusicRadio PD's Can Learn From TalkRadio (Walter Sabo)
- 13016 #44 Pg 4 David Letterman: On Showbiz and Interviewing Stars
- 13017 #46 Pg 1 Talent Search: Getting Beyond The "Turn-Offs" (Valerie Geller)
- 13018 #47 Pg 10 Guests: The Gabby Gabby (from New York City)
- 13019 #50 Pg 14 News & Surveillance: The Newsroom Ideas Bank

## 14000 Series — Technical

(See TW Tips Index #1 for tips #14001-14004)

## 15000 Series — The Internet

(See TW Tips Index #1 for tips #15001-15030)  
(See TW Tips Index #2 for tips #15031-15046)  
(See TW Tips Index #3 for tips #15047-15066)

- 15067 #42 Pg 7 WWWWebWWWise: KJR-FM/Seattle — KJRchives/Class Reunions
- 15068 #43 Pg 9 WWWWebWWWise: Pbel Personalization (KNX/LA)
- 15069 #44 Pg 4 David Letterman: On Showbiz and Interviewing Stars
- 15070 #44 Pg 10 Food For Thought: Y2K — Great Opportunity For Radio
- 15071 #45 Insert Deep Background Interview: Jim "J.J." Johnston (Standard Communications)
- 15072 #45 Pg 1 Radio 2000: What's Important For Radio (Dave Charles)
- 15073 #45 Pg 5 WWWWeb-WWWise — The KBest95 Reunions Page
- 15074 #46 Pg 11 Have A Good O'Day (Dan O'Day Website)

15000 Series Continued — on page 4

# TW Tips Index #4 — 1999

## 15000 Series — The Internet (Cont)

(Continued — from page 3)

- 15075 #46 Pg 5 WWWWeb-WWWise — The 500 Channel Radio  
 15076 #46 Pg 9 More New For '99 Contests, Promotions, Ideas: Monopolython, Tag You're It, Cash Bribe Oldie, Spin The Beetle, Millennium Bug, 9-2-4 Game, New Twist To Summer Concerts, Listen For Your Name, Workforce 104, Mystery Number, 4 O'Clock Fix, \$10,000 Music Challenge, HomeRun Jackpot Free Money Machine, Hyper-Plaid Supersticker, 4-digit Fortune
- 15077 #47 Pg 5 IPX 360 Studio Tour (Capital FM/London)  
 15078 #47 Pg 10 WWWWeb/WWWise: News Archives (KTRH) & News Junkies (WTOP)  
 15079 #48 Pg 1 "Permission" Marketing: Listener May I (Kipper McGee review of Seth Godin)  
 15080 #48 Pg 3 Kipper McGee Tips On Activating Permission Marketing At Your Station  
 15081 #48 Pg 5 WWW: More Than An Info Source: Using Websites To Enhance Promotions  
 15082 #48 Pg 7 Fun With Public Service: Gretzky Blvd, Band Together, Rock Auctions, Miracle Mile Of Quarters, Silent Auction, Stuff A Bus, Food Fests, Basketball Jones, Doghouse, Kidd's Kids, Buried Alive, Roof Sits, Book 'em, Coats For Kids, Water Awareness, No Smoke, Change For Good, Pledge Last Hour of Millennium, Playoff Fever, Radiothons, Radio Relief, Request-a-thon, Contest/Charity Grand Finale, Playstation Tournaments, Golf Classics, Public Events, Charity Concerts, Holiday Warmth, Xmas CDs Turkey Drive, Adopt A Family, 12 Days Of Christmas, Miracle On 34th
- 15083 #49 Pg 5 WWWWeb/WWWise: Streaming Video (KISLA and WBWX/Boston)  
 15084 #50 Pg 5 WWWWeb/WWWise: Streaming Outdoor (KUBE/Seattle Portland Billboards)

## 16000 Series — Computers

(See TW Tips Index #1 for tips #16001-16031)  
 (See TW Tips Index #2 for tips #16032-16050)  
 (See TW Tips Index #3 for tips #16051-16077)

- 16078 #42 Pg 7 WWWWeb/WWWise: KJR-FM/Seattle — KJRchives/Class Reunions  
 16079 #43 Pg 9 WWWWeb/WWWise: Pixel Personalization (KNX/LA)  
 16080 #44 Pg 4 David Letterman: On Showbiz and Interviewing Stars  
 16081 #44 Pg 10 Food For Thought: Y2K — Great Opportunity For Radio  
 16082 #45 Insert Deep Background Interview: Jim "J.J." Johnston (Standard Communications)  
 16083 #45 Pg 1 Radio 2000: What's Important For Radio (Dave Charles)  
 16084 #45 Pg 5 WWWWeb-WWWise — The KBest95 Reunions Page  
 16085 #46 Pg 5 WWWWeb-WWWise — The 500 Channel Radio  
 16086 #46 Pg 9 More New For '99 Contests, Promotions, Ideas: Monopolython, Tag You're It, Cash Bribe Oldie, Spin The Beetle, Millennium Bug, 9-2-4 Game, New Twist To Summer Concerts, Listen For Your Name, Workforce 104, Mystery Number, 4 O'Clock Fix, \$10,000 Music Challenge, HomeRun Jackpot Free Money Machine, Hyper-Plaid Supersticker, 4-digit Fortune
- 16086b #50 Pg 5 WWWWeb/WWWise: Streaming Outdoor (KUBE/Seattle Portland Billboards)  
 16087 #47 Pg 5 IPX 360 Studio Tour (Capital FM/London)  
 16088 #47 Pg 10 WWWWeb/WWWise: News Archives (KTRH) & News Junkies (WTOP)  
 16089 #48 Pg 1 "Permission" Marketing: Listener May I (Kipper McGee review of Seth Godin)  
 16090 #48 Pg 3 Kipper McGee Tips On Activating Permission Marketing At Your Station  
 16091 #48 Pg 5 WWW: More Than An Info Source: Using Websites To Enhance Promotions  
 16092 #48 Pg 7 Fun With Public Service: Gretzky Blvd, Band Together, Rock Auctions, Miracle Mile Of Quarters, Silent Auction, Stuff A Bus, Food Fests, Basketball Jones, Doghouse, Kidd's Kids, Buried Alive, Roof Sits, Book 'em, Coats For Kids, Water Awareness, No Smoke, Change For Good, Pledge Last Hour of Millennium, Playoff Fever, Radiothons, Radio Relief, Request-a-thon, Contest/Charity Grand Finale, Playstation Tournaments, Golf Classics, Public Events, Charity Concerts, Holiday Warmth, Xmas CDs Turkey Drive, Adopt A Family, 12 Days Of Christmas, Miracle On 34th
- 16093 #49 Pg 5 WWWWeb/WWWise: Streaming Video (KISLA and WBWX/Boston)  
 16094 #50 Pg 5 WWWWeb/WWWise: Streaming Outdoor (KUBE/Seattle Portland Billboards)

## 17000 Series — Sales

(See TW Tips Index #1 for tips #17001-17014)  
 (See TW Tips Index #2 for tips #17015-17033)  
 (See TW Tips Index #3 for tips #17034-17049)

- 17050 #42 Pg 4 Most Effective Promotions: DJ Reunions (KQOA Good Guy Reunion)  
 17051 #43 Pg 6 New For '99: ELABORATE  
 17052 #43 Pg 9 WWWWeb/WWWise: Pixel Personalization (KNX/LA)  
 17053 #45 Insert Deep Background Interview: Jim "J.J." Johnston (Standard Communications)  
 17054 #49 Pg 1 How To Transform Endorsements Into Media Campaigns  
 17055 #50 Pg 1 Does Sped-Up = Fed-Up? (2% Pitch-Enhancement = 6,588 more averts)

## 18000 Series — Production

(See TW Tips Index #1 for tips #18001-18006)  
 (See TW Tips Index #2 for tips #18007-18015)  
 (See TW Tips Index #3 for tips #18016-18030)

- 18031 #44 Pg 1 The One & Only Chuck Blore  
 18032 #45 Pg 8 Point/Counterpoint: Should Phone-Bits Be LIVE or Memorex?  
 18033 #46 Pg 1 More Blore (Sealed With A Kiss) 18034 #48 Pg 1 Still More Blore

## 19000 Series — Research

(See TW Tips Index #1 for tips #19001-19025)  
 (See TW Tips Index #2 for tips #19026-19053)  
 (See TW Tips Index #3 for tips #19054-19069)

- 19044b #46 Pg 5 20/20 Foresight — New Millennium Demography  
 19045b #47 Pg 1 Capsule Concepts: Backloading Quarter-Hour #4  
 19046b #47 Pg 4 Holiday Listening — Program Planning Based On Arbitron P U R  
 19047b #49 Pg 11 That Which Gets Measured Is That Which Gets Improved  
 19048b #49 Pg 5 PDQ&A: Addressing Aging Demos In Oldies Format With 70s Songs  
 19049b #50 Pg 1 Does Sped-Up Lead To Fed-Up: The Effect Of Tempo/Pitch Variance On P1s  
 19070 #42 Pg 7 Arbitron Exit Poll — Perceptual Attribution Meets The Diarykeeper  
 19071 #42 Pg 1 Jaye Albright: Believe Me, I Tried — Why Country Radio Hasn't Splintered  
 19072 #43 Pg 8 Arbitron Exit Poll — Identifying An Actionable Perceptive Trend  
 19073 #44 Pg 2 Peter Drucker — On Numbers

## 20000 Series — Ratings

(See TW Tips Index #1 for tips #20001-20010)  
 (See TW Tips Index #2 for tips #20011-20021)  
 (See TW Tips Index #3 for tips #20022-20032)

- 20033 #42 Pg 7 Arbitron Exit Poll — Perceptual Attribution Meets The Diarykeeper  
 20034 #43 Pg 8 Arbitron Exit Poll — Identifying An Actionable Perceptive Trend  
 20035 #46 Pg 5 WWWWeb-WWWise — The 500 Channel Radio  
 20036 #47 Pg 7 All Christmas, All The Time (KEZ/Phoenix ratings track record)  
 20037 #47 Pg 1 Capsule Concepts: Backloading Quarter-Hour #4  
 20038 #47 Pg 4 Holiday Listening — Program Planning Based On Arbitron P U R

## 21000 Series — Life

(See TW Tips Index #1 for tips #21001-21015)  
 (See TW Tips Index #2 for tips #21016-21026)  
 (See TW Tips Index #3 for tips #21027-21034)

- 21035 #43 Pg 1 Leadership Cliff's Notes: Building Self-Esteem  
 21036 #46 Pg 11 Have A Good O'Day (Dan O'Day Website)  
 21037 #47 Pg 10 Lifestyle File: Chicken Soup For The Throat  
 21038 #50 Pg 13 Leadership Cliff's Notes: The Higher Principle  
 21039 #50 Pg 13 Philosophy Of Life: Don't Stop Laughing Or You Get Old  
 21040 #50 Pg 7 The Pro's Pro: Mark Denis Programming Life-Lessons

## 22000 Series — PD Bookshelf

(See TW Tips Index #1 for tips #22001-22012)  
 (See TW Tips Index #2 for tips #22013-22018)  
 (See TW Tips Index #3 for tips #22019-22022)

- 22024 #46 Pg 1 Talent Search: Getting Beyond The "Turn-Offs" (from Valerie Geller book)  
 22025 #49 Pg 9 Programming LifeLessons: Who In The World Was Gordon McLendon?  
 22026 #50 Pg 1 Morning Radio — The Tracy Johnson/Alan Burns Guide

## Quotes Worth Re-Quoting

(See TW Tips Index #1 for quotes in Issues #1-12)  
 (See TW Tips Index #2 for quotes in Issues #13-27)  
 (See TW Tips Index #3 for quotes in Issues #28-41)

- #42 Pg 2 Charles Osgood (Theater Of The Mind: See You On The Radio)  
 #42 Pg 2 Jaye Albright (Failing To Target Broadly Enough)  
 #42 Pg 3 Jaye Albright (Huge Number Of Songs Played Only By AM Country)  
 #43 Pg 2 Walter Sabo (What Music Radio PDs Can Learn From Talk Radio)  
 #43 Pg 2 Chinese Proverb: (On The Subject Of Singing)  
 #43 Pg 3 Todd Wallace (On Building Self-Esteem)  
 #44 Pg 2 Peter Drucker (On Numbers)  
 #44 Pg 4 David Letterman (On Showbiz and Interview Stars)  
 #45 Pg 3 Jack Welch/Lucille Ball (Who to turn to when you want things done)  
 #45 Pg 7 Marshall McLuhan (On Noticing Social Phenomenons)  
 #45 Pg 8 David Ogilvy (Crash Course In Marketing)  
 #46 Pg 2 Jack Welch (On Motivating & Assessing Employees)  
 #46 Pg 2 Anonymous (No Man Is Completely Worthless)  
 #47 Pg 2 Anonymous (The Timelines Of Job Security)  
 #47 Pg 7 Sports Adage (The Deals You Don't Make)  
 #47 Pg 8 Winston Churchill (Never Lose In Your Imagination)  
 #47 Pg 2 Groucho Marx (Outside Of A Dog)  
 #49 Pg 2 Jim Tazarek (One Out Of Four People Are Crazy)  
 #49 Pg 2 W. Clement Stone (Very Little Difference In People — Attitudinal)  
 #49 Pg 8 Gordon McLendon (As Goes Morning Show, So Goes Station)  
 #49 Pg 11 That Which Gets Measured Is That Which Gets Improved  
 #49 Pg 11 Madame DeTencan (Refusing to believe world is stupid as it is)  
 #50 Pg 2 Jay Chiat (One Thing Will Never Change: Word Of Mouth Adv)  
 #50 Pg 2 Doug McCall (On Being Paid The Big Bucks)  
 #50 Pg 5 Harvey Mackay (If You Keep Thing What You've Always Thought)  
 #50 Pg 6 Morning Radio (Bear Bryant's Code Of Life)  
 #50 Pg 7 Tom Brokaw UFO Theory Of Politics (The Unforeseeable Occur)  
 #50 Pg 7 When You Can't Solve A Problem: MANAGE IT  
 #50 Pg 13 Philosophy Of Life (You Don't Stop Laughing)

## Ocean Toons

#13-27 in TW Tips Index #2  
 #28-41 in TW Tips Index #3

- #42 Dimwitted Format  
 #43 No Frills  
 #44 PD Precious Secret: Expendability  
 #45 Symbiotic Relationships  
 #46 Experience Prosecuted  
 #47 Monster Hits 104  
 #48 Contractual Requestines  
 #49 Groovin' Hits 104  
 #50 Those Alice Stations

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