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Vol IX, Number 3
Jan.-Feb. 1994

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Vol. IX, Number 3 January 31 - February 13, 1994

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February 14

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- Ralph Guild, chairman,
The Interep Radio Store

Cover photo by Bob Lambert


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Radio Ink Mission Statement For Readers:

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

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PUBLISHER'S NOTES

United We Stand, Divided ... Well, You Know



There has been a lot of controversy surrounding the National Association of Broadcasters' (NAB) move to combine the fall Radio convention with the conventions of other communications associations, taking away the previous all-Radio status of the conference. I'm not particularly pleased about the move and have stated my reasoning in a previous issue (*Radio Ink*, Sept. 20, 1993).

The result of the NAB's action has been a growing anti-NAB sentiment. Many have suggested to me that it is time for the return of the NRBA (National Radio Broadcasters Association), a splinter group that merged with the NAB a few years back after they were convinced that the NAB could provide Radio the leadership it had been lacking. Others have suggested new splinter groups and proposed activities, which could damage the NAB.

I, too, have some beefs with the NAB and believe they need a wake-up call regarding the feelings and needs of many broadcasters. However, this does *not* justify the development of a new organization or the abandonment of the NAB. If anything is needed, perhaps it is for us to properly communicate our needs and frustrations repeatedly to the NAB and give them an opportunity to address them. If they don't

listen, perhaps actions should be taken to revisit leadership within the NAB — but industry division would be a tragedy.

It appears that much of the NAB's recent focus has been financially motivated. Instead of asking the question, "What's good for the NAB?" the organization should be asking, "What's good for Radio?" Radio needs active, dynamic, self-esteem-building leadership from the NAB and all ears focused on the needs of the Radio broadcaster. The NAB sometimes appears insulated and isolated from broadcasters other than the Radio "elite." What's best for the NAB isn't always best for Radio.

As an industry, Radio is growing and becoming a more sophisticated marketer. The medium's clout and visibility is at an all-time high with advertisers, buyers and consumers. For the first time, we've built strong momentum and stand to reap outstanding possibilities. Creating internal strife and industry division will do nothing but lessen the industry's chances of success. The timing for talk of dissension couldn't be worse, yet this is also a time when strong Radio leadership is warranted.

Though I am opposed to the combined Radio show, I believe it would be best to give the redesigned convention a chance. By October, we'll know if it worked. And consider the alternatives; Having a combined convention may not be the best thing for Radio, but it probably beats the devastating damage from dissension and division.

Please use *Radio Ink* as a sounding board to make your feelings about NAB known. I welcome your letters.

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FORUM:

Should salespeople evaluate their sales manager? And if so, how?



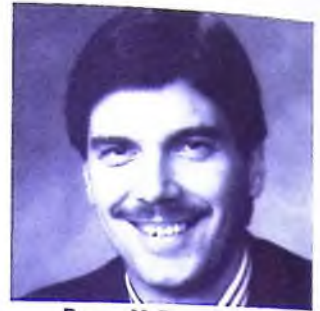
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Providence, RI



Roger McDowell, GM
KTCR-AM/KEGX-FM
KUJ-AM/KNLT-FM
Tri-Cities, WA

Not only should the sales department evaluate the sales manager, but here at WCMI we evaluate each other, whether it be sales, programming, engineering or C&A.

We have found it most beneficial to work with each other in the sales department, because as sales goes so goes the station, and sales are foremost to our small operation.

The sales manager here is responsible for putting together sales materials, sales promotions and working with each salesperson on various troublesome accounts. Each salesperson sets goals and is expected to reach them in accordance with management's budgeted sales for the year.

We meet twice per week with one session devoted only to working with each other on problems with clients, programming, etc. and also to exchange accounts when a salesperson has had no luck. This one session lasts less than 45 minutes and is used to better run the Radio station with helpful hints for everyone — including yours truly.

At WCMI we all get along to get along.

No. The ongoing evaluation of the sales manager is performed by the manager. In addition to making our revenue goal, other evaluation performance points of the sales manager include: the recruitment, hiring, training, motivating and professional development of all our sales employees.

Each salesperson fully participates in the sales planning process of the station. Our monthly, quarterly and annual revenue goals are all developed in a one-on-one setting with the manager, sales manager and salesperson reviewing each account. In that setting, we are also able to discuss any problems and recommend specific improvements that management believes will assist the salesperson. The salesperson has this opportunity to address the manager and sales manager with specific problems or suggestions that may improve employee relations.

Also, my office is an "open door" and any employee knows they can come in and discuss any problem and know that I will seek a solution.

I am a strong proponent of allowing the sales department to evaluate its sales manager. Although I have not initiated a written evaluation procedure to date, I have emphasized an environment that fosters teamwork and open communication. It is common for account managers to tell me how they feel about my management techniques. Rather than become offended by any negative feedback, I consider their opinions to be crucial to the success of the department.

Unlike the traditional relationship between sales manager and staff, WBRU's relationship pays close attention to mutual needs. Account managers clearly understand what I expect of them, and I make it top priority to learn about their needs. In fact, I distribute "Expectation of Sales Manager" forms to learn how to manage the individual. Without honest evaluation on the part of the sales staff, I have no way of knowing if I'm satisfying their needs. And isn't satisfying the needs of your salespeople as important as satisfying client needs? In both cases, the result is increased revenue.

I find nothing wrong with salespeople evaluating their sales manager if it is part of a larger evaluation process. To simply offer an opportunity to evaluate your boss, can imply some problems that may not exist, unless this is a routine practice at your station.

The value of an evaluation from subordinates can be tremendous. You should be able to see what perceptions exist between the various salespeople and their sales managers. For instance: Are you getting the coaching you need? Do they have the freedom to excel? Is the SM being negative in their management style?

While I would not use this information as a rule, it probably would shed enough light on a situation to give me a helpful perspective. We can all use constructive feedback. It's what allows us to identify the areas that need more concentrated effort. Wearing as many hats as we have to wear, a little feedback can go a long way.

IF YOU WOULD LIKE to respond to a Forum question, call the editorial assistant at 407-995-9075.

Contest Hours

Would you be most likely to participate in a contest when you know exactly when the prize will be given, or when you know that it will be given some time between 8 a.m. and 5 p.m.?



Source: Radio Ink—Vallie/Gallup Radio Poll of 1,003 adults, margin of error $\pm 3\%$

FCC Returns Volley In 'Safe Harbor' Contest

In what appears to be an accelerating (if not exhilarating) game of regulatory volleyball, the Federal Communications Commission has requested that a federal appeals court reconsider its rejection of a midnight-to-six "safe harbor" period in which stations are permitted to broadcast "indecent" material (*Radio Ink*, Dec. 13, 1993). The congressionally mandated policy was rejected in November by a three-judge panel of the U.S. Court of Appeals, which found that the FCC's midnight-to-six limit was not "the least restrictive" method by which to protect children from indecent material ... and did not take into account listeners' and viewers' First Amendment rights. Currently, broadcasters are required to limit any "indecent" broadcasts to the hours between 8 p.m. and 6 a.m.

In its petition for a rehearing, the FCC maintains that the "safe harbor" struck down by the courts significantly aides in shielding children from indecent and/or explicit material. The Commission claims that Radio attracts a sizable audience of children listeners to Radio before midnight, and adults who wish to listen to "indecent" programming would only suffer the inconvenience of having to stay up past midnight ... or tape the broadcasts.

Attorneys on both sides of the net have expressed the belief that the constitutionality of this policy ultimately will be decided by the U.S. Supreme Court.

American IPO Terminated

The Radio industry suffered its first public casualty earlier this month when American Broadcasting System was forced to terminate its Initial Public Offering, filed last February. The \$5 million IPO founded after ABS's underwriters — Grady and Hatch & Co. and Texas Capital Securities — failed to place the stock, even after the closing date was extended. While the ABS stock offering was relatively small (as is the company), the question remains whether this unsuccessful IPO presages an industry trend. Probably not ... but a number of brokers and financial analysts have been telling *Radio Ink* that the window of opportunity is closing for broadcasters who intend to enter the public markets.

FCC Judge Denies Henry-Backed CP

An FCC administrative law judge has denied McCoy Communications L.P.'s application for a construction permit on the grounds that McCoy's original backer, US Radio Chairman Ragan Henry, is not able



Ragan Henry

to concurrently cover all his financial commitments. Judge Arthur Steinberg found that Henry had committed a total of \$3.6 million to fund multiple applications, but said Henry had reinvested all proceeds from the sale of two Radio stations and no longer had the financial resources to cover his obligations. The CP in Vancouver, WA, for which McCoy had applied, was awarded to Florina Weagant, owner of KKEY in Portland, OR.

Paxson Buys American Networks

Paxson Broadcasting Chairman/CEO Lowell "Bud" Paxson has purchased a majority interest in publicly traded American Network Group for approximately \$2.5 million. The deal includes ANG's Radio networks in South Carolina and Tennessee, the Florida Sports Network, numerous "ad hoc" networks



Lowell "Bud" Paxson

carrying a variety of college football and basketball games, and Radio stations in Cookeville, TN, and Ocala, FL. Paxson owns 14 Radio stations throughout Florida, as well as the Florida Radio Network.

Jerry Brown Hits the Air

Former California Governor and presidential candidate Jerry Brown has thrown his hat into the talk Radio ring. His daily two-hour talk program debuts Jan. 31 from Oakland, CA over the Marlboro, MA-based Talk America Radio Network, and will be aired live from 4 p.m. to 6 p.m. Pacific Time (7-9 p.m. ET). Talk America's Tom Star says the concept originated after Brown was a guest on the network's syndicated program with columnist Jack Anderson, and expressed his interest in hosting his own talk show. The network expects some 50 stations initially will carry the show, which the former governor expects to go head-to-head (in a manner of speaking) with conservative host Rush Limbaugh. First question: Will he have the same 800 number as last year?

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NEWS IN REVIEW

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Infinity Broadcasting And CBS Radio In Virtual Tie For 1993 Group Revenues

Infinity Broadcasting and CBS Radio tied as the top-billing Radio station groups in the United States, according to the 1994 Duncan's Radio Market Guide. Duncan

estimates that Infinity's stations billed \$243.5 million, and CBS's stations had revenues of \$242.6 million, in 1993, a statistical dead heat. If the FCC approves

the transfers of KRTH-FM Los Angeles and WPGC-AM/FM Washington to Infinity, that company should emerge as Radio's top biller. Duncan expects Infinity to bill more

Top 15 Highest-Billing Groups In 1993 (based on estimated revenues)

1993 Rank	'92 Rank	Group	Revenues
1	(4)	Infinity	\$243.5 M
2	(1)	CBS Radio	242.6 M
3	(3)	Cap Cities/ABC	215.5 M
4	(2)	Westinghouse	212.2 M
5	(15)	Shamrock	118.6 M
6	(5)	Cox	116.2 M
7	(7)	Evergreen	110.0 M
8	(6)	Viacom	103.5 M
9	(8)	Bonneville	95.0 M
10	(12)	Susquehanna	81.3 M
11	(10)	Jacor	79.5 M
12	(9)	Great American	75.6 M
13	(13)	Greater Media	73.2 M
14	(11)	Gannett	72.5 M
15	(16)	Clear Channel	68.9 M

Top 15 Highest-Billing Stations in 1993 (based on estimated revenues)

1993 Rank	Station	Revenues
1	WGN Chicago	\$39.6 M
2	WFAN New York	35.0 M
3	WINS New York	30.0 M
4	KABC Los Angeles	29.8 M
5	KOST-FM Los Angeles	29.0 M
6	KLOS-FM Los Angeles	28.6 M
7	WLTW-FM New York	26.5 M
8	WCBS-FM New York	26.0 M
9	KRTH-FM Los Angeles	25.7 M
10	KGO San Francisco	25.6 M
11	WXRK-FM New York	25.0 M
12	KIIS-AM/FM Los Angeles	24.0 M
13	WCCO Minneapolis	23.7 M
14	KTNQ-AM/KLVE-FM Los Angeles	23.1 M
15	KNX Los Angeles	22.3 M

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than \$300 million in '94.

The Tribune Company's flagship station in Chicago, WGN, remains the top biller among individual stations, with revenues of \$39.6 million in 1993; Infinity's WFAN New York is close behind with sales of \$35 million. The highest-billing station outside the top 10 markets was WCCO in Minneapolis (\$23.7 million). WLW Cincinnati was the highest biller outside the top 20 (\$16.5 million); the highest billing station outside the top 50 markets was WAMZ-FM Louisville (\$7.2 million).

CBS Radio Acquires Rights To 1998 Olympic Winter Games

As part of an overall rights deal, CBS Radio Sports has acquired the U.S. Radio broadcast rights to the 1998 Olympic Winter Games in Nagano, Japan. The combined rights fee for Radio and television is \$375 million. CBS Radio was the exclusive Radio broadcaster of the 1992 Winter Games in Albertville, France, and this year will air over 300 regular reports plus live coverage of U.S. hockey from the 1994 Games in Lillehammer, Norway, which begin with the opening ceremonies February 12.

\$\$\$\$\$ Million Dollar Club \$\$\$\$\$

Million Dollar Club For January 31, 1994

\$100 M: KGRT-FM PORT SULPHUR, LA, AND WNOE-AM/FM NEW ORLEANS, KOQL-FM AND KXXY-AM/FM OKLAHOMA CITY; WREC-AM/WEGR-FM MEMPHIS, TN, AND WRXQ-FM OLIVE BRANCH, MS; AND WSJS-AM/WTQR-FM WINSTON-SALEM, NC; SELLER: NEWMARKET MEDIA CORP.; BUYER: RADIO EQUITY PARTNERS L.P.; BROKER: RICHARD A. FOREMAN ASSOC.

\$50 M: KDNT-AM/KLTY-FM DENTON (DALLAS-Ft. WORTH) AND KAND-FM CORSICANA, TX; SELLER: RODRIGUEZ BROADCASTING INC.; BUYER: RODRIGUEZ-HEFTEL-TEXAS INC. (MERGER WITH HEFTEL BROADCASTING).

\$22 M: WJMN-FM BOSTON; SELLER: ARDMAN BROADCASTING CORP.; BUYER: PYRAMID BROADCASTING.

\$20 M: WJZZ-FM PHILADELPHIA; SELLER: MALRITE GUARANTEED BROADCAST PARTNERS; BUYER: PYRAMID COMMUNICATIONS; BROKER: MEDIA VENTURE PARTNERS.

\$14 M: WAXY-FM Ft. LAUDERDALE; SELLER: ACKERLEY COMMUNICATIONS; BUYER: CLEAR CHANNEL COMMUNICATIONS.

\$13.5 M: WGNA-AM/FM ALBANY, NY; SELLER: BARNSTABLE BROADCASTING INC.; BUYER: LIBERTY BROADCASTING; BROKER: STAR MEDIA GROUP.

\$11.6 M: WLAC-AM/FM NASHVILLE; SELLER: FAIRMONT COMMUNICATIONS; BUYER: KEYMARKET COMMUNICATIONS; BROKER: ALEX BROWN & SONS.

\$6.5 M: WRMX-FM MURFREESBORO (NASHVILLE), TN; SELLER: NASHVILLE PARTNERS L.P.; BUYER: SOUTH CENTRAL COMMUNICATIONS CORP.

\$5.8 M: KRJY-FM St. LOUIS; SELLER: COMMUNICATIONS FUND INC.; BUYER: HERITAGE MEDIA CORP.

\$5.6 M: WHIT-AM/WWQM-FM MADISON, WI; SELLER: MADISON COMMUNICATIONS PROPERTIES; BUYER: ENTERPRISE MEDIA PARTNERS; BROKER: BLACKBURN & CO.

\$5.5 M: WLQT-FM KETTERING, OH; SELLER: LIGGETT BROADCAST INC.; BUYER: REGENT COMMUNICATIONS; BROKER: MEDIA VENTURE PARTNERS.

\$5 M: WWKB-AM/WKSE-FM BUFFALO; SELLER: PRICE COMMUNICATIONS; BUYER: KEYMARKET COMMUNICATIONS; BROKER: GARY STEVENS & CO.

\$3.7 M: WGRD-AM/FM GRAND RAPIDS, MI; SELLER: REGIONAL BROADCASTERS; BUYER: LIGGETT BROADCASTING INC.; BROKER: BLACKBURN & CO.

\$3.7 M: WHBL-AM/WWJR-FM SHEBOYGAN, WI; SELLER: SHEBOYGAN COUNTY BROADCASTING CO.; BUYER: SHEBOYGAN RADIO INC.; BROKER: HAGUE & CO.

\$3.25 M: WMXW-FM VESTAL, NY; SELLER: MIX RADIO INC.; BUYER: ENTERPRISE MEDIA PARTNERS; BROKER: BLACKBURN & CO.

\$3 M: WAYV-FM ATLANTIC CITY; SELLER: RADIO WAYV INC.; BUYER: ATLANTIC CITY BROADCASTING CORP.

\$3 M: WOGY-FM GERMANTOWN (MEMPHIS), TN; SELLER: ARDMAN BROADCASTING CORP.; BUYER: KEYMARKET COMMUNICATIONS.

\$2.9 M: WLAV-AM/FM GRAND RAPIDS, MI; SELLER: RADIO GROUP CORP.; BUYER: MICHIGAN MEDIA INC.

\$2.2 M: WTCX-FM LAKEVILLE (MINNEAPOLIS-ST. PAUL), MN; SELLER: SOUTHERN TWIN CITIES AREA RADIO INC.; BUYER: 105 INC.

\$2 M: WCKU-FM NICHOLASVILLE (LEXINGTON), KY, AND WCKY-AM/FM CROZET (CHARLOTTESVILLE), VA; SELLER: HIGH COMMUNICATIONS PARTNERSHIP; BUYER: CLARK BROADCASTING CO.

\$1.5 M: KXOK-AM St. LOUIS; SELLER: SAUL FRISCHLING; BUYER: CRAWFORD BROADCASTING CO.; BROKERS: BERGNER & CO. AND FORCE COMMUNICATIONS.

\$1.5 M: WDSC-AM/WZNS-FM DILLON, SC (FAYETTEVILLE, NC); SELLER: METROPOLITAN BROADCASTERS ASSOC.; BUYER: BEASLEY BROADCAST GROUP; BROKER: BERGNER & CO.

\$1.45 M: KGU-AM/KGMZ-FM HONOLULU; SELLER: KGU PARTNERS AND KTSS-FM INC.; BUYER: 808 ENTERTAINMENT INC.

\$1.3 M: WKAN-AM/WLRT-FM KANKAKEE, IL; SELLER: IMAGERY INC.; BUYER: STARADIO CORP.; BROKER: CRISLER CAPITAL CO.

\$1.2 M: KRSP-FM SALT LAKE CITY; SELLER: HOLIDAY BROADCASTING CO.; BUYER: KRSP INC.

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WBUF-FM, Buffalo, New York from The Lincoln Group, Ltd., Albert Wertheimer, President to Pyramid Broadcasting, Richard Balsbaugh, President for \$4,000,000.

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Sponsorship Identification Case Serves as Reminder to Stations

by Barry Skidelsky

Recently the FCC fined KOA-AM in Denver \$10,000 for violation of the Commission's sponsorship identification rule (section 73.1212). The facts involved are worth noting, and the case should



Barry Skidelsky

serve as a compliance reminder to all other stations.

The rule provides that any material broadcast in exchange for money, services or other consideration paid to a broadcast station, directly or indirectly, be accompa-

nied by a sponsorship identification announcement or disclosure.

KOA aired a series of announcements sponsored by the Cripple Creek Chamber of Commerce but did not identify the Chamber as the sponsor in any of the announcements.

In response to the FCC's inquiry, the station argued that each announcement was clearly an advertisement for commercial services and attractions available from

businesses in the community of Cripple Creek and that the mention of the commercial products or services promoted should suffice.

The FCC disagreed, stating that a listener hearing of Cripple Creek's restaurants, lodgings, tours, train rides and other offerings does not think automatically of Cripple Creek Chamber of Commerce.

Informal Approval Not Binding

KOA also argued that the spots were played over the telephone to an FCC staffer who informally approved them prior to their broadcast, and that this demonstrates a good faith attempt to comply.

However, the FCC noted that the informal opinion concerned compliance with the Commission's lottery rule rather than the sponsorship identification rule,

and that such informal approval is not binding on the Commission.

Each licensee is ultimately responsible for compliance with all applicable laws, including those regarding material broadcast over the air. Such responsibility cannot be shifted to the Commission's employees or anyone else. And FCC rule violations can serve as ammunition for a license renewal challenger.

Call a Lawyer, Not the FCC

The lessons here are simple: Calling the FCC for legal advice is a penny-wise but dollar-foolish move (in this case, about \$10,000, to be precise). It is no guaranty of compliance. Make sure that your station has a complete and current copy of the FCC's rules.

Barry Skidelsky is an attorney and consultant who concentrates in Radio. He may be reached at 212-832-4800.



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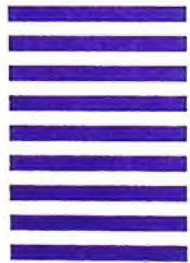
NO POSTAGE
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CASE STUDY



Dwight Case

Office Romances

How do you handle them?



Scott Farkas, GSM
WPTF-AM
Raleigh, NC

In dealing with this issue before, my policy has been to take a wait-and-see attitude. I have found that the employees will make it a point to separate their business relationship from their personal relationship.

I only get involved when the relationship begins to interfere with business in the office. Should there be signs of favoritism, too much time in one or another's office, long lunches, etc., I call each person involved into my office for a one-on-one conference. I explain the importance of every individual on the team and the problems that can be created for the whole staff as a result of an in-office romance. Utilizing each employee's input, we sketch out ground rules for conduct and performance of duties at the station.

Once we have accomplished this on an individual basis, we meet again as a group with the two people who are dating plus myself. We use this meeting to essentially repeat the individual meetings and to make sure we are all on the same page. This meeting serves a number of purposes. It reinforces the seriousness of the matter with each party and reassures the two people involved that they are being treated equally by management. This meeting also assures the rest of the staff that the situation is being dealt with appropriately.

Should the relationship not follow the rules and cause problems that have a negative influence at the station, then a decision would have to be made for one of the two individuals to end their employment at the station.



Fran Sharp, GM
WBBR-AM
New York, NY

At Bloomberg L.P. (parent company of Bloomberg News Radio, WBBR) we have couples who have met here, dated and even married, and both parties in all relationships are still here. However, if you walked onto the sales floor and spent the day here you wouldn't be able to pick them out. This is not achieved by rules and restrictions; it happens because the entire company focus is on achievement of goals and an entrepreneurial spirit that pushes everyone to excel. People here just don't have the time to sit around and wonder about where their significant other is or what they are doing.

So my answer is really quite simple. Create a work environment that nurtures productivity, not intrigue. If a problem arises, deal with it openly and directly with the people involved. People will solve problems or situations outside the office if they see that in the office there just isn't the time to waste on being unproductive.

Do couples break up at Bloomberg? Sure they do, but they have a tendency here to just work a little harder at their jobs to use up that extra energy.

Management creates the environment. With tools to do your job and goals to meet, it works; with closed doors and an active rumor mill, no one works at their best.

It's up to you to set the example; if that doesn't work, maybe you had better re-think your example.

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Circle Reader Service #107



by Robert Nance

Prejudging The Customer

A Salesperson's Fatal Mistake

As a salesperson, I am always amazed at how fellow salespeople treat me as a customer. The most critical weakness that salespeople have displayed while trying to sell me is prejudging. Every time this happens, I am reminded of occurrences when I have prejudged customers, and each time I vow not to fall victim to it.

Selling Mr. Average Short

On a recent Saturday morning, I patronized a local men's clothing store. The attitude of the salesperson toward this 27-year-old, unshaven, yet relatively clean-cut customer in old jeans and a T-shirt was evident within seconds. I had every intention of spending several hundred dollars in the store, but this salesperson (who didn't have any other customers) summed me up in his own mind without sparking a conversation or asking questions, and generally failed to pay attention to me. I would guess that quite a few professional people who enter that store on their off-hours aren't dressed as they would be Monday through Friday. It makes me shudder to think how much business that store and that salesperson have given to their competition.

Even while wearing a suit, I was recently prejudged unjustly. I entered a local

fitness store with the purpose of buying a ski-type machine costing \$300-\$500. As an average size person with a few extra pounds, wearing business clothes, I would have thought I would be viewed as a great potential customer. Wrong. A big, burly weight-lifting type entered the store right behind me. Guess who the lone salesperson targeted. The weight lifter wasn't sold, and after only a few minutes left the store. The salesperson radiated negativity from every pore as he made a half-hearted attempt at glossing over the features of a certain exercise machine. It wasn't just generally poor salesmanship. His comments, his rudimentary tone and attitude, and his failure to take seriously me and my ability to buy demonstrated that he believed that only "fitness freaks" belonged in his store. My money spent just as easily in his competitor's store.

Burying Prejudgments

As a salesperson I have lost business by prejudging and taking business for granted. However, I can also recall situations while selling Radio advertising in Charleston and Huntington, West Virginia, in which I thought I was "wasting my time" because the guys who owned the fishing lake didn't have any money, the seafood restaurant couldn't possibly handle any additional business, the lawyer would never in a million years buy Radio advertising, and the furniture store that had not bought the station in four years would keep right on creating those half-page newspaper ads.


Well, was I surprised.

After I uncovered the real objections, I was able to bury my prejudgments. The fishing lake spent a few hundred dollars; the seafood restaurant in Charleston utilized the Charleston station while I was there, as well as the Huntington station 50 miles away when I went to work there; the lawyer advertised on the Radio station and the furniture store became a major long-term client.

Some of the dumbiest, most poorly run businesses have owners with deep pockets.

What can we do to stamp out prejudging? First of all, check the negative thoughts at the door. Some of the dumbiest, most poorly run businesses have owners with deep pockets. They may not know anything about running a business, but they may have money to buy what you are selling.

Second, shoot high. Ask for a large order and you might at least get a medium-size order. As advertising guru Leo Burnett once said, "When you reach for the stars, you may not quite get one, but you won't come up with a handful of mud either."

Finally, service wins every time. The best salespeople live by the equation of service + service + service = success. An anonymous person once said, "There is no log jam on the extra mile." Prejudging prospects and customers will only ensure few travelers on that "extra mile."  Robert Nance is an AE with Network Indiana. He may be reached at 317-848-4404.

QUICKREAD™

- The most fatal mistake that salespeople can make is to prejudice the customer.
- Judging people — and their ability to buy — based on appearance is a sure way to give business to your competition.
- Stamp out prejudging by checking your negative thoughts at the door, aim high and deliver service.

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by Fred Winston

Being a Good Listener Makes a Better Broadcaster

Musicians call it having a big ear. Astute conversationalists refer to it as being polite. Successful broadcasters know it to be part of the foundation of a great show. Listening is an art form unto itself... it is the best source of material.

The fear of dead air has, for some reason, prompted PDs everywhere to issue a fill-every-hole edict. This has resulted in a brand of Radio that is unrealistic and upsetting. Pregnant pauses are filled with contrived laughter, comments of uh-huh's. Real conversations are not that way. A conversation, by definition, is an exchange of thoughts and ideas, opinions and facts and, perhaps even, a learning experience. It is punctuated with natural pauses so that the thought process may work. It should not be a wall of babble or a barrage of incessant talking. The conversation should have you both traveling down the same path with the intent of enlightenment, education and entertainment. These rules apply to on-air telephone conversations, studio interviews and cross talk with fellow air performers.

Hone Your Skills

The art of listening doesn't come as

QUICKREAD™

- **Sensing:** Means hearing the information/message sent by the guest.
- **Interpretation:** Understanding the meaning of the message.
- **Evaluation:** Decision about the relative importance of the message.
- **Reaction:** Your response to the information. Remember: Don't react until you have completed the first three stages.

naturally as one might think. Much of the emphasis on the performing side of the Radio industry is on what we say rather than what we hear. As a performer, you must hone your listening skills. To do this, you should start with the four stages of listening. They are:

1. **Sensing:** Hearing the information/message sent by the guest.
2. **Interpretation:** Understanding the meaning of the message.
3. **Evaluation:** Decision about the relative importance of the message.
4. **Reaction:** Your response to the information.

The two most important rules to remember are:

1. Don't react until you have completed stages 1 through 3.
2. Wait until the speaker has finished his thought.

Here is an eight-step process that will help you to become a better listener:

1. **Analyze/research** the topic in advance. Be aware of proponents and opponents.
2. **Mentally prepare** to listen. Fight urges to blurt. Pauses are not necessarily a tune-away factor.
3. **Focus attention** and concentrate. Give your guest your undivided attention. Use eye contact.
4. **Overcome distractions.** Close the studio curtains. Request that people refrain from milling around in your field of vision during an interview or phone call.

5. Don't let your mind wander. Occupy your thoughts with the interview only.

6. Ask questions. Probe and have a

If your listeners like to frequent tractor pulls or dwarf tossing, that's where you should spend your time.

genuine curiosity about the subject matter. If you are not interested, how do you expect the listener to be? Assume the role of your listener and ask questions based on your perception of that specific target group.

7. **Paraphrase** what the speaker said. Clarifying in your own words the context of the interview.

8. **Anticipate** what the speaker will say next. Mentally prepare for the next thought process.

Losing Touch, Losing Sight

Perceptual Awareness Training is designed especially for the DJ who has lost touch with his listening audience. The prime candidate for this training is the breakfast host who, because of a great deal of success, has adopted the lifestyle of someone making a great deal of money. It is this lifestyle that removes him further from those he talks to over the air. The average listener doesn't drive an expensive car, wear Italian suits and dine in the finest restaurants in town. They cannot identify with you. You lose touch with your target. Live any lifestyle you choose, but never lose sight of the

needs of your audience.

Techniques used outside of the studio can help in developing a broad base of knowledge about current events or the buzz of the day. This allows you to key in on what your audience is talking about. When you are searching for the feelings, attitudes and opinions of your listeners to use as show preparation, you should step outside of your circle of friends. To be most effective, keep a low profile about your job to guarantee candid responses about your station and, perhaps, your show. If you live in a large metropolitan area make a concerted effort to get away regularly. Go into the suburbs or into the countryside. Try to go to restaurants, bars and events that attract the largest numbers of the average, middle class working person. If your listeners like to frequent tractor pulls or dwarf tossing, that's where you should spend your time.

To be a great communicator requires the skill of eavesdropping. Have dinner or a drink at the bar in close proximity to a number of people having a conversation. Observe and listen. Local breakfast restaurants are the best places for taking the pulse on town politics and scandal. Look at a map of your region. Study it for cities, towns and suburbs to visit. Check the newspaper for weekend activities that your listeners might attend. Get as much input as you can so you will be topical, local and obvious.

Personal polling can be disguised as polite conversation. For some it may be difficult. The very nature of the Radio broadcaster lends itself to being cloistered. Be bold and talk with your listeners. It is this personal polling that will enable you to gain a greater understanding of what they are all about. You will be able to see what works and what doesn't. Most of your target audience is not that complex. They are not analytical in their thinking ... especially when they are listening to the Radio. Complicated subjects like politics or the nation's deficit should be presented in everyday speak. Being one of the guys or speaking the language of your target audience will make you a more believable communicator than being too hip for the room. Never lose sight of the fact that you are in the communications business ... so communicate!

Fred Winston is a talent development consultant. He may be reached at 312-975-3555.

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RADIO
INK 20



by William Suffa

Attention, AMs! Support MM docket 93-177

If you own, manage, work at, or even listen to an AM station, you should know that the FCC has finally taken an interest in using new technology to predict the performance of AM directional antennas. But we need you to tell the NAB and FCC that you support the changes.

The benefits: reduced interference from directional antennas, improved antenna performance, reduced costs for antenna proofs of performance, elimination of field monitor points, and maybe even better coverage.

Sound like manna from heaven? Here's what it's all about.

Black Magic

Since the 1930s when directional AM antennas were invented, the FCC has imposed technical requirements which supposedly ensure that interference does not occur between stations. For directional stations, these standards require that:

- the electrical parameters of each tower be measured using a phase monitor, base current meters, and a sampling system;
- the performance of an antenna system be established using field strength measurements;
- routine monitoring be performed at designated field strength "monitor points"

If any of the parameters deviate by more than a specified amount from the

values specified in the station license or changes are made on the antenna system, the station must readjust the antenna and perform a series of field measurements to determine that the system is operating properly.

This is the biggest change in AM rules proposed in nearly 50 years. Don't miss out in making it happen.

Over the years, the antenna adjustment process has been likened to black magic. The engineers of old used cut-and-try processes or "vector analysis" to tune the antenna, so the field measurements "proved" that the array was working right.

The problem with this process becomes apparent the first time you listen to an AM Radio station in a car. Do you hear fades, noise, "phase shifting" and other interference in the first 20 miles from your station? Well, these phenomena affect the field measurements, too. For the technically inclined, there is also the fact that field meters measure "magnetic" field strength and mathematically convert the measurements to electric fields. Don't forget the fact that the signal levels also change with the seasons. While suitable 60 years ago, field measurements are simply unreliable in most cases for demonstrating antenna performance in the modern environment.

Enter The Computer

For quite a few years, the scientific community and government engineers have

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QUICKREAD™

- The FCC AM antenna performance methods are outdated.
- Adopting new techniques can lower cost and improve accuracy.
- The nation's best engineers support these changes.

used computer techniques to predict the actual performance of antenna systems. These techniques—called moment method or Numerical Electromagnetic Code (NEC)—apply the same sort of calculations that a civil or structural engineer might apply in designing a tower, building, bridge or other structure. By breaking a broadcast tower into a series of small antenna elements, engineers can precisely compute the electrical performance and characteristics. With appropriate analysis, this model can predict antenna performance and actually allow the engineer to specify the antenna monitor readings that will provide proper adjustment and antenna performance.

Some consulting engineers have been using these techniques for years. Recently, I was able to make a six-tower antenna perform properly at five kilowatts, even though the station previously could only meet FCC limitation at 1.5 kilowatts. Total tune-up and measurement time for the new techniques? Six weeks. For the old methods? Two years. The cost savings? Let's just say that the total will be between 5 percent and 10 percent of the cost of using the old methods. And, since the adjustment is better, interference will be reduced and coverage increased.

In fact, the five engineering firms that proposed changing the FCC rules believe that far more interstation AM interference can be reduced by using these techniques than from the recently adopted AM allocation rules.

So, What Can You Do?

Believe it or not, there are some parties opposed to this improvement in technology. I've heard four arguments from the foes:

- Some engineers believe that it will cut their income.
- Some owners and engineers are concerned about fraud and improper adjustments.

- Some owners fear loss of coverage when their illegally operating systems are made to meet the FCC design requirements.
- The techniques don't work on "unusual" antenna designs.

To the first argument, we say: Get real, and stop soaking your clients. To the second: OK, there is potential for abuse, as there is in the present system. Let's improve things and apply true mathematical techniques. Besides, improved measurement methods can allow better FCC rule enforcement. As for the third complaint, I'll bet that many stations would change their directional patterns and improve coverage if the proof of performance didn't cost \$25,000 to \$50,000 (or more!). To the fourth: True, folded unipoles, sectionalized and other "odd" towers are difficult to model, but few U.S. AM arrays employ these kinds of towers. New advances will eliminate the exceptions soon.

We Need Your Support

The FCC has extended the comment period until the end of February. If you support improved technology, lower interference levels and cost savings, send comments to the FCC in support of MM Docket 93-177. This is the biggest change in AM rules proposed in nearly 50 years. Don't miss out in making it happen.

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

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Circle Reader Service #112

Thinking Big In Small Market Radio

CARY H. SIMPSON, PRESIDENT, ALLEGHENY MOUNTAIN NETWORK

Cary H. Simpson is president of the Allegheny Mountain Network, a group of nine Radio stations in central and northern Pennsylvania. He began his Radio career at WMRF-AM while still in high school in Lewistown, PA, and, after being discharged from the U.S. Navy at age 19, helped build — and then was program director at — WHUN-AM in his hometown of Huntingdon.

After serving as PD at stations in Ohio and Nebraska, Simpson returned in 1950 to Pennsylvania, where he started WKBI-AM in St. Marys. He subsequently built five more stations, one of which failed, before marrying the former Betty Finnegan in 1958. At that time he says he “realized there’s a hell of a lot more to life than working,” and made a decision to slow down — and stay in small-market Radio. Since their marriage, the Simpsons, who make up two of the four-person corporate staff, have added a number of stations to their group, and also have sold three.

Cary Simpson has been a member of the Radio Advertising Bureau board of directors since 1971. He is chairman of RAB’s Small Market Advisory Committee and serves as secretary of the RAB’s Executive Committee. He also has been active in the National Association of Broadcasters, served as president of the Pennsylvania Association of Broadcasters, and headed Pennsylvania’s EBS program. In 1993 *Radio Ink* honored Simpson with the 1993 Radio Wayne Award. He is an elder in the United Presbyterian Church, and for many years headed the local Boy Scout Camp. He and his wife Betty, whom he met while attending Juniata College, have two grown children and live in Tyrone, PA.



INK: Let's begin at the beginning. You've almost become a Radio legend in your own time ...

SIMPSON: That's certainly nicer than the alternative.

INK: True. But how did you get started in Radio, and what led you to where you are today?

SIMPSON: When I was 6 years old my parents took me shopping in a big department store where they had this booth behind big glass windows, and people were performing in there. It was a Radio station. And, at that moment, my life was set forth. That's all I wanted to do. So a few years later I went back and talked my way into the station instead of having to look from the outside. One fellow at the station said, "Stay out of this industry, don't ever get into Radio." We both laughed, and a little later on I got into the business and he got out. He ended up moving to Atlantic City and working in the Miss America pageant.

INK: Where and when did you get your first Radio job?

SIMPSON: My first Radio job was at WMRF-AM when I was in high school in Lewistown, Pennsylvania.

INK: You worked on the air?

SIMPSON: Oh yes, that was all I was interested in at that time. But I did promise to go out and sell some advertising in order to get a program. All this was cut short, however, by my entry into the United States Navy right at the end of World War II. By the time I was 19, I was a discharged veteran of the United States Navy with overseas service and a couple semesters of college. It was kind of unusual to be a veteran at the age of 19. After that I helped start a Radio station — WHUN-AM in my hometown of Huntington — and I also graduated from Juniata College, where I met my future wife. For a time I worked in western Nebraska and Ohio, then I built the first station in our group.

INK: That was the start of the Allegheny Mountain Network?

SIMPSON: Well, it was just WKBI in St. Marys, Pennsylvania. My goal was to have a group of small-market Radio stations in the central and northern part of this state. I achieved that goal in eight years, but I was also kind of a dull boy: all work and no play. Then, I got married and realized there's a hell of a lot more to life than just working. I found that I could be more efficient work-

ing a normal day rather than working a 16-hour day ... and I could have a hell of a lot more fun, too.

CREATING AND SELLING PRODUCT

INK: When did you decide to start working behind the microphone rather than in front of it?

SIMPSON: I'm not sure I ever did. I still love to broadcast parades, and for years I continued to do sports events until one time the president of the school board said to me, "You know Cary, it's a shame you can't find somebody who is good to do those broadcasts." At that point I retired from sports, but I still love to be on the air.

INK: How many stations do you have in your group?

SIMPSON: We have nine stations in four markets. These are all very small operations and we have tried to eliminate as much of the detail work at each of the stations so that the concentration is on creating the product and selling the product. We have a corporate engineer, a corporate accountant, my wife and myself ... and that's it.

INK: Do you have general managers at each of the stations?

SIMPSON: We have found that, in small operations, it has been more successful if the primary occupation and time by the station manager is spent in sales. We always try to have an extremely responsible operations manager in charge of the product so, as much as possible, the general manager does not become involved in that. However, in our present situation, the station managers have come up from starting as disc jockeys. They understand the product, but they don't have to spend the time producing it. To answer your question, we have one man who runs five of our stations — two AM/FM combos and a small standalone FM.

INK: In a philosophical sense, what has your career experience taught you about Radio and the people who are in Radio?

SIMPSON: One of the great things about this industry is the fact that it really is show business. It's not a financial business, and it's not a sales business ... it's show business. When you view the product in terms of a sales vehicle, you tend to leave the station very vulnerable. What troubles me these days as competition increases, is how we tend to reduce the size of the product. Any time you spend less effort on a product,

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◆ Leisure Activities: Listening to people and learning from them.

◆ Recommended Reading: *Emotions of Normal People*, by William Moulton Marston, *Fragile Species*, by Lewis Thomas, and *The Winning Within*, by Pat Riley.

◆ Mentor or Role Model: My parents. They allowed me to do what I wanted, rather than what they wished.

◆ The most interesting person you've ever met is: Vic Diehm, broadcaster, salesman extraordinaire, showman, peacemaker, devoted family man.

◆ If you had 30 minutes to sit down and talk with someone, whom would you choose ... and why? Jesus Christ. I'd want him to go over things again, so I could see how much his words may have been twisted by others since then.

◆ If you could go back in time, where would you go? To a moment just before the Civil War Battle of Antietam, to talk to my Great-Great-Uncle George, who volunteered to carry the flag into battle at the head of his company. I'd like to find out what motivated him to do this, and how he felt during the remaining 15 minutes of his life.

◆ Who did you listen to on the Radio as you were growing up? The announcers and pitch men, the comedians, the newsmen, the "stars" of the time.

◆ When you were a kid, what did you want to be when you grew up? Just what I am.

◆ What is your pet peeve with Radio? Too many stations are totally irrelevant in their community.

◆ The most embarrassing thing that ever happened in my career happened 30 years ago when I was addressing a high school assembly and I called a famous figure Lee Oscar Oswald.

◆ What has been your most elusive goal? I can't seem to find enough time to teach sales staffers how to do better.

◆ Of what achievement are you most proud? At the age of 30, I stopped working 90 hours a week, got married, and began to smell the roses.

◆ As a listener, what is your favorite format? Any well-done locally oriented format, from rock to talk.

◆ Is there anything you would do differently if you had it to do over again? I was too stubborn to give up on unsuccessful Radio stations, and too protective of marginal or untalented staffers.

◆ The best advice I could give someone wanting to get into Radio is this: Start at the bottom. And start in sales.

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 "Great tech support" ...
 "Reliability and Quality" ...
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Delta



Premium line

These were just a few of the responses ITC customers offered when asked in a recent survey what they liked most about ITC. In addition to ITC equipment, the ITC Service Center received high marks and was, to some, the most compelling reason to purchase ITC products.

When broadcasters see the ITC logo, they typically think of cart machines. In the past 24 years, ITC has placed approximately 120,000 cartridge machines in the market gaining a reputation for ruggedness, longevity and service. However, the radio market is moving to

digital and ITC has positioned itself once again to lead the way. As in the past, ITC's focus is on managing the station's audio library, whether it be CDs, CD ROMs, Hard Disk Drives or NAB cartridges.

The first ITC cartridge machine went on the market in 1970 and was an instant success. ITC machines featured a more compact chassis, easy to use controls, and most important were the most rugged and reliable cartridge machines made. The result has been; today more than 50% of all advertising revenues in radio are delivered by ITC equipment.

ITC still manufactures many of the famil-

iar Series 99, Delta, ESL V and Series 2 machines to customer order. They also accept these machines as trade-ins on the DigiCenter digital audio management and delivery system. Many trade-ins are in good working condition and are refurbished to original factory specifications and sold with ITC's value-added support and warranties.

The ITC plant is located in America's heartland. With over 20,000 square feet of engineering, manufacturing and office space, ITC has gained an industry-wide reputation for its Service Center in Bloomington, Illinois, where service is only a phone call away.

The People ...



Willem Bakker,
President

Since Willem F. Bakker came to ITC in January, 1993, the company has launched an array of Digital Audio Products to complement its leadership position in broadcasting products. Mr. Bakker was educated in Holland and received an MBA from Rutgers University and a BSEE from the New Jersey Institute of Technology. He is a member of the Young Presidents Organization and has participated in leadership roles in a large number of industries.

Willem Bakker understands the challenge of change facing today's radio management. "It seems like new technology is developed every day. We already have seen the emergence and disappearance of many companies that offered technology 'toys' to the industry. They failed because they didn't know their customer, the broadcaster, who needs technology applied to meet his needs ... not adapted as a marketing afterthought."



Charlie Bates,
Sales and
Marketing Director

Charlie has 21 years of electronic, electro-mechanical, system design and project management experience. Charlie received his Bachelor of Science degree from the University of Illinois, and joined ITC in 1979.

While designing many of ITC's products, Charlie Bates began working with focus groups consisting of leading broadcast operators. His mission: to establish ITC as the digital leader ... just as it is in the cart machine market. "We are dedicated to serving the industry. We plan to manufacture the last cart machine. Certainly, we will service the last one. Now, we have developed digital broadcast technology that will keep ITC leading the way in this ever-changing business." Bates continues, "We brought a cross-section of radio people together to discuss their perceptions and needs. The result of this on-going interaction is the design of equipment that is revolutionizing radio, and benefits literally every department in the radio station."



Bill Kidd,
Engineering
Director

Bill received his Bachelor of Science Degree in Electrical Engineering in 1978 from Bradley University. In his 15 years at ITC, he has been involved in many development projects involving imbedded microprocessor control systems, generally in a leadership role. He has guided design teams in the development of both analog and digital recording products working with Marketing, Production and end users directly.

Bill Kidd spearheaded ITC's entry into digital audio recording, leading technology investigative developments involving high-density magnetic recording and magneto optics. Bill's message to the radio industry: "Station owners should not compromise their source audio quality by recording and storing it in a compressed mode. Today, all stations maintain original master copies of audio events; this should be the case for digital."

The Future is Now

ITC is positioning itself for another 25 years of leadership in the radio marketplace. Since 1983, ITC has developed several digital audio products using various technologies in search of the best solution for radio. Driven by the compact disk, digital audio has claimed its place in radio. ITC listened to what broadcasters had to say regarding their expectations in digital audio systems and responded as they have for more than two decades ... with products that will set the standard in digital audio equipment for

many years to come.

With DigiCenter, ITC's digital audio management system, the business is being transformed from a hardware producer into a systems design, manufacturing and service organization. Radio's move to digital is the start of a natural migration to a system operation with the electronic integration of traffic and music scheduling, billing, digital production and electronic control of the on-air studio, right down to loading and playing CDs. The digital audio management system becomes the



central store of the station's valuable audio assets and interfaces with virtually every function in the station. DigiCenter is ITC's flagship product, leading the market into the digital systems business of audio management with custom digital hardware designed specifically for the future of radio.

The Promise

Radio is moving to digital and with that comes an integrated systems operation. ITC is poised to address this transition in the market with its new digital products, technological leadership, continued commitment to quality and its adaptation of internal operations to meet the market's needs. They have expanded their customer service area by offering computerized remote diagnostic analysis for systems, 24-hour, 7-days-a-week emergency phone service, and are building their direct sales force to handle the complexity of customized system sales which cannot be effectively marketed through conventional distribution channels.

ITC makes your transition to digital easy with DigiCenter. The conversion from analog tape is a major step for broadcasters. Hard decisions have to be made that concern broadcasting continuity, audio quality, personnel training and program management; not to mention budgetary considerations, financing and profitability. Feedback from radio general managers using the DigiCenter system indicates a fast return on their investment and increased profitability by substantial margins ... often within a year's time. They also report increased efficiency and productivity by their engineering, programming and talent personnel. DigiCenter buyers have appreciated ITC's trade-up policy, providing for a generous al-

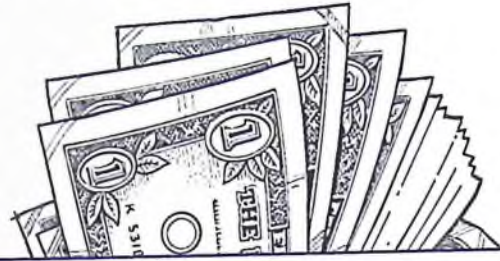
lowance on analog cart machines toward the purchase of their DigiCenter systems.

President Willem Bakker summarizes, "As in the past 25 years, ITC has stepped up to meet the technological challenges of radio. We are now prepared to lead the way into this new digital systems business of audio management. With expanded customer support, a system design philosophy and a continued focus on customer needs, ITC is looking forward to another successful 25 years of progressive partnership with radio's operators."





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Talk About The Most Important Part Of Life

NBC's...Bruce Williams and Don McDonald...are knowledgeable pros."
-Money magazine, June 1991

"We have the privilege of having a license...to serve our community and that community wants Don McDonald."
-Peg Dempsey, General Manager, KEZX-AM, Seattle, WA

"I thought Bob Brinker was interesting...until I heard Don McDonald's show. He is the best I've ever heard."
-Kenneth Wismer, listener, Renton, WA

"Our success this year is directly attributable to the tremendous value that (Don's) show brings to this station."
-Ron Cohen, President, KFNN-AM, Phoenix, AZ

"If someone had told me...that I would be making tens of thousands of dollars... of investment decisions based upon the words of a...talk show host, I would have arranged psychiatric consultation for (them). Yet...that is exactly what is happening."
-John Anderson, listener, Dallas, TX

"WPGC(AM) listeners love (Don's) show...he is always 'right on the money'."
-Steve Chaconas, Program Director, WPGC-AM, Washington, DC

"As a teacher trainer I recognize (Don) as a model educator as well as an entertaining talk show host."
-Pat Morfee, listener, Gig Harbor, WA

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the quiz shows all moved to TV. As (former RAB President) Warren Potash pointed out, the same number of people are listening to the Radio the same number of hours today as they were 50 or 60 years ago. That is hard for people to understand. For six hours a day the typical American spends half of his or her time watching TV, and the other half listening to the Radio. What is different is that these people are doing something else while they're listening to the Radio. They do not dedicate themselves to sitting down and listening, as they do when they're watching television. I think that this has been a fundamental change that not only was brought about by television but also the evolution of Top 40 and other formats that become an integral part of someone's life.

RADIO AS A COMPANION

INK: Do you think some people simply take Radio — and Radio listening — for granted?

SIMPSON: When I was on the Futures Committee of the NAB and RAB, we commissioned a study to determine why people listen to the Radio.

INK: That was the Omega Study, correct?

SIMPSON: Yes. And what the study found was that people listen to Radio basically because they don't like to be alone. But they also like to have their own personal space. So there are two reasons why people listen

to the editorials we run have a dramatic impact in the community. Many of them are tributes to local people, either when they achieve something or when they pass on. It gives us the opportunity to be involved on a continuing basis in the activities of the community. Also, I think one of the things that is nicer about smaller markets is the pressure level is so much less. For instance, I've been able to be involved in the RAB, the Pennsylvania State Broadcasters, the state Cancer Society, and the Emergency Broadcast System. I'm able to just do what needs to be done without putting any particular priority on one thing or another.

INK: Earlier you mentioned that Radio needs to maintain a quality product in order to keep its audience. Do you think Radio is doing its best to turn out the best on-air product possible?

SIMPSON: No. We are held captive by a very primitive thing that says all people before the age of 18 and 24 are exactly alike. Until the current method of counting listeners came about, nobody seemed to



Simpson with Bill Moses, who for 37 years was an AMN sales giant. Now semi-retired, Moses still makes sales from home; while hospitalized recently, he sold Christmas ads over the phone. To quote one long-time friend: "How the hell could I say no when he called me from his hospital bed!"

of what might be considered good taste?

SIMPSON: I am repelled by these people. They are offensive. But the Federal Communications Commission allows things that are equally filthy on television, particularly when kids are sitting in front of it. It disturbs me that the entire effort seems to be against Radio. Now, I'm not trying to defend these shock jocks; we all need to have greater responsibility. All this filth is a disturbing thing, and it puts those stations into the same category as a newsstand where you can find all sorts of dirty things.

INK: On the marketing front, is Radio doing ev-

erything it can to meet the sales challenges of today?

SIMPSON: Our biggest challenge is to move away from the idea of the enemy. (Former RAB President) Bill Stakelin used to describe this as cannibalism, an effort to take business away from the other guy — and that's ridiculous. Some Radio people approach the local newspaper as the enemy, and that's ridiculous, too. There shouldn't be any enemy. We're trying to generate sales, we're trying to get the cash register to ring. One of the problems today is that so often the decisions are not made by the person who hears that cash register. This is happening for people in all markets, particularly in the smaller markets where local banks have disappeared into regional or area banks. The local restaurants are, quite often, supplanted by franchises. The discount store will come in, and a half a dozen stores will close as a result. There was a day when every town was a shopping center. Now the shopping center is a big mall 30 miles down the road.

INK: Is small-town America — and small-market Radio — threatened with extinction?

SIMPSON: Yes. In several of our markets the only thing we can sell is local news and local sports. People just don't want to buy spot announcements anymore. Because of this we get into value-added: the "buy this and you get that" mentality. It's getting to the

'At every level we need to continue to make Radio relevant. It has to be a leader in the community rather than simply a music service.'

to the Radio: When the Radio is on they're not alone anymore, and conversely, if they are sitting alone, they don't want to devote their attention to a TV program. So, they find a companion, which is Radio. This is fantastic, because it means that Radio doesn't have to compete with television or with anything else.

INK: You've been in small market Radio virtually all of your career. Why?

SIMPSON: That was my choice. A man named Sy Goldman from Jamestown, New York, once told me, "The smaller the town, the larger the Radio station." We find that

who would like a program, respond to it, and buy the product. Today, especially in the larger markets, we're turning out six models of the same thing. If I want to listen to an AC station, I can find six sub-brands of that. There has to be something that is a little bit more sophisticated. Particularly if you get into a situation where the audience is really fragmented.

SALES CANNIBALS

INK: In terms of shrinking the product or the packaging ... what is your opinion of the air personalities who tend to push the envelope

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point where people are buying a contest or a display and they're getting Radio as a throw-in. That is alarming.

INK: Is there any way to change this, or is this a fact of life we simply have to prepare for?

SIMPSON: Sales departments are going through the same thing that the programming department went through when television came along. There is a need for some new thought, some inductive reasoning, some thought as to why this has happened. The fact is, things change ... and we need to find new sources of revenues. For instance, one day a year ago I was talking with a young fellow who was telling me how he had been selling job recruitment, particularly in the health field. It was such an exciting idea, because Radio can do a much better job than the newspaper want ads. A nurse is not going to sit there and read the classifieds; she's too busy. But it might be possible for Radio to steer her away to another health facility. We must never become so unimaginative that we're not going to go after new things.

NO MORE GOOD OLE JOE

INK: Yet it's very difficult to alter the old tried-and-true habits or selling techniques ...

SIMPSON: But we're going to have to. The days of the "good ole Joe" who sells advertising just because he's a nice guy are gone. The days of simply selling by the numbers or by following a script are gone, too. Frankly, I'm disappointed that more stations haven't used the services of RAB — particularly now that they can get them on the com-

puter right in their station. RAB truly is the organization that can bring salespeople of all types what they need ... if salespeople become flexible enough and if the management will become strong enough to say that their salespeople have to do these things.

INK: How has duopoly affected Radio? Not just in major markets, but in the markets

you're in? Has duopoly been good or bad for small-market Radio?

SIMPSON: We are in a very creative business. The cumulative result of all the competition in and out of our industry, plus the lessons we learned from the crash of 1989, has returned some sanity to the market ... and duopoly certainly has helped this process. It's having a terrible effect on employment in the industry, but, at the same time, there were too many Radio stations and, therefore, too many people in Radio.

INK: Will it be necessary for operators to enter into duopolies to survive in today's highly competitive environment?

SIMPSON: The efforts to nonnalize our industry through duopoly have worked, for the most part. But, after everybody has picked up a partner, there are going to be some leftovers. Those are the ones that are going to have the pressure against them. Suddenly, their numbers can't be added together as those in duopolies can. The question is whether a time buyer is going to

buy two or three separate stations simply because the numbers are bunched together. When all the duopolies are in place, the other stations are either going to be innovative and remain, or they are going to want to get out ... and this will provide a tremendous opportunity for ambitious people to come into the business.

INK: Where is the next generation of

people in Radio coming from?

SIMPSON: I really don't know. Once, during a Futures Committee meeting, I asked everybody around the table who had started as a teenage DJ at a station to raise their hand. Well over 50 percent of them around that table said they had started that way. Unfortunately, for a station that is on satellite today, you don't need a disc jockey



Wife Betty and Simpson with son Ted, now sales manager of WGMR, and daughter Barbie, who held the same post 10 years and two kids ago.

anymore, you need an operator. Now, we all know disc jockeys have big egos ... but that translates into strong management potential. Conversely, if you have somebody who has a very poor self-image, they are going to have difficulty succeeding at anything. I believe the enthusiastic, outgoing DJ should be our industry's ideal.

INK: What are the greatest challenges facing Radio today — and what should we be looking at tomorrow?

SIMPSON: At every level we need to continue to make Radio relevant. It has to be a leader in the community rather than simply a music service. Every cable system will soon have hundreds of channels with different forms of music, and, if that's the case, our industry is going to become even less relevant than it is now. One of the fantastic things that is happening today is talk Radio. Fifteen years ago it really didn't exist, except for John Gambling in New York or KABC in Los Angeles. Our strength lies in this sort of innovation. We have to stop the cookie cutter, or the six format limitation, and get back to a place where we take our chances. We need to give things a chance, not cancel them after two performances like they do on TV.

INK: Assuming the delivery of hundreds of cable channels into the home, what role will Radio play in the upcoming electronic superhighway?

SIMPSON: Even with the availability of a video dial tone in every home, people are going to have to sit in front of a keyboard that will keep them there. On the other hand, Radio has the marvelous flexibility to go with us in the kitchen, in the bedroom, in the basement, in the car, even out jogging. That won't be available with any kind of fiber optic. You won't be able to drag that fiber optic to the basement when you want to clean up down there.

REB



Simpson as he accepts *The Radio Ink* Radio Wayne Award last year.

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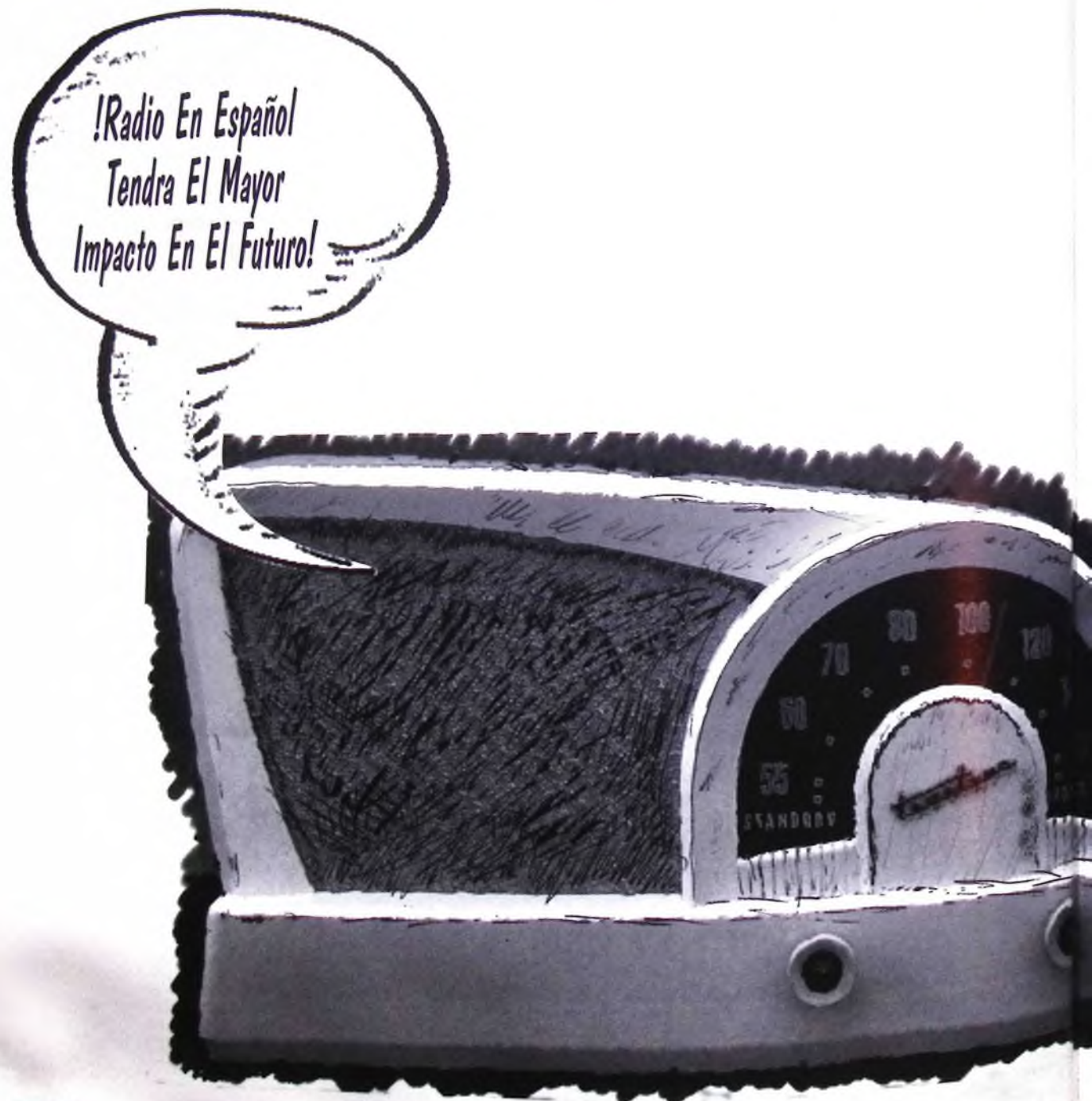


SPECIAL REPORT

Spanish Language Radio: *The Looming Giant*

By Kathleen Bohan

*!Radio En Español
Tendra El Mayor
Impacto En El Futuro!*





Se Habla Español? Some of the nation's top Radio stations do, and they're capitalizing on one of the country's most overlooked, yet thriving audiences.

The blockbuster success of Los Angeles' KLAX in 1993 served as a wake-up call to the power and importance of the Hispanic audience. When KLAX rocketed to the top of the LA market a year ago, the shock wave that reverberated throughout the broadcast community was palpable. How could a Radio station that few had ever even heard of, much less a Spanish-language station, be the No. 1 station in the country's most important Radio market?

Spanish Language Stations Are Hot

If the broadcast community at large had been paying closer attention they would have seen some pretty important signals along the way. In this era of format erosion, the number of Spanish language stations has increased significantly over the last several years. According to the *M Street Journal*, the number of Spanish language stations in the United States rose from 322 in 1990 to 390 in 1993.

KLAX isn't the first Spanish language station to hit No. 1 in general market Radio, and it doesn't even have the highest market share of any Spanish language station in the country. Just ask any GM or PD in Texas or South Florida where Spanish language stations have been a force to be reckoned with for quite some time. In markets like El Paso, McAllen-Brownsville, San Antonio and Miami, Spanish music stations have consistently ranked No. 1 in key demos for the last few years.

Why the sudden surge?

A combination of inevitable population trends and some savvy broadcasters. The Hispanic population in the United States grew more than seven times faster than the general market population in the '80s and almost that

fast in the '70s. With the release of the updated 1994 Census population numbers, it looks as if growth in the '90s is going to be even stronger. (See figures 1 & 2). By the next Census, Hispanics are expected to overtake African-Americans as the country's largest minority group. Currently the more than 26 million Hispanic people living in the United States represent one in every 10 consumers, and that figure is music to the ears of Spanish language broadcasters.

A Loyal Audience

Radio is a terrific way to reach the growing Hispanic market. A Person Using Radio (PUR) analysis of the top 50 Radio markets done by the Katz Radio Group on the Spring '93 Arbitron report shows that

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QUICKREAD™

- The Hispanic population is growing seven times faster than the rest of the population.
- U.S. Hispanic consumers had an estimated buying power of \$190 billion, nearly triple that of a decade earlier.
- Advertising spending in Hispanic media continues to rise due to both the addition of new advertisers and a growing commitment to the medium by existing advertisers.
- You don't have to be Hispanic to run a successful Spanish language Radio station. Six out of the top 10 Spanish language stations are not minority owned.
- With the recent passage of NAFTA and the growing Hispanic population, the possibilities of Spanish language Radio are exploding in the '90s.

Figure 1

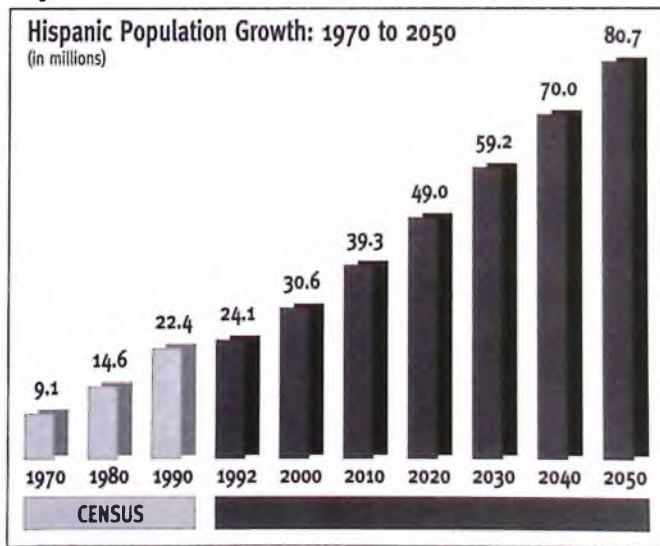
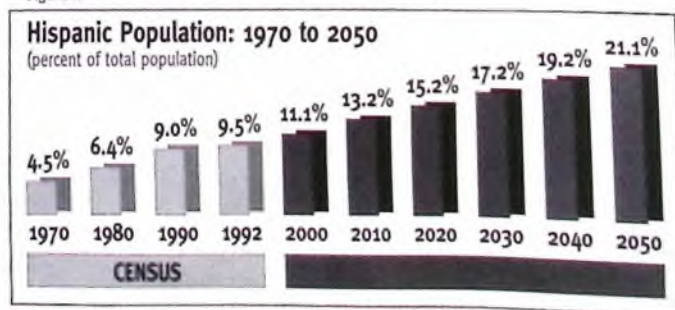


Figure 2



SPECIAL REPORT

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Hispanics index much higher in Radio usage than their non-ethnic counterparts. According to a recent Arbitron national study, Hispanic listeners over the age of 12 spend an average of 25 hours and 15 minutes per week listening to the Radio, compared to 22 hours per week in the general market. More than three hours per week in time spent listening can make a tremendous difference in AQH on a market-to-market basis, and that can make a tremendous difference in revenue.

Hispanic listeners are also an extremely loyal Radio audience. One of the most common myths about the Hispanic Radio audience is that it can be reached effectively with general market Radio stations. This reflects a basic ignorance about the language and assimilation patterns of the U.S. Hispanic population. Almost half of the growth in the Hispanic population over the last 25 years has been due to immigration, and the 1990 Census showed that the number of Spanish speakers in the United States grew by almost 60 percent in the '80s alone. Spanish language stations generally have minimal duplication with general

market stations and a powerful exclusive audience. A quick glance at adult 18-49 exclusive come across top Radio markets like New York, Chicago and Los Angeles will invariably find a Spanish language station ranking in the top five for exclusive listening. That fact would probably take a lot of station people by surprise in the general market.

Growing Economic Power

The latest figures from *Hispanic Business Magazine* estimate 1993 buying power for U.S. Hispanics at \$190 billion, nearly triple that of only a decade earlier. It also represents a significant shift in the future of the country's consumer landscape.

Karen Ritchie, VP/director of media services for McCann-Erickson Worldwide gave a speech last year that spurred the recent "Generation X" sensation. This generation of adults 18-29 is the most ethnically diverse generation this nation has ever seen and is expected to overtake baby boomers as the primary consumer target as soon as the year 2000. "Generation X will be a generation of four minorities: Hispanic Americans, African Americans, Asian Americans and whites," Ritchie said in her speech to a convention of print journalists. "Minority marketing will have little relevance to these people because all marketing will be minority marketing." With the Hispanic population continuing to grow more than seven times that of the general market, their importance as a target market increases every year.

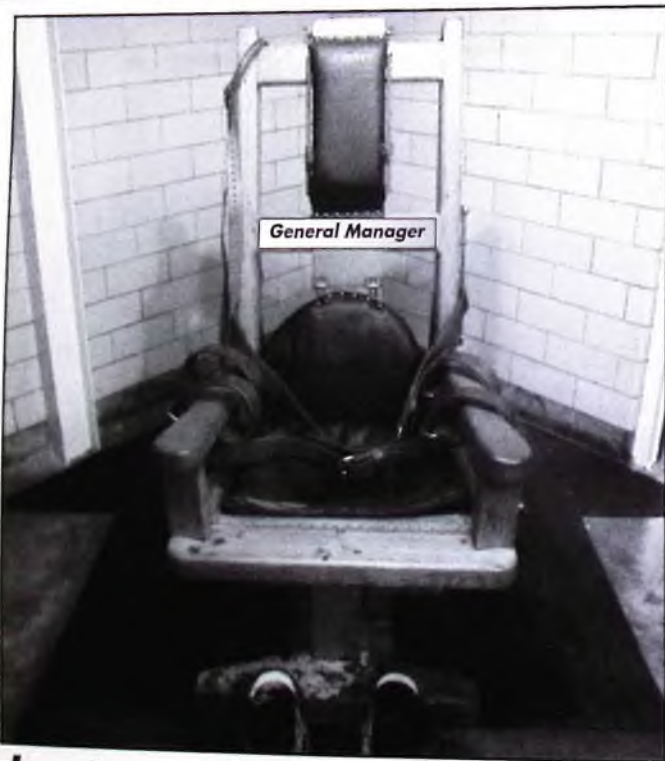
Spending on the Rise

Not surprisingly, while advertising dollars in the general market have been stagnant or in decline over the last several years, ad spending in the Hispanic market has continued to rise. This phenomenal growth is due to both the addition of new advertisers and a stronger commitment to the Hispanic audience by existing advertisers. For instance, Montgomery Ward was one of the newest retail converts to Hispanic media in 1993, while both Sears and JC Penney, longtime supporters of Spanish Radio, increased their Hispanic budgets.

AT&T demonstrated its commitment to the Hispanic audience by sponsoring the first-ever live national Radio program in Spanish, *Buenos Noches, America*, to address the need for information regarding key immigration and orientation issues. Raul

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**RADIO
INK 34**

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Carza, AT&T's director for Hispanic markets, explains, "These individuals are energetic participants in the U.S. economy and prime consumers of products and services, including long distance telephone service. Yet they often feel lost when they come to this country because of the demands of adapting to a new life. With this show we hope to make the transition a bit easier."

The Wave of the Future

The recent passage of the North American Free Trade Agreement (NAFTA) has made Spanish language media even more attractive to many of the country's largest corporations. The merger of U.S. Spanish Radio Network SIS with the Mexican-based station group Promomedias is a strong indication of the global possibilities of Spanish language Radio.

If the Fall '93 Arbitron report is any indication, then the future of Spanish Radio is bright. KLAX-FM experienced significant upturns across key demos, turning

36 ▶

The Talk Sensation's Spanish Translation

Not all Spanish stations are music stations. Talk Radio is the hottest format in the general market, and the Spanish market has its share of successful talk Radio stations. Many of Spanish Radio's most successful stations are talk- and information-based.

New York's WADO-AM has been programming to the New York Hispanic community for more than 32 years, providing a vital news, talk and information link to New York's Puerto Rican and Cuban communities. In Miami, where Hispanic people make up 36 percent of the market, there are two Spanish language news/talk stations, WQBA-AM and WCMQ-AM. WQBA-AM is Miami's heritage news/talk station and has been serving the South Florida Hispanic community for more than 25 years. WCMQ-AM has been in the news/talk format for less time but is an important addition with informative programming that includes news, talk shows, sports, weather and traffic. 1993 brought Spanish Radio its first 24-hour satellite talk network with the debut of RADIO LABIO. KTRB-AM, a Modesto country music station for almost 60 years, signed on as one of RADIO LABIO's first affiliates, and the response from local advertisers has been overwhelming.

Announcing the Finalists for the 1993 Radio Wayne Awards



Previous Winners

- 1991 Δ Val Maki Δ *The Radio Wayne Award*
- 1992 Δ Cary Simpson Δ *The Radio Wayne Award*
- 1992 Δ Bob Poe Δ *General Manager of the Year*
- 1992 Δ Louise Crawford Δ *Sales Manager of the Year*
- 1992 Δ Mary Bennett Δ *Woman of the Year*

A panel of judges has narrowed the nominations down to these finalists. Judges will select one winner in each category, who will be awarded on Saturday, February 19 at RAB '93 in Dallas. The Radio Wayne Award is named for "Radio Wayne" Cornils who has set an example of leadership and quality in Radio for a lifetime. The award is designed to recognize individuals who epitomize professionalism and have raised the overall level of excellence in Radio within their market, and in the industry as a whole.

Best Overall Broadcaster (The Radio Wayne Award)

- Skip Finley Δ WKYS/Washington, DC
- Sally Hawkins Δ WILM/Wilmington, DE
- Mike McKoy Δ KJYY/Des Moines, IA
- Mary Bennett Δ KZFX/Houston, TX
- Perry St. John Δ KQEG/La Crosse, WI

General Manager of the Year

- Lou Vito Δ WPKO/Bellefontaine, OH
- David Manning Δ WRBQ/Tampa, FL
- Doyle Peterson Δ KMGA/Albuquerque, NM
- Linda Byrd Δ WROO-WAJA-WNZZ-WZNZ/Jacksonville, FL
- John King Δ WSIX/Nashville, TN

Sales Manager of the Year

- Martiey Miller Δ KEKB/Grand Junction, CO
- Richard Mecham Δ KSL/Salt Lake City, UT
- Glenn Cheesman Δ WVNO/Mansfield, OH
- Gail Brooks Δ KCBS/San Francisco, CA
- Dennis Burchill Δ WSVB/WQPO/WPKZ/Harrisonburg, VA

Woman of the Year

- Kim Woodworth Δ WTXI/Tuscaloosa, AL
- Cecelia Breyault Δ WMXJ/Hollywood, FL
- Karen Carroll Δ KYKY/St. Louis, MO
- Mary Rawlins Δ KBCO/Denver, CO
- Joan Gerberding Δ WPST/Trenton, NJ

**RADIO
INK**

Join **Radio Ink** at the
Radio Wayne luncheon
Saturday, February 19 in Dallas

SPECIAL REPORT

◀ 35

in its fifth book at No. 1 and its highest book ever. As expected, the country's hottest Tejano station, KXTN-FM, dominates in San Antonio, and Spanish language stations continue to be a major force across Southwest Texas. There are, however, a few surprises. KLOX-AM, a Spanish language station in San Jose, jumped to the No. 2 position with adults 18-49; WSKQ-FM, a tropical station, vaulted into the No. 7 spot with adults 25-54 after a recent format adjustment.

A rapidly increasing U.S. Hispanic population combined with the recent passage of NAFTA have made Spanish language broadcasting the wave of the future. Advertisers can no longer afford to ignore the changing demographics of the United States, and broadcasters can no longer afford to ignore the changing demographics of their markets. The possibilities of Spanish language Radio will continue to explode into the '90s and beyond.

Kathleen Bohan is research manager for Katz Hispanic Media. She may be reached at 212-421-6253.

Not For Hispanic Managers Only

While an understanding of the Hispanic community and a knowledge of the Spanish language is clearly important, some of the country's most influential Spanish language Radio stations are proof that you don't have to be Hispanic to run a successful Spanish station. Of the 10 top-billing Spanish language Radio stations, four are Hispanic-owned, and the remaining six are owned by non-Hispanics.

While Hispanic people share a common language and religion and a wealth of other similarities, there are some important cultural differences that must be taken into account when programming a Spanish language station. The U.S. Hispanic market is made up primarily of Mexican, Puerto Rican and Cuban listeners; the rest come from a wide variety of Latin and Central American countries. While the Hispanic community in Los Angeles and the Southwest is primarily Mexican, South Florida's Hispanic community is mostly Cuban and New York's is heavily Puerto Rican. The Hispanic market offers a diversity of musical styles that appeal to Hispanic listeners on an ethnic and regional basis. KLAX Los Angeles' Banda format, which is based in Mexican music, is as different from WRTO's salsa-based Tropical format in Miami as a country station is to a Hot AC.

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— George Green, President, KABC*

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Below are nine different Radio Spot copy ideas which have been used on the air successfully in various markets. Simply cut out the cards, put them in a filing box and use them as a reference for tried-and-true copy ideas. Send your great Radio spot copy by fax to 407-995-8498, or mail them to: Radio Ink, Attn.: Copy Clips, 8000 N. Federal Highway, Boca Raton, FL 33487. Please remember to include the copy category, client's name, your name, title, station and whether the spot is :30 or :60.

RESTAURANT

:30 PORKY'S PIT STOP BARBECUE

Anncr: (straight read) It's now time for another edition of "No Such Thing." Man: There's no such thing as a flying pig (sfx: Pigs with airplane flying). But there is such a thing as a great barbecue. And you can get that great barbecue at Porky's Pit Stop Barbecue. Porky's Pit Stop Barbecue has Forsyth County's best barbecue and all the fixings ... like Brunswick stew, corn on the cob and potato salad. All at Porky's Pit Stop Barbecue. It's on Atlanta Highway 9 in Cumming. Don't waste your time looking for flying pigs (sfx: pigs with airplane flying) ... spend that time at Porky's Pit Stop Barbecue.

Tracy E. Myers, WHNE Cumming, GA

RADIO
INK

FURNITURE

:60 HAGERSTOWN FURNITURE OUTLET

(sfx: door knocking continuously) Merle and Marge: Yoooo-Hooooo! Female: Oh no, it's Merle and Marge from next door again! Male: Sssshhhh ... pretend we're not home. Female: Ever since we got our new furniture from Hagerstown Furniture Outlet, they've practically lived here. Marge: Yoooo-hooooo!! We need to borrow some sugar! Merle: Yeah, and some ... shampoo! Female: Shampoo?! ... He's bald! Male: They both are! Anncr: You won't believe the values you'll find when you shop Hagerstown Furniture Outlet! They sell only quality furniture for every room in your home! ... Brand names you can afford! Come to Hagerstown Furniture Outlet today, Route 11 on Pennsylvania Avenue, Hagerstown ... just one block north of Mack Truck. Open daily 10 to 8 and Saturday 10 to 6. But when your neighbors find out, be prepared ... (sfx: door knocking) Merle: Oh, OK! ... We give up! We want to borrow your new sofa! Anncr: Hagerstown Furniture Outlet ... isn't it time you give your home the make-over it deserves?

Jeff Wine, WCHA-AM/WIKZ-FM Chambersburg, PA

RADIO
INK

WOMEN'S CLOTHING

:60 LEVY'S

Cop: Excuse me, ma'am ... Woman: Yes, officer? I was only going 5 miles an hour. This is only a parking lot. Cop: Speeding isn't the charge here, ma'am. It's stealing. I saw you coming out of Levy's. Is it or is it not true you paid \$25 for a \$100 blouse? \$50 for a \$200 coat? Woman: Yes, it's true! Cop: Sounds like a felony to me. Woman: The only felony would be to miss out ... on the 75% off sale at Levy's on the Island at Willow Lawn! Anncr: This is it ... the final sale ... on all fall and winter clothing at Levy's 75% off sale! Come choose from beautiful fall and winter jackets, dresses, sweaters ... all at 75% off! Officer: A 75% off sale? Are you sure that's legal? Woman: Look, I just got a whole new wardrobe at a fraction of its original cost ... I'm not asking questions. Anncr: Levy's 75% off sale! And while you're there, you can check out the gorgeous spring clothing arriving daily! Like fun bathing suits, beautiful spring dresses and suits! Cop: This is one sale I might actually tell my wife about. Anncr: Levy's 75% off sale, at Levy's, on the Island at Willow Lawn.

Holly Buchanan, WMXB-FM Richmond, VA

RADIO
INK

AUTO SERVICE

:60 SHAW SALES AND SERVICE

Fred: Hey, Freddy Bumperbuster here. Remember me? Vc. 1: Yeah, I remember you almost killed me. Fred: You're not gonna hold that against me are you? Your car looks great! Vc. 1: You stay away from my car, you loon. Shaw's Sales and Service made it just like new, and I'm keeping it as far away from you as possible. Fred: Well Excuuuuse me. Shaw's Sales and Service, huh? Maybe they can bang out some of these dents in my car. Vc. 1: You may be better off with a new car, but either way Shaw's Sales and Service can get you underway for less. Shaw's Sales and Service worked wonders after I met Freddy, and they'll be there for you, too, to help fix whatever ails your vehicle. From body work to general repairs, Shaw's sales and service is there for you with 24-hour towing service and all kinds of automotive accessories. Give Shaw's Sales and Service a ring. 446-2650. Shaw's Sales and Service, Route 7, Wallingford, a Vermont state inspection station.

Eric Justason, WSYB-AM/WZRT-FM Rutland, VT

RADIO
INK

LOUNGE

:30 NORTH HILL INN

Anncr: It's time for ... let's make a deal! (start cheesy game show music) Tonight, the Silver Buckle presents "Let's make a deal night." Join your party host, Lou, as he climbs into a plaid suit and makes the deals of the century! Host: OK, Tony, I'll give ya 20 pounds of pork hocks for your shoes. Whaddya say? Guy: I love pork hocks! (sfx: Crowd gasps) Come to the Buckle tonight and join the excitement as Lou gives away cash and prizes. "Let's make a deal night" — tonight and every Wednesday night at the world famous Silver Buckle in the North Hill Inn.

Morris Brese, CKGY-AM/CIZZ-FM Alberta, CN

RADIO
INK

PAWN SHOP & ANTIQUES

:30 ANN'S PAWNS AND ANTIQUES

(Medium/up tempo music background) L: Hi, Roomie! (nerdy voice) K: (cool guy) Yeah ... Hi. So this is our place huh? L: Yeah! What do ya think? K: Nice. L: You really think so? K: No. L: What do ya think it needs? K: A desk. L: Uh huh. K: Fish tank. L: I should be writing this down, huh? K: Yeah, you should. We'll need a mountain bike, Refrigerator, TV, VCR, Nintendo, electric guitar ... L: Electric guitar! Wow, do you play? K: No but the girls dig it. L: Hey ... When are we gonna study? K: (pause) We're not gonna study. Don't get the desk. Ann: Students, see Ann's Pawns and Antiques, at 302 South 2nd.

Keith Piirto, KOWB-AM/KCGY-FM Laramie, WY

RADIO
INK

AUTO DEALER

:60 BUD JENNINGS' AUTO SALES

(sfx: Game show music; applause) Vc. 1: Welcome back to "Big Bucks with Bob" ... I'm Bob Barkley. Jim, today's final question goes to you. The category is films ... in what 1987 movie did Barbra Streisand play a mentally disturbed killer? Vc. 2: Oh, I know that one ... Oh nuts, oh nuts, I know it! Vc. 1: That's correct — "Nuts." You've won \$4,000! Vc. 2: I don't believe it! I won, I won, I won!!!! Vc. 1: Tell us, Jim, what will you do with the money? Vc. 2: I'm going to Bud Jennings' Auto Sales in Chambersburg! For anyone who's in the market for a car, there's no better time than now to go to the dealer who treats you like a winner. They have 35 already-sale-priced vehicles for \$4,000 or under, and Bud Jennings is paying the tax and registration! Vc. 1: OK, Jim, for an extra prize, you have five seconds to tell us Bud Jennings' sale hours! Vc. 2: Uh ... Tuesday, Thursday, and Friday, 9 to 9 ... Wednesday, 9 to 5 ... and Saturday, 9 to 2! Vc. 1: You're a winner!!! Anncr: Bud Jennings' Auto Sales, 10-05 Lincoln Way West, Chambersburg, PA

Jeff Wine, WCHA-AM/WIKZ-FM Chambersburg, PA

RADIO
INK

PRINTER

:30 HOSPERS & BROTHER PRINTERS

Well, let's face it! It's a little impractical these days to have your printing done on stone tablets. They're expensive, they're unwieldy, they're really heavy and if you drop them ... well ... that's it! At Hospers & Brother Printers we use state of the art equipment to get your job done quickly, efficiently, and properly the first time.

Tom Suter, KCJJ-AM Iowa City, IA

RADIO
INK

DRY CLEANERS

:30 RIVER CITY CLEANERS

Great Moments in Dry Cleaning History, sponsored by River City Cleaners — today's guest, George Washington. Anncr: Good day. My guest today is the father of our country, Gen. George Washington. Sir, I am honored. George: The pleasure is all mine, sir! Anncr: General, the war must have been very difficult on you and your men, any comments? George: Yes, the low point was certainly Valley Forge. Not enough food and all our warm clothing was at the dry cleaners. It still is! Anncr: With all due respect sir you should have called River City Cleaners. They offer pick-up and delivery service. George: River City Cleaners, yes, they are the best. I know that now. Anncr: Any final comments? George: How are they with wooden teeth? River City Cleaners — We'll make you look like a million bucks.

Tom Suter, KCJJ-AM Iowa City, IA

RADIO
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Call (407) 995-9075 or fax to (407) 995-8098. All ads must be prepaid and if not paid by deadline may be subject to cancellation. Checks, Mastercard, Visa and American Express cards accepted.

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Word Count: Symbols such as GM, GSM, AE, etc., count as one word each. Each abbreviation, single figure, group of figures, letters and initials count as one word. We also count the phone number with area code and the zip code as one word.

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- HELP WANTED ON-AIR
- HELP WANTED TECHNICAL
- HELP WANTED NEWS
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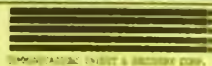
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NAB1-800-545-5728
National Association of Broadcasters provides management, research, legal, technical, sales and marketing help to members, lobbies for radio and holds the NAB Radio Show.

N.A.R.T.S.H.617-437-9757
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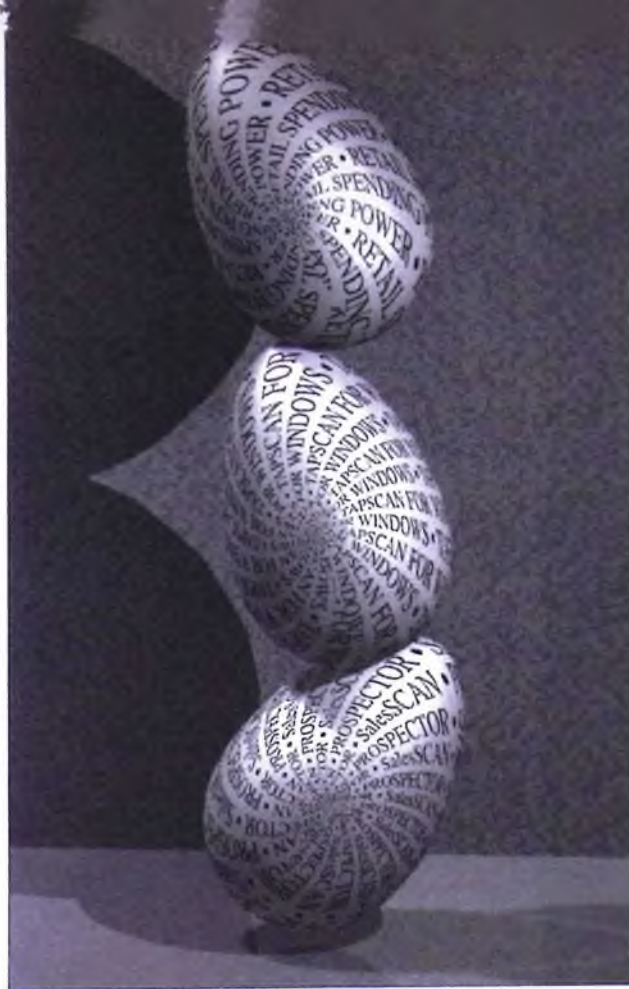
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Check out the full dozen at the RAB Managing Sales Conference, Booth 41.

Circle Reader Service #119

EVENTS CALENDAR

1994

Feb. 4-5—Oklahoma Association of Broadcasters Winter Convention, Oklahoma City, OK. 405-848-0771

Feb. 5-6—Dan O'Day's PD Grad School, Dallas. 310-476-8111

Feb. 7-8—Annual NAB Radio Group Head Fly-In, Washington, DC. 202-775-3511

Feb. 9-10—Broadcast Cable Financial Management Association & Broadcast Cable Credit Association Board of Directors Meeting, Tampa, FL. 708-296-0200

Feb. 9-11—29th Annual Broadcast Cable Credit Association Credit and Collections Seminar, Tampa, FL. 708-827-9330

Feb. 12—West Virginia Broadcasters Association Winter Meeting, Morgantown, WV. 304-344-3798

Feb. 15-17—49th Annual Georgia Radio-TV Institute, Athens, GA. 404-395-7200

Feb. 16-19—Radio Y Musica Convention, Los Angeles. 813-877-6615

Feb. 17-20—RAB '94 Managing Sales Conference, Dallas. 800-722-7355

Feb. 21-22—2nd Annual Midwest Broadcasters Conference & Broadcast Electronics Expo, St. Paul, MN. 612-926-8123.

Feb. 21-23—Annual Great Lakes Broadcasting Conference and Expo, Lansing, MI. 517-484-7444

Feb. 26-March 1—NAB State Leadership Conference, Washington, D.C.

March 2-5—Country Radio Broadcasters 25th Country Radio Seminar, Nashville, TN. 615-327-4487

March 14-17—Second International Symposium on DAB, Toronto. 613-241-9333

March 18-21—Broadcast Education Association Annual Convention, Las Vegas. 202-429-5354

March 21-24—National Association of Broadcasters Annual Convention, Las Vegas. 202-429-5300

March 24—National Association of Black Owned Broadcasters 10th Annual Communications Awards Dinner, Washington, DC. 202-463-8970 or 212-878-1558

April 24-28—National Christian Radio Seminar, Nashville, TN. 615-373-8000

April 27-30—Classical Music Broadcasters Association Convention, Los Angeles. 415-986-2151

May 11-14—4-A's Annual Convention, White Sulphur Springs, WV. 212-682-2500

May 22-25—Broadcast Cable Financial Management Association and Broadcast Cable Credit Association 34th Annual Conference, San Diego, CA. 708-296-0200

June 1-4—American Women in Radio and Television 43rd National Convention, Minneapolis, MN. 202-429-5102

June 8-11—PROMAX International and Broadcast Designers Association Conference and Exposition, New Orleans. 213-465-3777

June 9-11—2nd Montreaux International Radio Symposium and Technical Exhibition, Montreaux, Switzerland. ++41 21 963 32 20

June 16-18—Missouri Broadcasters Association Annual Convention, Branson, MO. 314-636-6692

June 23-26—National Association of Radio Talk Show Hosts Sixth Annual Convention and Exhibition, Los Angeles. 617-437-9757

July 7-10—Annual Upper Midwest Communications Conclave, Minneapolis, MN. 612-927-4487

Aug. 1-4—TS2 Exhibit Industry Conference & Exposition, Chicago. 703-876-0900

Aug. 25-27—48th Annual West Va. Broadcasters Association Convention, White Sulphur Springs, WV. 304-744-2143

Oct. 4-6—CES® Mexico '94, Mexico City. 202-457-8728

Oct. 6-8—45th Annual Minnesota Broadcasters Association Convention, Willmar, MN. 612-926-8123.

Oct. 12-15—Radio '94 Convention, sponsored by NAB, Los Angeles. 202-429-5409

1995

May 21-24 Broadcast Cable Financial Management Association and Broadcast Cable Credit Association 35th Annual Conference, Las Vegas. 708-296-0200

1994 Arbitron Survey Dates

- Winter Jan. 6-March 30
- Spring March 31-June 22
- Summer June 23-Sept. 14
- Fall Sept. 22-Dec. 14

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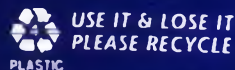


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GRAPEVINE

• If you're going to NAB in Vegas, Carlson Travel Network/Media Travel USA is marketing special Las Vegas tour packages for the NAB in March. In many cases, complete packages with room and air are priced less than air alone. For information, call 800-283-TRIP.

• Wheatstone has announced a new audio console called the A-300. According to the company, the fully modular construction has "one module does all" phone modules along with other module features enabling stations to upgrade on an as-needed basis. The company says this will be ideal for console longevity as technology changes occur in the digital future. For information, call Jim Peck at 315-452-5000.



Radio AHS Network President Bill Barnett poses with television's Mary-Kate (L) and Ashley Olsen who displayed their double platinum awards for their debut music video. The network was credited with propelling the twins' music to the top of the charts.

• The Radio Advertising Bureau training programs are picking up speed. Not only is the RAB's Managing Sales Conference in Dallas supposed to be the most well-attended ever, but the organization's new study-by-mail program is already sold out for the next term. The Radio Sales University (RSU) is also a great opportunity to pick up some tips when it lands at a city near you. Here's the schedule: Atlanta (2/22), Philadelphia (3/8), Baltimore (4/5) and Kansas City (5/10). For information call 800-RAB-SELL.



ABC's Tom Joyner and company held a grand kickoff of his nationally syndicated program, which holds the record for the highest number of stations upon debut. The morning team consists of (L to r) band leader Butch Stewart, producer Ray Delagarza, MD Steve "Silk" Hurley, news anchor Sybil Wilkes, Joyner, publicist Yolanda Starks, sportscaster Kevin Woodson, and writer Doug Starks.

• Valentine's Day is rapidly approaching, and who better to host a Valentine's Day special than heartthrob Billy Ray Cyrus. The three-hour "Heart of the Country" special on the Unistar Radio Network features the hottest love songs from the hot country stars. For information call Unistar at 212-373-4977.

• After huge growth in the last year, Jackpot Promotions has moved to new digs. Make a note: 77-670 Springfield Lane, Suite 10B, Palm Desert, CA 92211. Phone: 619-360-4266. Fax: 619-360-4226.

• Ted Griffin, exec. VP of the Missouri Broadcasters Association, is retiring after 23 years with the group. His wife and assistant, Dottie, will retire at the same time after her 22 years with the organization. President Rod Ott has announced the search for a successor. Griffin noted a 42 percent growth in the number of commercial stations since his appointment in 1971 with a 75 percent membership rate.



Meatloafing around KDWB Minneapolis are (L to r) MD Kevin Peterson, Meatloaf and PD Mark Bolke.

SEND PHOTOS

of your organization's major events to: Grapevine, c/o Radio Ink, 8000 N. Federal Highway, Boca Raton, FL 33487.

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President, WKLR-AM/FM & WTKW-FM/Syracuse, WKLL-FM/Utica*



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State Thruway is closed, man...And
Pepsi's got a lot to give...Wake Up,
Maggie, I think I've got something to
say to you...Peace is at hand...Bye, Bye,
Miss American Pie...I am not a crook...
I shot the sheriff...Plop Plop, Fizz Fizz...
Tramps like us, baby we were born to...
Hi, I'm Jimmy Carter...Ah, Ah, Ah, Ah
Stayin' Alive, Stayin' Alive...No
Nukes...Are you better off than you
were four years ago?...Have a Coke
and a smile...She's got, Bette Davis
eyes...Where's the beef?...Beat it!...Beat
it!...Four more years...What's love got to
do with it?...Gorby! Gorby!...We are the
world, we are...The ultimate driving
machine...The Dow fell over 500 points
today...I'm Tom Bodette for Motel
Six...we'll leave the light on for ya...
That's "potatoe" with an "E"...You got
the right one baby, Uh Huh!*

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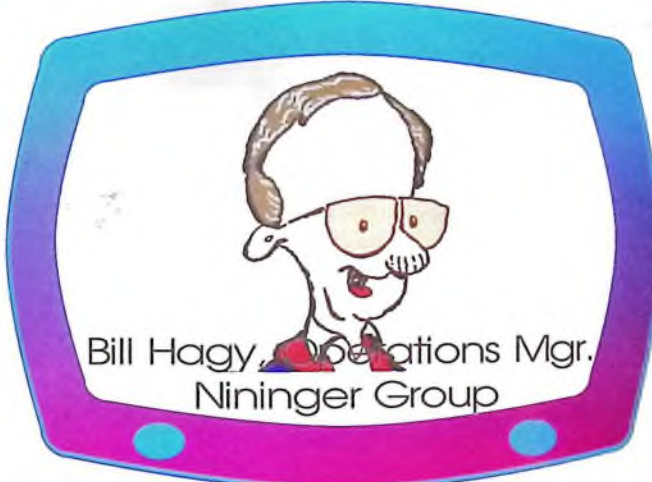
Stan Webb, VP/GM
KHFI Clear Channel

Audio: I'm TM Man, and this is TM Century Television. We're here today to ask a few of our clients about TMTV.

Audio: "Our TM Century TV spot was well planned, well done, delivered on time and helped propel KHFI to the highest 12+ share in years."



Scott Boyd, PD
KOSI/Tribune Broadcasting



Bill Hagy, Operations Mgr.
Nininger Group

Audio: "TMTV designed a creative campaign for us. From storyboarding to copy, TMTV met all of our goals within our budget and time constraints."

Audio: "TMTV did an outstanding job animating our mascot, especially with an impossible deadline! The listener feedback is nothing but positive."



Audio: This is TM Man saying GOOD DAY and GOOD RATINGS!!

Audio: Call (800) TM Century and speak to the TV SPECIALISTS about our NEW '94 DEMO!