



RADIO INK

SYNDICATED MORNING SHOW GUIDE

IMUS

Vol. X, Number 9
April 24-May 7, 1995


U.S.A. \$4.95
CANADA \$5.95

0 74470 81947 9 04



If you could drive a.....



and only pay for a  , you'd

take the **sports car** right?

Now **EVERYONE** can afford

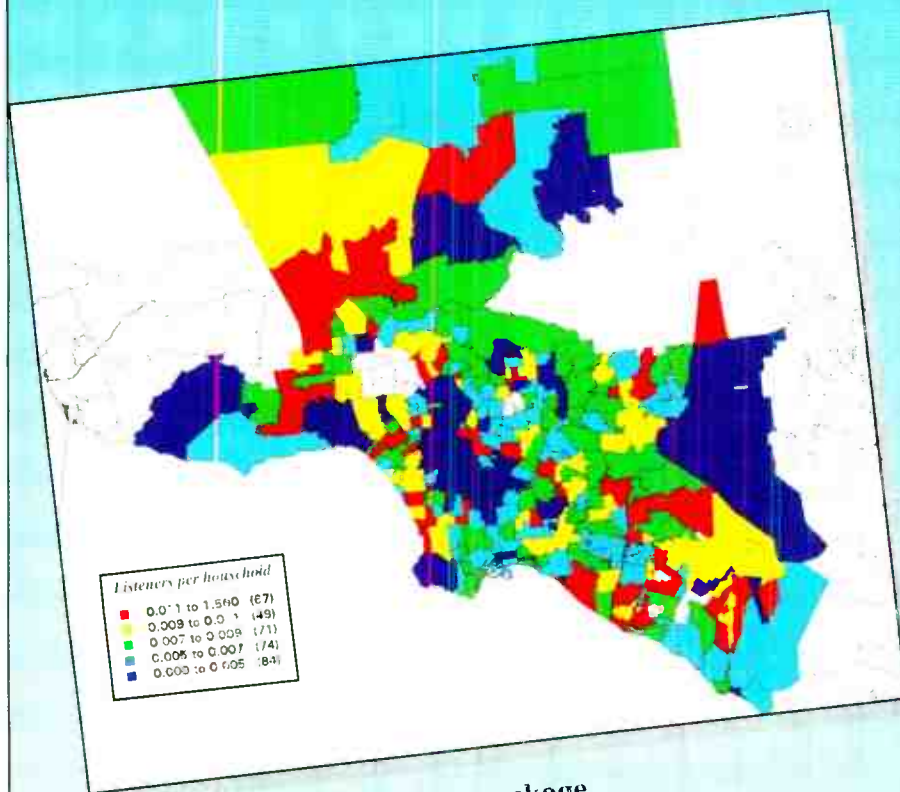
gold COMPACT **disc**[®]
DIGITAL AUDIO

Digitally Enhanced CD Music Libraries Designed for Radio

TM century.
Inc.

(800) 937-2100 ♦ (214) 406-6800

SMART MAPS™ PRODUCE SMART RESULTS!



Call for your **FREE** sample package,
confidential consultation and
market availability.

- Locate and track *your station's* audience by density and level of responsiveness.
- Locate your *competitor's* audience by density and level of loyalty to target and attack.
- Locate your *client's* target market while demonstrating your station's strength to their target.
- Countless strategic uses such as HotZIPS™, P1/P2 data for your station or competitive stations that can be vital to your success.
- Provides your station personnel with the competitive edge by linking all informational aspects of ratings and database marketing in one package using data at the household level.



DIRECT MAIL • TELEMARKETING • DATABASE • MEDIA PLACEMENT • CREATIVE SERVICES
CUSTOM PUBLISHING • CASSETTE MAILERS • SMART TARGETS™ AUDIENCE PROFILING

MIAMI 305-858-9524 • CHICAGO 708-382-5525 • LOS ANGELES 818-782-9524 • SACRAMENTO 916-757-2272



RADIO INK

Radio's Premier Management & Marketing MagazineSM

Vol. X, Number 9 April 24 - May 7, 1995



FEATURES

33

Special Report: Your Syndicated Morning Show Guide ▼

A few years ago when you thought of a syndicated morning show, it was in the overall content of the programming supplied for the day, and you could choose from two syndicators with a couple of formats. Today, there are morning shows for every format and every budget.



24

▲ Interview: Don Imus

Imus discusses the lack of good syndicated talent, why he doesn't feel any responsibility to his audience, and what he would do with the FCC.

DEPARTMENTS

Publisher's Notes	6
People In Ink™	8
News	10
Million Dollar Club™	11
Forum	12
Case Study	14
PD Forum	21
Copy Clips™	30
Movers & Shakers	37
Product News	38
Events Calendar	39
Grapevine	44
Sales Promotion Planner	45
Blast From The Past™	46
Advertiser Index	46

COLUMNS

Management	13
Three immutable laws of time management. <i>by Dave Gifford</i>	
Sales	15
The new 90's way to sell: asking the proper questions. <i>by Pam Lontos</i>	
Marketing	16
Where to find superstar salespeople. <i>by Bill Burton</i>	
New Business Development	17
The five biggest excuses for not pursuing vendor business. <i>by Kathryn Maguire</i>	
Promotion	18
Done right ... good things come in small promotions. <i>by Cliff Berkowitz</i>	
Programming For Management™	20
Radio formats: a matter of life and death. <i>by Dave Anthony</i>	
Engineering For Management™	22
Improving your summer sound and reliability. <i>by William P. Suffa</i>	

**COMING
NEXT
ISSUE:**
May 8

- Alliance Broadcasting
- NAB '95 New Technology Review

Cover photo by Robert Clark

Copyright © 1995 by Streamline Publishing, Inc. and Radio Ink (ISSN 1061-587X). All rights reserved. Radio Ink is published bi-weekly (January through June) semi-monthly in July, bi-weekly August, November and monthly in December, 25 issues each year, by Streamline Publishing, Inc., 224 Datura Street • Suite 701, West Palm Beach, FL 33404. © Radio Ink is a registered trademark of Streamline Publishing, Inc. POSTMASTER: Send changes of address to Radio Ink, 224 Datura Street • Suite 701, West Palm Beach, FL 33404. Second Class Postage paid at West Palm Beach, FL. Subscriptions: Mail subscription rate: Two years \$225.00, One Year \$125.00, Six Months \$75.00. Canadian subscribers \$350.00, or two years \$175.00 for one year, or \$100.00 for six months. European subscribers \$398.00 for two years, \$199.00 for one year, or \$110.00 for six months. Florida residents add 6% sales tax. All subscriptions, renewals and changes of address should include address label from most recent issue and be sent to the Circulation Department, Radio Ink, 224 Datura Street • Suite 701, West Palm Beach, FL 33404. Copying may be done for other than personal or internal reference without the express permission of Radio Ink is prohibited. Address requests for special permission to the Managing Editor. Reprints and back issues available upon request. Printed in the United States.

Bulk Business Mail paid at West Palm Beach, FL
Permit #1039 for third class enclosure

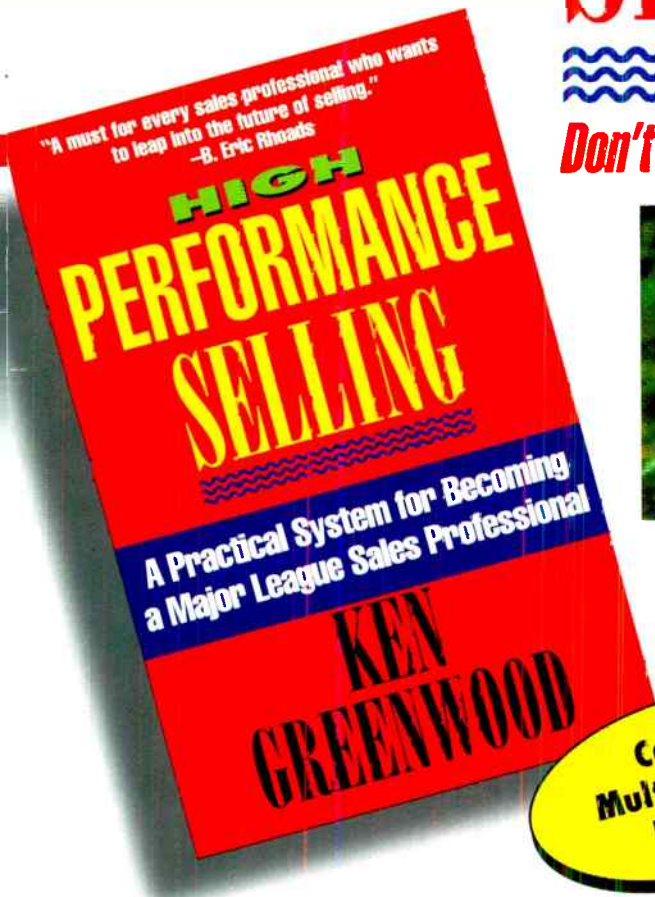
Editorial Offices:
224 Datura Street • Suite 701
West Palm Beach, FL 33404
Phone (407) 655-8778
Main FAX (407) 655-6164
Editorial Dept. FAX (407) 655-6134

**Subscription Information/Advertising/
Classifieds/Resource Directory**
Phone (407) 655-8778
Main FAX (407) 655-6164

HIGH PERFORMANCE SELLING



Don't miss your best opportunity for real success!



We have finally gotten Ken Greenwood to write the formula that has served him well for over 40 years.

- ◆ How to develop sales leads
- ◆ How to manage a sales staff
- ◆ How to sell anything from products to ideas

Available now at the introductory price of \$29.95 • SAVE \$10.00 off the \$39.95 price

This hardcover book is a must for everyone in broadcasting.

Learn the secrets Ken has used to train over 3,000 successful Radio executives.

ORDER TODAY!

NO RISK GUARANTEE: I understand that if I am not satisfied for any reason, I may return the book within 30 days.



YES, send me _____ copies of Ken Greenwood's new book at \$29.95 (plus \$5.50 S&H.) Florida residents add 6% sales tax.

Name _____
Title _____ Company _____
Address _____
City _____ State _____ Zip _____
Business Phone _____ Fax _____
Payment Enclosed Charge My: VISA MC AMEX Card # _____ Exp. Date _____
Signature _____

Fax in Your Order 1-407-655-6164
Phone in Your Order 1-800-226-7857 or 407-655-8778

World Radio History

**Mail in
Your
Order:**

**STREAMLINE
PRESS**

224 Datura Street • 7th Floor
West Palm Beach, Florida 33401



Radio is All Alike Now, All the Time



Stillwater County. Play that slow one by Hank Williams again, will ya? I'm trying to get Doris here to marry me ..."

Nowadays, Chester doesn't pick the music. It comes down from some consulting firm that programs hundreds of stations just like it. The big, powerful record companies push the product they want sold. The playlist is faxed from headquarters. The disc jockeys — now called "Radio personalities" — don't have accents, or input.

And Chester doesn't work there anymore.

Somewhere, Foreigner is laughing

Here are the six Radio stations you will find no matter where you go in this country:

1) *Morning Zoo/Top 40*. This one features a couple of "crazy" guys with catchy names — Mike & Ike, Chip 'N' Dale, Jim & the Mad Man — who sound as if they're talking through their noses. They scream, do impersonations, ring buzzers and bells, and, most of all, in between Madonna songs, laugh at their own jokes. Because nobody else will.

2) *Classic Rock*. You know the station because it plays "Cold As Ice" by Foreigner once every 13 minutes. In between, you will hear Fleetwood Mac, Heart, Led Zeppelin and other groups we should have blown up in the '70s, when we had the chance. Classic Rock is the younger half of ...

3) *Oldies Rock*. I remember one of the first Oldies stations, down in Miami. It played doo-wop tunes from the Spaniels, the Del-Vikings, the Crests. It was unique and small. Nowadays there is an Oldies station every traffic light, playing the same Beatles/Chubby Checker/Temptations records over and over in a desperate attempt to convince those of us old enough to remember these songs that we are still hip.

Which we aren't.

4) *Young Country*. Once upon a time, Country stations gave you the best feel for America. Small-time Country artists

could make a record in their garage and drive it to the stations themselves. And the disc jockeys were important to the isolated farmers who tuned them in.

"Ab'm gonna play a new one sub ya from Tammy Wynette in jus' a second, but first, ab see there's a thundab-storm a-coming, so y'all better finish plantin' early this mo'nin' ..."

Nowadays Country music is a giant, billion-dollar industry that has its own awards shows, theme parks and mega-stars. I saw Garth Brooks meeting with Newt Gingrich last week to discuss the arts. Garth Brooks and Newt Gingrich? What kind of charm can Country Radio have after that?

"You light up my ..." zzzzzzzzz

5) *Easy Listening/Soft Rock*. It doesn't really matter what these music stations play, because you are asleep halfway through the song. The only human contact is a voice which sounds like it just finished making love, crooning the phrase, "Less talk, more music." The polar opposite of this, of course, is ...

6) *All Talk/News/Information*. These stations have the constant sound of typewriters in the background, as a deep voice bellows, "All news, all the time ... In between, they have a) Rush Limbaugh, b) Paul Harvey c) updates by accent-less clones who sound like they're trying out for CNN.

You listen to any of these stations in Louisiana or in Maine, it's the same thing. Radio has fallen into the Homogenization of America, as have airports, which now all feature TCBY Yogurt and Cinnabon shops, and shopping malls, which all contain the same Gap and Athlete's Foot stores. Whatever happened to local identity? Regional flavor? Pretty soon five companies will own the whole country, and each will have 200 Radio stations, sounding exactly the same, and there won't be a lot of point in traveling, because wherever you go, you'll be home.

You know what? I miss Chester. I really do.

Eric

Sometimes, other people say things better than you possibly can. The following column by Mitch Albom ran recently in the *Detroit Free Press* ...

Well, it's official. America is down to six Radio stations. Six. Total. I say this because, having spent the last few days traveling through Detroit, Dayton, Atlanta, Charlotte, Orlando and Tallahassee, I have heard them all, the same six stations.

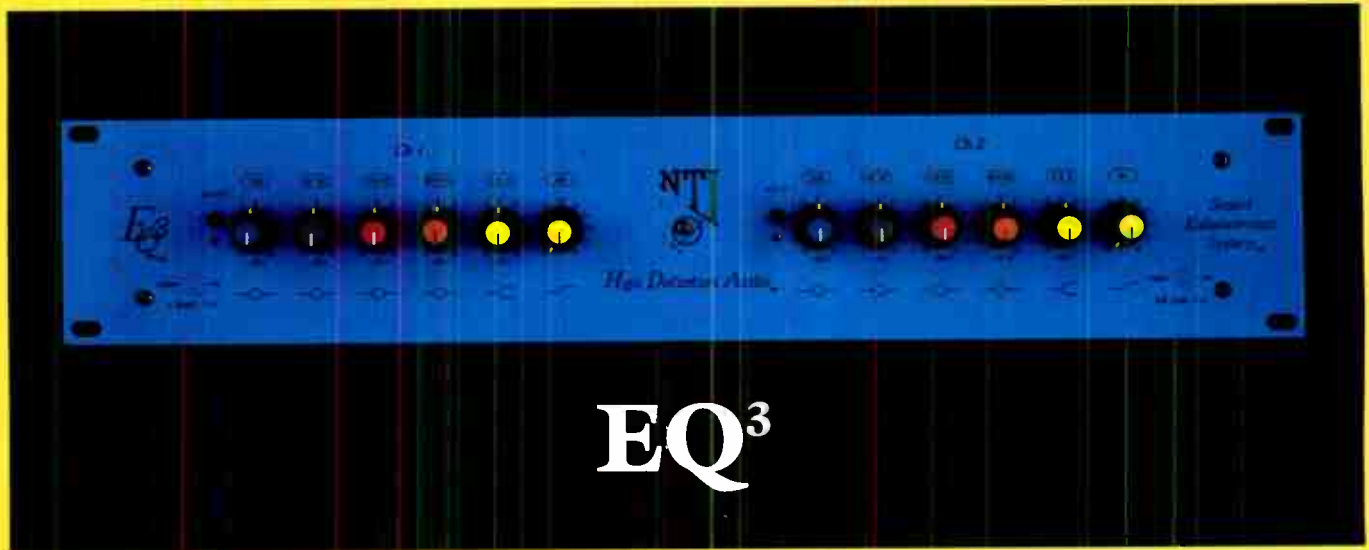
Over and over.

Half of the fun of traveling used to be renting a car, starting the engine, and flicking the knob to the local airwaves. Depending on which part of the country you were in, you might hear Murray the K. from New York City screaming about the Beatles, or some laid-back, West Coast-type saying, "Can you dig it?" or some hillbilly name Chester Winchester, spinning a Country song with a title like, "I'm So Lonely, The Dog Looks Good" and crowing, "All-rahhhhty-rooski, fo'ks, ah' know y'all gonna like this one ..."

The thing was, Chester *did* know. Because he was *from* there. He'd broadcast from a tower on the outskirts of town, and if he played something people liked, they told him so the next morning at the coffee shop or the hardware store. Or they called him during his nine-hour shift.

"Hey, Chester? This here's Luke from over

The Most Perfect Sound You'll Ever Hear.



EQ³

This may sound a bit arrogant, but once you experience EQ³™ High Definition Audio, you'll never use any other sound enhancement system.

We're that confident about NTI's EQ³, the world's first air band equalizer.

Bob Whyley, audio director for *The Tonight Show* agrees; "The EQ³ lets me create a sound field that easily matches, and even exceeds, all expectations. I can't live without the EQ³, and I bring it to every session or production."

There is no competition.

The EQ³ is an invaluable addition to any broadcast facility or recording studio. It's not just another equalizer.

The EQ³ is great equalization. The more you use it, the more applications you'll find for it.

It's like sitting in front of the band and hearing every instrument and voice all at once, with total clarity.

Using patented audio circuitry, the EQ³ equalizer produces sound that is virtually free from hiss, noise, distortion and phase lift.



The EQ³ enhances current technology on the front end or back end, whether digital or analog.

The EQ³ will provide your station with quite possibly the most perfect sound you'll ever hear.

You can get the EQ³ only from Harris Allied. Call us for a demo.

1-800-622-0022

FAX 317-966-0623

Southern CA 1-800-690-2828

 **HARRIS
ALLIED**

© 1994 HARRIS CORP.

PEOPLE IN INK™

24-HOUR SECURITY



NAB in The Neon City

This year's Spring NAB offered up a terrific tapestry of people amid the bright lights of Vegas. Smiling faces were everywhere as 1) I-r "Irv," talk host Raleigh James and ABC's T.J. Lambert and 2) Shane Media's Ed Shane and Sheryl Broz, introducing their new RadioX™ format, can attest to. Meanwhile 3) Steve Bellinger showed off the Salsa System to a prospective customer. 4) The big Seiko@ MessageWatch™ had people making deals (or something) while 5) Mager Systems' console was just too darn "KOOL." 6) Hard at work was NAB's Lynn McReynolds while 7) ABC's Marty Raab got the ABC suite ready for a fab party. 8) Later, Marty also posed with I-r KTTS-FM Springfield, MO's Curt Brown and Media Mergers & Acquisitions' Tim Minowsky. 9) Enjoying a cup of something was NAB's John David with Ray Saadi who opted not to wear the monk's costume from the '95 Board Meeting (Jan. 30 *People In Ink*). 10) Producing a puzzled look was ABC's Linda Stern while talking to fellow ABC-ite Frank Woodbeck. 11) On the floor Radio Express' Tom Rounds and his I-see-loving friend mugged for the camera as did 12) R&R's Barry O'Brien and his bride. 13) I-r Taking a load off were three amigos Paul Palmer, Media Ventures' Elliott Evers and Commonwealth's Dex Allen while 14) Computer Concepts' Greg Dean did his best "Hmm yes. You don't say?" pose. 15) BSW's Tim Schweiger had fun demonstrating the company's audio studio 16) as Evergreen's Scott Ginsburg and ABC's David Kantor showed off their wacky ties. 17) This year's "big deal-making group at the show" award goes to I-r Infinity's

Mel Karmazin, Virtex's Paul Donahue and Alan Alda (just kidding, actually it's Musicam's Dr. Larry Hinderks). Unfortunately all the photos of people gambling and getting wildly intoxicated didn't come out. See you in the fall.

SEND YOUR "PEOPLE IN INK" PHOTOS
to: Shawn Deena, 224 Datura Street
• Suite 701, West Palm Beach, FL 33401



QUENCH YOUR LISTENERS' THIRST FOR THE LATEST NEWS AND INFORMATION.

The latest survey research* indicates that now, more than ever, listeners are thirsting for more brief updates of the latest news, sports, weather, traffic and information.

Tighter margins and increased competition make it increasingly difficult to meet this need.

Here's some refreshing news: with Metro Networks, you can quench your thirsty listeners without drying up your budget.

To discover your oasis of the latest information, call 713-621-2800.

*The Research Group, 1994




METRO NETWORKS

NEWS • SPORTS • WEATHER • TRAFFIC



Radio Ink's 75th Anniversary of Radio Celebration Update

- ◆ A number of stations have wanted to start celebrating Radio's 75th by putting a logo on their promotional materials. You may clip the camera-ready logo printed bottom right.
- ◆ Above is *Radio Ink's* OFFICIAL SPONSOR logo. We're proud to announce Katz Radio Group as the first of four.  **Katz Radio Group**
- ◆ In our July 10 special 75th Anniversary of Radio issue, *Radio Ink* will distribute a CD with an aircheck of Radio's first 75 years. This will be a collector's item and some of the best production you've heard in a while. The last collector's audio that made this kind of impact was TM's *Tomorrow Radio* which was produced in the '70s.
- ◆ Since *Radio Ink* announced that it is doing a special issue devoted to the celebration of Radio's 75th and that we are the official headquarters of Radio's 75th, ideas have been pouring in from Radio people across the country. Photos have also been pouring in from people who would like to be included not only in our special anniversary issue, but also in Eric Rhoads' coffee-table book *Blast From The Past: A Pictorial History of Radio's First 75 Years*. If you want to be part of history, dig out photos from your career and send them to us. All photos will be returned. But hurry, the book is nearing completion.
- ◆ *Radio Ink* is encouraging all stations to celebrate Radio's 75th between now and the end of 1995. Here are some of the ideas we've heard from stations that you too can use to promote Radio's 75th in your market ...
 - *75th Anniversary Golf Tournament*. Invite legendary personalities from your market's past and invite advertisers and community leaders for a golf outing.
 - *Best Listener Memories*. Ask listeners to call a recording and relay their favorite memories of Radio. Use them as drop-ins on promos as your station celebrates 75 years of Radio history.
 - *Classic Car Parade*. Ask listeners to show up for a parade. Make sure you get cars from every era. Parade through town and end up at a location for a Radio 75th party. Have a local antique Radio club put on a display of old Radios.
 - *Radio Poster Contest*. Encourage listeners to draw posters about their memories of Radio. Award prizes and reproduce the winning entry with your call letters and Radio's 75th anniversary logo as a giveaway.

Make the best local Radio commercials celebrating Radio ... and win

Radio Ink is awarding a grand prize of a table for eight at the Radio Hall of Fame Radio Anniversary Weekend in Chicago (October 27-29). Plus winning stations in each of four categories (Major, Large, Medium and Small Market) will have their spot pressed on a CD and distributed to all *Radio Ink* subscribers. Criteria: Make a spot which celebrates Radio's 75 years and makes consumers and/or advertisers aware of Radio and Radio's creativity. Make a generic version which can be aired on any station in the world. Run these spots on your stations ... plus send us a cassette copy (for judging). All entries must be received by May 30, 1995. Send all entries to: Radio Spot Entry, c/o *Radio Ink*, 224 Datura St., Suite 701, West Palm Beach, FL 33401.

More ideas every issue. Remember to celebrate Radio's 75th anniversary all year!



RADIO INK The official publication of
Radio's 75th anniversary celebration

NEWS

Rush Takes Talk's Top Honor

Rush Limbaugh has been named Talk Show Host of the Year by the National Association of Radio Talk Show Hosts and will be presented with an award during the Seventh Annual NARTSH Convention in Houston, June 22-25. On Saturday, June 24, a luncheon ceremony will be held in Limbaugh's honor.



Mort Crowley, Kenny Everett and Herb Jepko Die

Veteran Radio personality **Mort (Morrison) Crowley** died from prostate cancer last month at his home in Milwaukee. The 63-year-old began his career as a Top 40 jock on KIMN-FM Denver followed by several other Midwest stations. Crowley gained popularity in the late '60s and early '70s as the morning show personality and PD at KXOK-FM St. Louis. He later became a news commentator and talk show host, and most recently was doing conservative talk shows on the Sun Radio and Independent Radio networks.



Kenny Everett, one of the first disc jockeys for the BBC's Radio One and star of *The Kenny Everett Television Show* died from an AIDS-related illness earlier this month. Born Maurice James Christopher Cole in Liverpool, Everett's ram-bunctious and innovative style quickly made him a success on Radio One, especially with teenage listeners which incited Thames Television to offer him a TV show in 1978. After being transferred to the BBC in 1982 the show continued until 1988. As a disc jockey, he was fired from BBC Radio in 1984 after telling a rude joke about Margaret Thatcher on Radio Two but joined the newly formed Capital Gold station in 1988 where he remained until last year, despite his illness. Everett was 50 years old.

Radio Pioneer **Herb Jepko** died last month in Salt Lake City. Jepko started and ran the popular talk program *Nitecap* during the '70s. He was 64.

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

- \$150 M:** KEYMARKET COMMUNICATIONS STATIONS; SELLER: KEYMARKET COMMUNICATIONS; BUYER: RIVER CITY BROADCASTING; BROKER: STAR MEDIA GROUP
- \$25.73 M:** COMMONWEALTH BROADCASTING OF NORTHERN CALIFORNIA STATIONS; SELLER: COMMONWEALTH BROADCASTING OF NORTHERN CALIFORNIA; BUYER: CRESCENT COMMUNICATIONS OF CALIFORNIA L.P.; BROKER: MEDIA VENTURE PARTNERS
- \$23.5 M:** WTDR-FM/WEZC-FM CHARLOTTE, NC; SELLER: TRUMPER COMMUNICATIONS INC.; BUYER: SFX BROADCASTING; BROKER: STAR MEDIA GROUP
- \$20 M:** WNYC-AM/FM NEW YORK; SELLER: CITY OF NEW YORK; BUYER: WNYC FOUNDATION
- \$16 M:** KSOL-FM/KYLZ-FM SAN FRANCISCO/SAN JOSE; SELLER: VIACOM BROADCASTING; BUYER: CRESCENT COMMUNICATIONS; BROKER: MEDIA VENTURE PARTNERS
- \$15.3 M:** KRBB-FM WICHITA, KS & KQAM-AM/KFH-AM/KXLK-FM WICHITA-HAYSVILLE, KS; SELLERS: MARATHON BROADCASTING AND POURTALES RADIO PARTNERSHIP RESPECTIVELY; BUYER: TRIATHLON BROADCASTING; BROKER: STAR MEDIA GROUP
- \$11.5 M:** WHOO-AM/WHTQ-FM ORLANDO, FL; SELLER: TK COMMUNICATIONS INC.; BUYER: GRANUM COMMUNICATIONS INC.; BROKER: STAR MEDIA GROUP
- \$5.5 M:** WGUL-FM NEW PORT RICHEY (TAMPA-ST. PETERSBURG), FL; SELLER: ALTA GULF FM INC.; BUYER: CITICASTERS INC.
- \$4.5 M:** WOPA-AM CHICAGO; SELLER: CID BROADCASTING; BUYER: HEFTEL BROADCASTING
- \$3.65 M:** KWNK-AM SIMI VALLEY (OXNARD-VENTURA), CA; SELLER: VALLEY RADIO 670 LTD.; BUYER: SPORTS RADIO BROADCASTING INC.
- \$3.5 M:** KNBQ-FM NEBRASKA CITY, NE; SELLER: SUNRISE BROADCASTING CORP.; BUYER: HENRY BROADCASTING COMPANY; BROKER: MEDIA VENTURE PARTNERS
- \$3.5 M:** WNLC-AM/WTYD-FM NEW LONDON, CT; SELLER: NEW LONDON BROADCASTING COMPANY; BUYER: HALL COMMUNICATIONS INC.; BROKER: AMERICOM FOR BUYER, MEDIA SERVICES GROUP FOR SELLER
- \$3.08 M:** WQOL-FM VERO BEACH, FL; SELLER: TREASURE COAST MEDIA INC.; BUYER: CRB BROADCASTING OF FLORIDA INC.; BROKER: MEDIA VENTURE PARTNERS
- \$2.75 M:** WSUA-AM MIAMI; SELLER: RED TOP BROADCASTING CORP.; BUYER: WSUA BROADCASTING CORP.
- \$2.1 M:** WCOD-FM, WUNZ-FM & WUNX-FM HYANNIS-FALMOUTH-HARWICHPORT, MA; SELLER: J.J. TAYLOR COMPANIES INC.; BUYER: LEAFROG RADIO PARTNERSHIP

\$

SOLD!

WQOL-FM, Vero Beach, Florida, Treasure Coast Media, Inc. Sally Smalley DiLucente, President to Commodore Media, Inc., Carter Burden, Chairman and Bruce A. Friedman, President for \$3,150,000.

Randall E. Jeffery advised the buyer

- GEORGE I. OTWELL
513-769-4477
- BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727
- RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572
- ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION
BROKERAGE • APPRAISALS

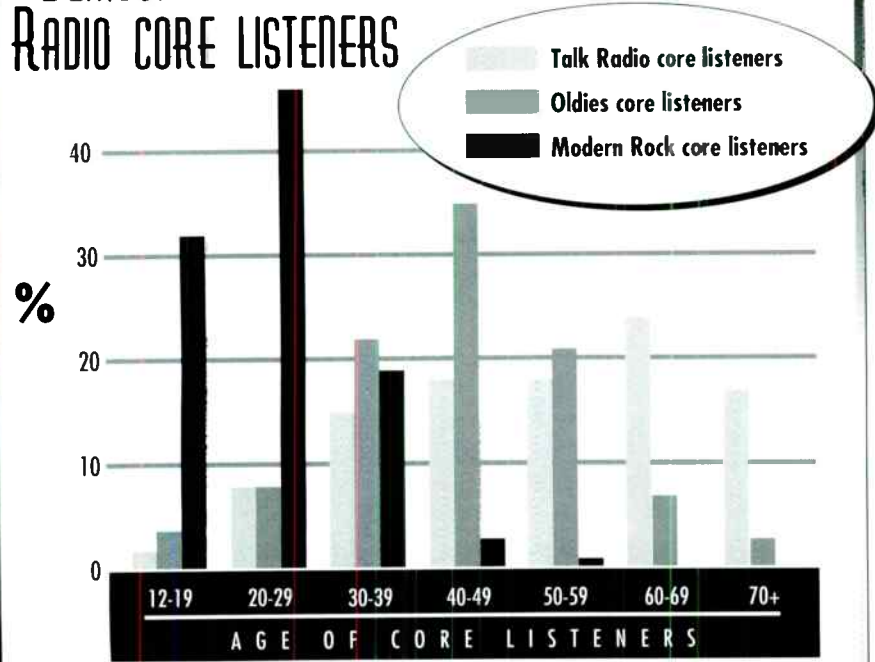


MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

Subject to F.C.C. approval

DEMOGRAPHICS OF RADIO CORE LISTENERS



Talk Radio core listeners: 53% male • 48% female 47% age 25-54	Oldies core listeners: 48% male • 52% female 76% age 25-54	Modern Rock core listeners: 57% male • 43% female 45% age 25-54
--	--	---

Source: Radio Ink — AccuRatings "National Format Trends Study" of 39,980 people.

Where do you draw the line between motivation and discipline?



Susan P. Hoffman, VP/GM • KSDO-AM/KCLX-FM • San Diego, CA

I have always believed if you "hire" well, you can "manage" well.

I actively interview for self-motivated men and women. Whether the job is in sales, news, accounting or on the air. As a manager of two Radio stations, in a major market, I just don't have time to micro-motivate. But I do have time to reward good work and provide incentives for excellence. All good managers must be role models ... All of which provides motivational inspiration.

The word "discipline" bothers me. I think of children and punishment. Yes I reserve the right to hire and fire. If I've done my job right, at the beginning, in the initial interview, and provided leadership training and direction every day, then I don't face the prospect, down the line, of being a parent or school principal. I'm dealing with adults and professionals. I challenge them to be great and they challenge me as well. ☐

Reggie Jordan, GM • WTVR-AM/FM • Richmond, VA

I feel as managers we should create an atmosphere where people enjoy coming to work each day and where positive motivation allows your staff, especially your department heads, to be creative within the environment. This can be done and should be done; yet you should still maintain control. There's a fine line because you could be perceived as too easy going, and you must be able to make and execute tough decisions when necessary. There is always a time between motivation and discipline when perhaps a department head or an employee may not be responding to a situation and you, as GM, need to get involved. It is your responsibility as GM to position yourself as positively as possible, but not to the point where you are taken advantage of. You need to intervene, work with the employee one-on-one, help them understand their problem, and agree on the outcome. If things cannot be corrected you might consider a change. You don't want a person on your staff who will bring others down. This is a people business and we all have to be on the same team to make it work. ☐



Tony Coloff, GM • KIQW-FM • Forest City, IA

For the normal employee, a motivator is true praise, honest and sincere. Catch your people doing it right. Compliment. Do it now. Don't overdo it. Appreciate employees as individuals. Where I draw the line between motivation and discipline is when you cannot compliment in any way for the job that they are supposed to be doing. At this point, to determine discipline, determine which category the employee fits in: average, underperforming, difficult, or troublesome. Some employees may have a problem they aren't quite sure how to resolve. They want to do a good job, but have a deficiency that prevents them from performing their job successfully like: lack of information, lack of equipment or materials, time problems,

or lack of skills or understanding. Some difficult or troublesome employees who do not perform well, don't really want to change. They may be tattletales, instigators, nitpickers, gossips, sluffoffs or against-the-worlds. The discipline taken to help an employee become a successful, contributing staff member varies, and ends with, "we probably don't need them." ☐

IF YOU WOULD LIKE TO RESPOND TO A FORUM QUESTION, CALL SHAWN DEENA AT 407-655-8778.



The Lund Consultants . . .

The Experts in Radio Programming

Format design, music, promotion, talent development . . .

Call John Lund today!

The Lund Consultants

to Broadcast Management, Inc.

415-692-7777

ADULT CONTEMPORARY • COUNTRY • OLDIES • 70'S • CLASSIC ROCK • CHR • NEWS-TALK

Circle Reader Service #110



by Dave Gifford

Time Management for Managers 3 Immutable Laws

The Three Immutable Laws of Time Management for Managers begin with ...

1. "Efficiency is doing things right. Effectiveness is doing the right things right." So said Peter Drucker. Carrying that further and adding it to Pareto's Law to time management effectiveness, if 80 percent of your progress comes from 20 percent of your efforts, then you first need to ascertain which of your priorities determine progress.

If you're the GM, therefore, the operative question is, "What do I need to do today to make progress toward achieving my company's goals in this market, thereby helping me build a track record I can cash in on?"

The key word is "progress," and that requires a Daily Progress Plan obsessively fixed on what I call the "progress priorities," those priorities representing the final determinants to your success. In other words, you've got to marry yourself to a philosophy of "Progress Management," and schedule each day accordingly. How?

Do Away with To Do's

For starters, throw away your "To do" lists and do not prioritize by the Day-Timer planning system (A's, B's, C's). Reason: Because with "To do" lists we end up managing minutia, and because we never get around to the B's and C's anyway. Instead, substitute your new Daily Progress Plan, making sure nearly every entry qualifies as a bona fide priority (P-1, P-2, P-3, etc.)

Next, do not leave the station until tomorrow's Daily Progress Plan is filled out.

In filling out same, and therefore to set tomorrow's "Progress Management"

agenda ahead of "progress priorities," you first need to ask yourself the following three questions: Of all the most important things I need to do tomorrow, 1) Which things will impact most on sales and cash flow? 2) Which things are most important to my boss? and 3) Which things — if left undone or unaddressed — will either impede my progress or will threaten my "bleeping" survival? Ask those three questions at the end of the day and I guarantee you tomorrow's Daily Progress Plan will quickly emerge.

Tomorrow morning you simply tackle your No. 1 priority of the day (P-1), first. But, to make sure you deal with first things first, tonight place whatever paperwork is required for P-1 smack in the middle of your chair. That way, even before you sit down tomorrow morning, P-1 is already in your hands. You might as well go to work on it, right?

Don't Answer That Phone

2. Stop answering the phone. No, that's not as crazy as it sounds. Face it, too often the day unfolds at random with no plan whatsoever for controlling incoming calls. Guess what? Every time you answer the phone, whomever is on the other end of that line is now managing your Radio station because they are managing your time. I call it "Trivial Pursuit Management." No wonder most GMs get interrupted 50 to 75 times daily and never get done what they intended to get done at the top of the day.


The solution is to schedule two "callback" blocks daily, one in the late morning and one in the late afternoon, solely for the purpose of returning phone calls. Yes, you can field family emergency calls, calls from your boss and — conditionally

QUICKREAD™

- **Time Management Law No. 1: Determine your priorities and marry yourself to a philosophy of "Progress Management."**
- **Time Management Law No. 2: Stop answering the phone.**
- **Time Management Law No. 3: In order to get more done, include in your Daily Progress Plan 90 minutes of isolation behind a closed door.**
- **When you're working from somebody else's agenda, rather than from your own, you're practicing "Trivial Pursuit Management."**

— calls from department heads if there's a crisis. But unless otherwise specified to your receptionist, no calls from the outside, period. That doesn't mean you're not making outgoing calls perhaps all day long. The difference is that when you're making outgoing calls you're working from your agenda rather than from somebody else's agenda.

3. Isolate yourself behind a closed door 90 minutes every day. For example, declare it a station law that no one, for any reason, may interrupt you between 10 a.m. and 11:30 a.m. Why? Because uninterrupted time is get-things-done time, whether it's working on the budget, working on a project or finally doing some long-range planning.

That still leaves you another eight hours to interact with people. You will make substantially more progress (think "Progress Management"), and I promise you the station will not crash and burn in the meantime. It is simply a matter of discipline, which is what time management for managers is all about. 

Dave Gifford is a sales and management consultant from Santa Fe, NM. He may be reached at 1-800-TALK-GIF.

CASE STUDY



Dwight Case

One of your salespeople produces excellent sales, yet you often get complaints from clients about their pushiness. What do you do?



Jim Dolan, GSM • WPOC-FM • Baltimore, MD

We should all have such problems. As a manager, your response to both the client and the account manager becomes important. Consider the client's point of view: In most cases the complaint of pushiness will come when the client perceives that the account manager is acting in the station's best interest rather than the client's. This would include things like winning a sales contest, making the monthly budget, selling specials that are a suspect match for the client's real needs. The client knows you're pushing, but not for them. That kind of pushiness calls for coaching on the part of the manager and can create a real credibility problem for the station if not dealt with firmly.

The other kind of pushiness I welcome. That kind of pushiness results in a client getting defensive, either because of the account manager's candor or the high degree of belief that the account manager has in an idea he/she feels is right for the client. The only thing that the account manager usually has not determined in this case is the client's "win" or personal agenda for making the deal happen. A scenario like that calls for 100 percent support of your account manager and then jointly arriving at a strategy to uncover the "win" from the client. One of my top account managers fits into this second category. In the last three weeks we've combined some empathy with a dash of Holmes and Watson detection to uncover these "wins," turning complaints of pushiness into \$100,000 of business. ☎



Dawn Correll, GSM • KLCY-AM/KGVO-AM/KYSS-FM • Missoula, MT

A manager's job in the Radio industry today requires an extremely high emphasis on customer service. I'm always thankful to receive a customer complaint ... I look at this as an opportunity to correct the situation and improve upon customer relations. Our goal is to keep every customer on the air long term. If customers are complaining about an AE, you can be sure that billing for that AE will suffer in the long run.

I would dedicate one week to that individual and require that they take me on five to 10 appointments. This always gives you a clear picture of how your product is being represented. I would offer the AE more positive responses and reactions to specific situations that occurred during these appointments. I would also do some role playing to ensure that the individual can comprehend and implement a more positive approach. Lastly, I would follow up with a phone call or a visit within two weeks, and again in one month, to each of the customers who complained. If the problem continued, I would not hesitate to remove the AE from customer relation responsibilities. ☎

IF YOU WOULD LIKE TO RESPOND TO A CASE STUDY SCENARIO, CALL SHAWN DEENA AT 407-655-8778

**OVER ONE THOUSAND RADIO STATIONS EACH WEEK*
DEPEND ON OUR RESEARCH!
PUT US ON YOUR TEAM!**

**MARKETING / RESEARCH
PARTNERS, Inc.**

800-359-MRPI (6774)

*MRPI produces callout music testing for MEDIABASE RESEARCH

Circle Reader Service #111



by Pam Lontos

The New 90's Way to Sell

Asking the Proper Questions

Too many salespeople today are not selling because they have become afraid of pressuring the client. But because clients fear making a decision, they must be sold. The nonthreatening way to sell a client is through proper questioning. By listening to the answers to your questions, you find out what the client's interests and needs are so you know exactly what to tell him later. Best of all, by answering your questions, clients sell themselves and think it's their idea to buy.

Hot Button Questions

The "Hot Button" is the end result of what the client wants. By finding the client's "Hot Button," you are able to know which way to slant your presentation and which benefits of your station will solve his problems. Examples: *What do you want to happen when you advertise? What is the biggest problem you have? What do you like most about the advertising you've done in the past? What do you like least? What makes you different from the competition? Why should people buy from you?*

Get Them to Say They Want It

When you've asked the client what he wants and then told him you can provide it, the client can't lie and say he doesn't want it. If you go in to sell a client

and say your station reaches 18- to 34-year-olds, the client can lie and say that he needs to reach older demographics. You must get the client to commit that they need all the benefits you are going to present before you present them. Examples: *What age group do you want to reach? How would you describe the lifestyle of your customer? What market do you think you are missing that would increase your net profit?*

Commitment Questions

Commitment questions are closed-ended and only invite agreement. A closed-ended question requires a one- or two-word reply. People find it easier to say "yes" to you if they have said "yes" several times already during the sales call. Examples: *Do you want customers with more money? Do you want to sell more items per customer? Would you like your newspaper ad to stand out? Do you want more traffic? Do you want to reach customers you are missing? You want more net profit, don't you?*

Open-Ended Questions

The more you can get your client to say, the more information you have to use to sell him. This way you are using information that is pertinent to the client, not a "canned" presentation that doesn't fit his needs. Examples: *Why are you having a sale? How are you planning to increase your sales this quarter? What are you going to do this year to make your business grow? How would you describe your average customer? How do you plan to expand your customer base?*

Turn the Objection into a Question

As a salesperson, your job is to give the client the facts, advantages, and benefits of advertising on your station. When the client raises an objection, you should

assume that the client has not really voiced an objection, but rather has asked for more information. Examples: *Client Objection: "My budget is spent." Salesperson: "What you are wondering is, 'Is it worth it to change my budget?' That's the real question, isn't it?" Client Objection: "I buy only newspaper." Salesperson: "What you are wondering is, 'Would Radio make my ad stand out more and reach a new market?' That's the real question, isn't it?" Client Objection: "I tried Radio and it didn't work." Salesperson: "What you are wondering is, 'If I do it differently this time, will it work?' That's the real question, isn't it?"*

Finding the Hidden Objection

After you've asked the right questions, given the benefits of your station, then closed, and the client still doesn't buy, it often is the result of a hidden objection. Don't be afraid to ask strong questions to ferret it out. Examples: *Is there something you haven't told me? What is the main concern you have left? What would it take to get you to buy today? What do you need to think about?*

Throw the "Hot Potato" Back

You have often heard that salespeople answer a question with a question. When the client puts you on the spot, throw the "hot potato" back as a question. Now the client must answer it and you gain valuable information. It is also an excellent way to close. Examples: *Client: Radio doesn't work. Salesperson: Why do you feel that way? Client: Can you get my commercials produced by Thursday morning? Salesperson: Do you want to start Thursday morning?*

Pam Lontos, president of Lontos Sales & Motivation Inc., customizes seminars, keynotes, and "in-station" consulting for stations or associations. She may be reached at 714-831-8861.

QUICKREAD™

- **Too many salespeople today are not selling because they have become afraid of pressuring the client. Because clients fear making a decision, they must be sold.**
- **The nonthreatening way to sell a client is through proper questioning.**
- **By answering your questions, clients sell themselves and think it's their idea to buy.**



by Bill Burton

Where Do You Look for Superstars? Everywhere ... And All the Time

Many sales managers don't look for salespeople until they have an opening, which is probably the worst time. Other managers feel they're always looking when they interview those who find their way to the front door. But to find great salespeople, you need to go outside your comfort zone. (For the record, my belief is there is always an opening for a great salesperson).

Consider where we found the following "Fabulous Five" before hiring them at my former company, Eastman Radio.

The Fab Five

Bob Duffy, literally a legend in his own time. When he was 27, I hired him from Colgate University, where he was the head basketball coach. Prior to coaching, he had been an All-American at Colgate and then a pro basketball player with the Hawks, Knicks and Pistons. He earned straight A's in his major (Russian) and has a legitimate photographic memory. After starting as a salesperson with Eastman, Duffy went on to Christal Radio and Duffy Broadcasting.

Jerry Schubert. We hired him from the newspaper rep business, where he worked for a short time just prior to graduating from Marquette University on an Evans Golf Scholarship. He went on to be president of Eastman Radio and then Schubert Radio.

Dave Gneiser. After finishing a handball match, my opponent handed me a resume with the statement ... "You might be interested in this guy." Gneiser was currently working as a sales coordinator for a large automotive supplier, Essex Wire. Gneiser captained the lacrosse team at Brown University and was outstanding in his major, English. Dave is currently the VP, director of sales at Westwood One Radio Network.

Carl Butrum, president of Eastman Radio, and affectionately referred to as the "Robert Redford" of the rep business, is one of the most respected individuals in the industry. Prior to Eastman, Butrum worked for General Motors Engineering and Allstate Insurance Company servicing policy holders.

Dave Recher. We found Recher on

QUICKREAD™

- Many sales managers don't look for salespeople until they have an opening, which is probably the worst time.
- Superstar salespeople are everywhere and you should *always* be looking for them.
- One of the advantages of looking outside the box, or outside the industry, for talented salespeople is they can be trained to sell at the decision-making level from the very beginning.
- The secret for identifying superstars is to pay less attention to their current resume and scholastic credentials and more attention to their background.

the front line of the Minnesota Vikings football team. He had been a center with the Philadelphia Eagles prior to the Vikings, and became a top draft choice for Eastman Radio. Dave is now VP/GM of Empire Sports Sales-Buffalo Sabres.

These stars prove that there is enormous talent everywhere if you keep your eyes open. We were looking for them; they weren't necessarily looking for us.

17 ▶

SUCCESS WITH IMPACT™

Impact Target Marketing has successfully developed over 300 integrated interactive marketing campaigns for broadcasters nationally. As the industry's only full service interactive marketing company, *Impact Target Marketing* not only administers campaigns, but develops solutions that creatively and effectively meet your station's marketing goals.

- Telemarketing
- Direct Mail
- Fax Promotions
- Database Management
- Get On The PhoneSM
- Interactive Television



"GET ON THE PHONE!"™ now at
1-800-3-IMPACT
and we'll give you detail ratings results on various ITM campaigns



Impact Target Marketing
100 Corporate Place, Suite 202
Peabody, MA 01960 (508) 535-4500
Fax (508) 535-0011

Where Are Today's Stars?

Today's stars are the same place they've always been — everywhere. Consider Marcy Cyburt, GSM of WLTI. She came from a major accounting firm Karen Myford, marketing manager for Katz Radio Group. She was previously with Group W Sports Marketing.

None of these individuals came from a Radio station or agency. In no way, shape or form am I putting down the superstars who have come up through the ranks of Radio and agencies; I'm demonstrating that superstars are everywhere and you should always be looking for them.

One of the advantages of looking outside the box, or outside the industry, for talented salespeople is they can be trained to sell at the decision-making level from the very beginning. The Radio superstar of the future is not only going to have to sell Radio time, but will also have to be able to sell the Radio medium and great ideas that produce results.

Excellent hunting grounds are companies like 3M IBM and Xerox. They do a great job of basic sales training. Many of these well-trained, talented people get bored selling equipment and love the excitement of selling intangibles and ideas.

Success Secret

Besides looking everywhere and all the time, here is a secret for identifying superstars. Pay less attention to their current resume and scholastic credentials and more attention to their background. Those from a solid hard-working family, who started working early, as busboys and waitresses for example, have a certain winning quality. I've always looked for individuals who participated in extracurricular activities, such as sports, band, cheerleading, working on the high school newspaper, etc.

All of the aforementioned superstars showed winning characteristics very early. If you keep your eyes open for these characteristics, you'll not only be surrounded by great sales superstars who will make you look good, but you'll also have some fabulous friends. ☐

Bill Burton is president/COO of the Detroit Radio Advertising Group. He may be reached at 810-643-7455.



by Kathryn Bidy Maguire

Excuse No. 1

"I don't have time." This is an issue of priorities, because everyone can make time for what they feel is truly important. What you are really saying is that you don't see the importance of setting aside time for vendor selling. Salespeople often express this sentiment because they have not yet experienced the benefits of achieving a vendor sale. At stations with an aggressive vendor department, the top-billing AE is most often the top vendor-selling AE, too.

Excuse No. 2

"It is too complicated." It is harder to uncover needs, and create an idea-oriented presentation based upon them, than it is to decide on spots, call on agencies, meet CPP, or negotiate rates. Eventually, though, you will become bored with all this and want to move on to the next level — management. Remember, though, that the most marketable managers these days are the ones who understand vendor/new business development.

Excuse No. 3

"I don't know how." This is a valid excuse — you should not pursue vendor business until you get some training in it, or you will waste a lot of time. But don't wait for the information to come to you, go after it. There are articles on vendor/new business development in *Radio Ink* every other week, and the Radio Advertising Bureau also has a lot of training information available. Call people in other markets who have initiated vendor programs, and ask them how they did it. Go to a vendor seminar. Call on a manufacturer sales rep to talk about his company's co-op plan, and see where it leads.

5 Biggest Excuses for Not Pursuing Vendor Business

QUICKREAD™

- In pursuit of vendor business, don't wait for the information to come to you — go after it.
- The product-buying environment is all one needs to create a vendor sales opportunity.
- If you use the talents of your "teammates" and focus on needs (of vendors), you will do just fine.

Excuse No. 4

"I'm not very creative." You don't have to be a promotion genius to pursue vendor business. You are better off if you are a really good listener (vendors will tell you what they want), and ask a lot of sales-oriented questions, such as, "What kind of sales promotion works best for you?" Use the talents of your "teammates," make sure that you are focusing on (vendor) needs, and you will do just fine.

Excuse No. 5

"My market is different." You just can't allow yourself to buy into this negative way of thinking. Vendor funds are credited based on the need of the manufacturer selling more product to retailers, and retailers selling the product to consumers. If you are living in a town where there are no stores, then your market is different and you should move to an area where you can buy food and clothing. As for the rest of the markets (all of them), stores will continue to keep buying products from manufacturers, and customers will still go to the stores to buy the products. This environment, then, is all one needs to create a vendor sales opportunity. ☐

Kathryn Bidy Maguire is president of Revenue Development Systems. She may be reached at 617-424-8718.

PROMOTION



by Cliff Berkowitz

Done Right ...

Good Things Come In Small Promotions

Bigger is better! Or so they say (whoever "they" are). The fact is that some of the best and most memorable promotions have fallen into the small, minor, or weekend categories. Big \$100,000 giveaways are nice if you can afford them, but the fact is that with so many states now running lotteries with multimillion dollar payouts each week, it's hard for a Radio station to compete. Radio's strength has always been theater of the mind. Creativity is where Radio promotions should be competing.

Creativity is the foundation of my entire belief system with regard to Radio promotion. For too long now, minor and weekend promotions have been treated as second-class citizens. Mostly relegated to lightweight, throwaway contests designed to give added value to a buy or a "caller 5 gets a pair of tickets" weekend promotion. But it's these very promotions that are the best opportunity for your station to show off its creative chutzpah.

Weekend promotions are a must. If

you don't do some kind of promotion every weekend, you're not doing your job. Giveaways are fine, but remember, unless it's awesome, the prize isn't as important as the promotion surrounding it. Make it fun! Make it entertaining! And most important, make it fun and entertaining for the vast majority of your listeners who aren't playing.

A particular weekend promotion comes to mind. It was the mid-'80s and I was programming KGGI-FM Riverside, CA. We were coming up on Thanksgiving weekend and had nothing but odds and ends from other promotions in the prize closet. We created the "Mystery Turkey Weekend." Listeners would call in and we would have them, through the phone, reach deep inside the Mystery Turkey to find out what they won. We carted up some sound effects of a turkey gobble and a rather vile sound of a hand squishing into the body cavity of a turkey. The personalities would say such things as, "Let me wipe off those giblets to see what you won." It may have been a bit off-color and maybe even a bit in

poor taste, but it was also hilarious and immensely popular. People talked about it for years.

Minor and weekend promotions, however, don't need prizes to be good and effective. Just having some kind of music theme or on-air event is all it takes. I've seen stations make a standard "all request weekend" into something special by turning it into a voting theme around a big state or national election. "All weekend long we let you exercise your constitutional right to choose. We will only play music that is voted in by you, the constituency..." You get the idea.

Designations such as Secretaries Day can be a wonderful theme for a promotion. I've seen stations conduct "Office Olympics," or take a group of secretaries out to a public pool for a swim, thus creating the area's largest "Secretarial Pool," and of course one of my favorites, the "Typewriter Toss." This is where area secretaries are invited to a public location in which they get to plunge real typewriters to Earth from a tall platform while aiming

19 ►

E-Z UP Instant Shelters

Every Station's Favorite :60

Start to finish, this sturdy, steel-frame, fabric top shelter takes less than :60 to set up. No ropes. No tools. Nothing to assemble.

8' X 8', 10' X 10', 10' X 15', 10' X 20' all fold compact for E-Z transport. Stations all across the nation choose E-Z UP for...



(800) 45-SHADE

REMOTES, SPECIAL EVENTS, HOSPITALITY BOOTHS, CALL LETTER PROMOTION

CORPORATE & MANUFACTURING HEADQUARTERS: International E-Z UP, Inc.

1601 Iowa Avenue, Riverside, California 92507

We Do Custom Graphics




QUICKREAD™

- For years minor and weekend promotions have been relegated to lightweight throw-aways. However, done right, they are an opportunity to show off your creative prowess.
- Weekend promotions are a must. If you don't do some kind of promotion every weekend, you're not doing your job.
- Giveaways are fine, but remember, unless it's awesome, the prize isn't as important as the promotion surrounding it.
- Make these promotions fun and entertaining for the vast majority of your listeners who aren't playing.
- "Chase's Annual Events" and "The Book of Days" are the bibles of the promotions department. If you are not familiar with these books, get acquainted now.

at a target. The one closest to the target wins. (By the way, if this promotion interests you, you can generally get free broken typewriters from your local office equipment repair shop.)

There is virtually an endless list of minor holidays, and monthly, weekly and daily events and designations, around which phenomenally entertaining promotions can be constructed. A couple of sources include "Chase's Annual Events" and "The Book of Days." Most Radio stations know about these books and even have them on hand. Use them. They are the bibles of the promotions department. If you are not familiar with these books, get acquainted now.

With some planning and creative brainstorming, soon your small and weekend promotions will be what listeners remember most about your station. They can also be a cash cow for the station. With time and planning, many of these promotions lend themselves quite nicely to client involvement. Now your added-value promotions are not just another source of clutter on the airwaves, but rather, include advertisers as partners in something great.

The name of the game is fun here folks. Whether a promotion is a colossal event or a little weekend diversion, Radio is still theater of the mind. No lights and camera needed here — Just action!  *Cliff Berkowitz is president of Paradigm Radio, a Radio promotions and marketing consultancy. He may be reached at 707-443-9842.*

TALK FOR EVERY TASTE!

DR. JOY BROWNE
Sex To Stress

KENDARIA DOLAN
Money, Money, Money

ARTHUR FROMMER
The Travel Authority

WARREN ECKSTEIN
The Dr. Rub 'n' Pet

RONALD HOFFMAN, MD
Healthy Lifestyle

ARTHUR SCHWARTZ
Food... Clever Food

RALPH SNODSMITH
America's Greenest Thumb

JAY SEVERIN
A Rock 'n' Roll Republican

FOR TALK RADIO THAT GETS RESULTS... CONTACT RICH WOOD (212) 642-4533

RADIO NETWORK

**TALK THAT PROVOKES...
TALK THAT INFORMS...
TALK THAT ENTERTAINS...**

WOR



by Dave Anthony

Radio Formats

A Matter Of Life & Death

As we all know, everything in this world dies eventually. This includes Radio formats. And similarly to how we try to extend our human lives through sensible eating and exercise (or as we're supposed to), your station's format needs ongoing attention to keep it fit and trim.

Some formats had short life spans (Disco, all-Elvis, all-Beatles, all-Weather). Others had long runs but are now almost completely gone (Beautiful Music, Middle-of-the-Road). Every format has a visible life cycle.

So what can we do about it? While we don't always have control over factors that can affect us, like quality of music, personnel, consistent marketing/promotion budgets, or even stable ownership, we can soften our format's downtrends with a little creative thinking.

Heavily music-dependent formats like Country, Adult Contemporary, and Top 40 are particularly sensitive to the quality of music available. Compelling music makes compelling Radio a lot easier to produce. But all three of these format examples are very mature in their life

cycles and while their music researches well, it's simply not as gripping as it used to be. This is attributable to two factors — the audience is more mature and the format is more predictable. On the other hand, Modern Rock is an example of a format that, while not new, is certainly newer than Country, AC or Top 40, and is helped considerably by being on the cutting edge of new music. Modern stations are not as dependent on what goes on between the songs as other formats simply because their music is newer and does grab large groups of listeners. To many listeners, this music is vital. Far fewer numbers of AC, Country and Top 40 listeners exhibit the same magnetic attraction for their respective music.

It Takes More Than Music


Older formats therefore must depend on more than music to be successful. To attract new listeners and retain existing ones, mature formats must be more creative in marketing campaigns, on-air promotions and community events. Further, even if their music isn't exactly cutting-edge, they can certainly develop their morning show in this direction. Produced promos, liners and station positioners are also valuable tools to "grow" their stationality. The goal is to make the overall product more compelling, even if the music isn't so hot.

Good Oldies programmers discovered this long ago. Their challenge is to keep a station fresh and exciting without counting on new music. Similar challenges face Classic Rock and '70s stations.

Witness the Rock format. Born in the late '60s and early '70s, it was the hippest thing on the dial and it completely dominated men in the 18-24

demo. Through various natural evolutions, it eventually lost much of its "hipness" and cutting-edge magnetism. The solution? Vibrant morning shows. Necessity pushed them for all intents and purposes into a completely different format in morning drive. While the concept was startling at the time, history has proven its effectiveness.

Look at Adult Contemporary today. Numerous stations are one form of AC or another and many are intently searching for the next big innovation. Here's a format that for the most part is sticking closely to its heritage ... and that could be deadly. The challenge is now upon AC programmers to innovate, to find those improvements that will "re-grow" the format, to attract new listeners while maintaining the existing ones. The morning show is an obvious first step. Replacing the music is sensible but only if the content is more entertaining. With promotions, forget that you're AC and really entertain your adult listeners. (Good Oldies stations have mastered this. They've never considered their audience too old to handle new ideas.) Marketing campaigns must convey a message that's meaningful to the target audience. (And that audience has ever-younger tastes every year.) On-air personalities can be revitalized to become entertainers. And consider totally new concepts for nights to attract back the 25-44 crowd that vanished years ago.

Formats are born, become vigorous, then mature and eventually must either die or evolve substantially. Death is assured to those who do nothing to prevent it.  Dave Anthony is director of FM Programming for Prism Radio Partners in Jacksonville, FL. He may be reached at 904 693-5235.

QUICKREAD™

- Similarly to how we try to extend our human lives through sensible eating and exercise, your station's format needs ongoing attention to keep it fit and trim.
- Heavily music-dependent formats like Country, Adult Contemporary, and Top 40 are particularly sensitive to the quality of music available.
- To attract new listeners and retain existing ones, mature formats (in terms of their life cycles) must be more creative in marketing campaigns, on-air promotions and community events.

What O.J. promotions are you doing and if you're not doing any, why?



Steve Janack • WROW-AM • Albany, NY

On the day opening arguments got underway, we unveiled a white Ford Bronco, lettered "O.J. Simpson Trial — Live," with the station logo and a picture of O.J. on each side. The Bronco cruised the major highways during morning and afternoon drive, with our traffic reporter updating its location every 10 minutes. It continues to hit local highways, malls and sports arenas seven days a week.

Additionally, on the first day of the trial, we set up a Bronco outside the state Capitol, handing the busy lunch crowd oranges stamped, "O.J. Trial — Live — ALL NEWS 590 W'ROW-AM." We also flew an airplane banner during the morning and afternoon rush hours with the same message — something we've repeated during the high points of the trial. On the air, half of our promos, imaging liners and legal IDs relate to our gavel-to-gavel coverage of the O.J. Trial. We've also set up an O.J. comment line, asking listeners to call in and then editing their comments for use on promos. In addition — we're using TV, newspaper, bus advertising and our FM sister stations for cross-promote spots. ☎

Greg Jordan • WCOL-AM/FM • Columbus, OH

Although nearly every American has a varying degree of interest in the O.J. Simpson trial, the entire proceeding is so convoluted with hype, the average person in Columbus really seems to have gotten to the point of burnout due to all the miniscule details that seem to be highlighted on a daily basis.

Just like the sentence you just read, it (the trial) just seems to run on and on. Our national news service covers the trial more than adequately ... an update an hour so it seems. As a result WCOL as a station tends to veer away from the little day-to-day skirmishes since our local news is combined with the national. This frees us to cover other news events. If a major occurrence happens in the trial we will be on it ASAP, but major means something beyond what has seemed commonplace lately. ☎



Deidra White • WWJ-AM • Detroit, MI

One of the first on-air promotions was a liner added to our :34 positioner, reinforcing our comprehensive coverage of the trial. WWJ now provides updates four times an hour while court is in session. Our anchors tag those updates with a liner reminding listeners to stay tuned for additional coverage. At 11:30 p.m. each day of the trial, we air a 30-minute recap from CBS News on the day's proceedings. Meantime, WWJ billboards around town promote "O.J. Updates." The three-hour time difference works to our advantage, since most of the expanded live coverage is during midday and afternoon drive. Our morning drive is then free for recaps of the previous day's proceedings and promotion of upcoming testimony. Our station has been one to successfully incorporate the O.J. Simpson trial into our format without compromising the elements our listeners have come to depend on from us. ☎

IF YOU WOULD LIKE TO RESPOND TO A PD FORUM QUESTION, CALL SHAWN DEENA AT 407-655-8778.

DIR **DIRECTIONS IN RADIO**

A Full Service Broadcast Research Firm

- ▶ Quality Research/Affordable Cost
- ▶ Strategic/Perceptual Market Studies
- ▶ Auditorium Music Tests
- ▶ Format Search
- ▶ Call Out Music Research

All work is done in-house. We operate from our 14,000 square foot facility in San Diego with the latest state of the art Ci3 Cati™ Interactive Computer Interviewing System. DIR Interviewers follow the sun, starting in the Eastern time zone and working across the Country to Hawaii.

**Call Don Nelson, Director of Marketing
to discuss your research needs**

800-676-5883

Circle Reader Service #115



by William P.
Suffa

Improve Summer Sound, Reliability Start Spring Cleaning Now

Flowers are blooming, temperatures have moderated, and between bouts of bright sunshine the spring rains have arrived to cleanse the ground, rivers and streams of their winter grime. Funny how nature has its way of "spring cleaning."

Have you ever considered spring cleaning at your Radio properties? I mean more than scrubbing the windows, logo, and front steps ... a complete cleanup, tune-up, and adjustment of the audio chain and transmitter equipment to make sure it is in good condition before the summer heat arrives.

A cleanup of the station and equipment will not only improve the sound and reliability of the station, but it can also serve as a real morale booster. Walk into your chief engineer's office right now. Even better, go to the transmitter site. Look around. Are things clean and well organized? Or is everything cluttered, with junk and broken equipment piled everywhere? If the latter, let the spring cleaning warning bells go off.

Electronic Cleanup

A typical spring cleaning is a two-pronged affair. The first is to go through the entire audio chain and transmitter equipment, and clean and adjust the system for good performance. Have your engineer open the boxes, blow the dust and dirt out (you do have a vacuum cleaner at the transmitter site, don't you?), clean the high voltage parts in the transmitter, and generally inspect the equipment for loose wires or parts. If your FM station uses rigid feedline, determine when the feedline was last overhauled. Make arrangements for another overhaul if it has been more than 8 to 10 years.

Now it's time for the most important part of the job. Your engineer should sweep the transmission system for performance, and make any necessary adjustments. This will include audio response of the console, the audio chain and STL, the transmitter and any monitors. In the transmitter, the control system, exciter, and power supplies should be checked; if necessary, the tube should be replaced; and

the entire transmitter tuning should be adjusted for best performance.

It's also time to have a tower rigger inspect the tower, feedlines, and antenna. Remember that the station must be shut down or moved to an auxiliary antenna before the rigger looks at the antenna. If your engineer has a TDR or other means of checking the antenna system, it's a good time to run a performance check and make adjustments, as necessary. Remember to check the guy wires, grounding system, and lightning protectors before the summer storms arrive.

Throw It Away

The second prong of the cleanup process is a physical cleanup of the junk and broken equipment that tends to accumulate. After all, you are running a Radio station, not the town dump or Father O'Malley's home for broken and wayward equipment. Too many times, the outside of transmitter buildings are the home for left-over installation mate-

23 ►



THE CELLULAR DIFFERENCE

- Easy to Use
- Reliable
- Cost Efficient
- Portable
- Flexible
- Excellent Sound Quality



CELLULAR TRANSCEIVER, FREQUENCY EXTENDER AND MIXER – ALL IN ONE!

Powered by rechargeable batteries or AC power or 12v DC adapter (cigarette lighter adapter) for your car — utilizes cellular technology or land lines.

On-the-spot broadcasting need not be expensive, frustrating, complicated, or just for the regular broadcast crew anymore. In addition to its usage for sportscasting, advertising remote broadcasts, traffic reporting, etc., Cellcast provides a proven way for an experienced account executive to drive air-time sales and increase station revenue through Cellcast's combined use of technology and convenience.

Let Cellcast make "The Cellular Difference" in your station. Call us today for more information.

1-800-852-1333

Circle Reader Service #116


QUICKREAD™

- A cleanup of the station and equipment will not only improve the sound and reliability of the station, but it can also serve as a real morale booster.
- A typical spring cleaning is a two-pronged affair. The first is to go through the entire audio chain and transmitter equipment, and clean and adjust the system for good performance.
- The second prong of the cleanup process is a physical cleanup of the junk and broken equipment that tends to accumulate.
- Spring cleaning every year is a good idea. It's surprising how infectious a fresh and clean attitude can become after a good spring cleaning.

rial, boxes, packing crates, and outdated or broken equipment discarded by the station engineer (perhaps even that rust-brown, 1967 Dodge Dart that was once the station car!). Needless to say, this junk attracts vermin and unhappy neighbors. The inside of a transmitter building — and the engineering office in the studio — may hold junk and garbage from the very first days that the station went on the air ... this stuff will probably never be used again.

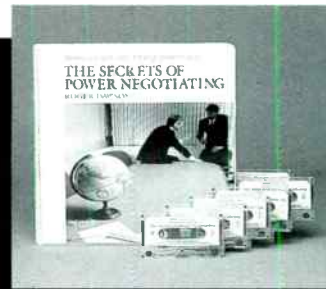
Get a Dumpster if you need to, but throw out anything that has no useful life or isn't salvageable. If there is some useful gear that can be disposed of without causing problems in the books, have your engineer haul the stuff to a Hamfest. Many ham operators are willing to pay to take old equipment off your hands.

Once the junk is gone, ask your engineer to have the building cleaned, and painted if necessary. Do you want people to have an image of your station that is clean and professional, or not?

Once all of this work is done, you should find the station sounding, looking and feeling better. One thing engineers tend not to do well is keep things neat. (Einstein was certainly not known for his appearance.) But spring cleaning every year is a good idea. It's surprising how infectious a fresh and clean attitude can become after a good spring cleaning.  William P. Suffa is principal engineer for Suffa & Cavell Inc. in Fairfax, VA. He may be reached at 703-591-0110.

Invest in Your Private Seminar in Power Negotiating

The Secrets of Power Negotiating by Roger Dawson.



In the radio business you must negotiate daily, and most successful radio executives will tell you that your ability to negotiate well is the most important personal skill you can have.

Roger Dawson, who was the hit of the NAB Los Angeles show, is the world's leading expert on Power Negotiating. Thousands of people pay \$495 each to learn about Power Negotiating at his public and corporate lectures.

By listening to this cassette program in your car you'll learn how to:

- ◆ Get full rate card and still have the other side think they won.
- ◆ Apply the five most critical issues in any negotiation.
- ◆ Match your negotiating style to the personality of the other side.
- ◆ Use 20 negotiating gambits that will give you total control of the other side.
- ◆ Learn how to resolve conflict smoothly.

Warranty: If you and your salespeople are not easily able to sell at full rate card within 30 days of listening to this program, send it back for a complete refund!

Special Offer: Through this *Radio Ink* promotion only, you get the 6 cassette album *Secrets of Power Negotiation* with 24 flash cards, comprehensive workbook and a free copy of Roger Dawson's 296 page book *Secrets of Power Persuasion*. All for only \$65 plus \$3 shipping. CA residents add applicable sales tax. To order call 1-800-YDAWSON (932-9766) 8A.M.-5P.M. PST.

Roger Dawson Productions • 1661 Hanover Street / Suite 215 • City Of Industry, CA 91748
Fax 818-854-3595

Circle Reader Service #117

Wasting Good Money On Bad Hires?

*The Omnia Group's selection tools can help
you stop.*

To find out how and get a *FREE*
"Finding & Selecting TRUE Salespeople"
brochure, call:

1-800-525-7117

The  omnia Group

Employee Selection and Management Made Simple

Circle Reader Service #118

INTERVIEW

World Radio History



DON IMUS

An iconoclast in every sense, Don Imus is clever, intelligent, satirical, funny, irreverent ... and successful. With the "I" Man at the helm of a talented cast of characters, led by newsman and sidekick **Charles McCord**, the *Imus In The Morning* program yields high ratings and revenue. Currently syndicated in major markets throughout the country by **Westwood One Entertainment**, the *Imus In The Morning* show originates from **WFAN-AM New York**.

Imus came to New York in 1971 on **WNBC** after stints in Palm Dale, Stockton and Sacramento, CA, and Cleveland. **WFAN** inherited the irrepressible morning man and his highly-rated show in October 1988 when **Infinity Broadcasting**, the station's parent company, bought **WNBC** and switched the **FAN** to **WNBC's** old frequency.

Over the past few years, the *Imus In The Morning* show has shifted its emphasis towards current political and topical issues which have landed him on *Today Show*, *Prime Time Live*, *This Week with David Brinkley*, *CBS Evening News*, *World News Tonight with Peter Jennings*, *Weekend Today Show*, and *Late Night with David Letterman*. He has also been featured in *New York* magazine and *Connecticut* magazine. He even traded places with **Connecticut Gov. Lowell Weicker** for a day in June 1992.

Imus has also been responsible for some charity functions. For the past four years, he has headed a 28 1/2-hour Radiothon for **Tomorrow's Children Fund** which to date has raised more than \$5 million to complete the **Don Imus/WFAN Pediatric Center** for **Tomorrow's Children** in Hackensack, NJ. Imus alone raised nearly \$3 million in just 16 hours.

When the Russians bombed a Korean jetliner in 1983, Imus stole a Russian flag and invited listeners to make a donation and get their name printed on the flag. The effort raised \$400,000 for the victims' families and the flag was sent to Russia in protest.

Imus is a member of the **Emerson Radio Hall of Fame** and has been honored by the **New York Festivals** and the **National Association of Broadcasters** as **Major Market Personality of the Year**. He says he also has received "two **Marconi** awards for **Major Major Geek** and one for **Syndicated Geek**."

INTERVIEW

◀ 25

INK: Why are you doing this interview?

IMUS: I'm doing it because ... I mean who the hell would want to be on *Radio Ink*? So, I'm talking to Mel Karmazin and he says, 'Go on *Radio Ink*, it will help your syndication deal.' Anyway, I saw some of your covers and I thought they were terrific.

INK: Thank you. I know you hate to hear this, but you were one of the reasons that I got into Radio.

IMUS: Why would I hate to hear that?

INK: I don't know. You probably hear that all the time. You were in Cleveland at the time. Is it still possible for a "gas jockey" from Los Angeles to do what you do?

IMUS: When I was going to school in LA, I worked in a company owned Chevron station, a Standard Oil station, which is different in that they offered health insurance. I don't know, it is pretty tough to get a job in a small market where somebody will let you experiment. So many small stations, as you obviously know, are automated, carrying syndicated programming. When I started, I went to KUTY in Palmdale, California, which was a Progressive Rock station. I could just absolutely do anything I wanted to do, and did. I could play anything I wanted to play and say anything I wanted to say. For my first job in Radio, it was a great training ground. I mean, if you've got any kind of act.

INK: Does anybody have any kind of an act at that early age?

IMUS: I don't know, probably. I went to Radio school there you know.

INK: Elkins?

IMUS: No, the Don Martin School. They threw me out, but ...

INK: Was there a reason for that?

IMUS: Well, I was in the Marine Corp. I went on a GI Bill. I went to college on the GI Bill for a while. They would send me the check. So, I'd spend the money and didn't pay the school, so that was one reason. The other reason was that I wouldn't read the commercials the way they wanted me to. It is a pretty good school though.

INK: You've always been radical in your approach. Because everybody is trying to imitate today, it doesn't seem like stations are allowing anyone to have any

freedom or creativity. There are no stand-up amateur nights in Radio.

IMUS: No, not anymore. Of course, if I owned a station — and my brother and I were talking about buying a station in Santa Fe, New Mexico — I wouldn't hire somebody to just come on the Radio station and f— around, trying to be funny and playing Pearl Jam and Sheryl Crow. F— it, I'd carry my program and Rush.

'There is a lot of syndicated talent that is hideous ... Rush is good ... Stern is good and the rest of them suck.'

INK: And sign off the rest of the time?

IMUS: No, I'd play Country music the rest of the time.

WHAT'S WITH FRED?

INK: What is the scoop with your brother? How did you start using him as a bit and, eventually, a merchandising provider?

IMUS: I don't know. He's always been along. He used to be in Radio himself. He just got tired of dealing with the ass—. I said, 'The ass— are at every level.' Except you reach a point where there is only one or two people in Radio who don't have to take any s— off these f—heads, you know.

INK: Who would those two people be?

IMUS: One would be me, just because I don't, and I don't think Stern has to take too much s— off of anybody. We work for the same company. Infinity is a great company and Mel Karmazin is just unbelievable to work for in that, if you do your job, he'd just do anything for you. When he bought FAN, he came in and asked me what I wanted. I said I wanted a digital work station. I had it three weeks later. I'd been trying to get one from Emmis for five years.

INK: Is this an obligatory stroke?

IMUS: Absolutely not. I have great admiration for him in that, when all that bull— came down about Stern and the FCC — and it was all bogus — it would have been very easy for Mel to say, 'Well, f— you,' and really put the hammer on Stern, but he went to the mat for him. Can you think of anybody in Radio management that got all the s— he got from the FCC? Whoa, man, with most in management, if they even get a letter from a listener, they get hysterical.

INK: Well many companies don't have the financial ability to defend something like that. It is a lot easier to fight the FCC when you've got a war chest.

IMUS: Yeah, but that's a weak argument, because Karmazin has all these licenses and there is a lot at stake.

INK: What are your feelings about Stern?

IMUS: I don't really have any feeling about him. We work for the same company. The better he does, the better I do.

MINDLESS, DERIVATIVE BULL— — — —

INK: Where do you think Radio is going now with all the syndication? Obviously, it is good for you. How will it affect Radio?

IMUS: Well, I don't know. There is a lot of syndicated talent that is hideous. Their programs are just horrible. I think Rush is good. I think Stern is good and the rest of them suck. You name anybody that is any good. Who is there, Don and Mike? Mark and Brian? It is mindless, derivative bulls—. It's not clever, it's not interesting. Just because we have the technology to syndicate, and people give these programs away, it doesn't mean they should.

INK: So what makes compelling Radio?

You know how to do it. Can you explain it?

IMUS: No. I don't overanalyze it. I think if you looked, for example, at Stern or Rush, whether Stern claims that what he does is an act, or whether Rush does, it doesn't sound like it. It generally rings pretty true. Stern can be a funny guy and so is Rush, and interesting. It just rings true.

INK: Where do you draw the line on content? Do you feel that there is a certain responsibility to your audience?

IMUS: No.

INK: Why not?

IMUS: Why should I?

INK: What about your influence on people?

28 ▶

You'll See Your Billing Increase from the very first month.



Pam Lontos is a top Broadcast sales trainer. Former VP of Shamrock, she raised sales 500% in one year.

"The selling tool of the '90s" *Strategic Broadcast Selling* *15 session VIDEO series*

- ✓ Get your newly hired salespeople selling professionally and making more sales in just one week.
- ✓ Improve the productivity of your "pros."
- ✓ Having the course permanently allows for space repetition learning for dramatic results.
- ✓ Cut down your turnover.

Here's what you get!

- ◆ Manager's manual
- ◆ 15 sales meetings on video
- ◆ Sales tests for each of the 15 sessions
- ◆ Sessions on Sales Circle, Questioning, Benefit Selling, Hypnotic Selling, Eliminating Objections, Trial Closes, Motivation
- ◆ Extensive role-playing to show your salespeople how the techniques work

"Pam's video is best for teaching new and veteran salespeople how to really sell Radio."
-Catherine Moreau, KGMX/KHJJ, Lancaster, CA

"Strategic Broadcast Selling takes Pam's experiences from the past and brings them into 1990 selling."
-Terrell L. Methany, Jr., KMVI, Wailukku, HI

"Pam's video tape series will pay for itself in the first week."
-Jim Livengood, KBUR, Burlington, IA

"Pam is better than ever. The information presented resulted in tens of thousands of dollars for our station. Pam is the best."
-Rick Jackle, WRMN/WJKL, Elgin, IL

"It's the real world of Radio selling and it works!"
-Allen Lumeyer, KGRT, Las Cruces, NM

"Pam is phenomenal! Watch her tapes and I know I'll see you at the top."
-Zig Ziglar

Buy Now and **SAVE!** • **CALL (714) 831-8861**

Ask About Special 1st Quarter Pricing!

Lontos Sales & Motivation, Inc. • P.O. Box 2874 • Laguna Hills, CA 92654 • (714) 831-8861

INTERVIEW

◀ 26

IMUS: I don't get caught up in all that. It's ribs. It's not serious.

INK: What would you do with the FCC?

IMUS: Abolish it. But I think you need somebody to determine if these stations are overmodulating the transmitter.

INK: Should that be the extent of it? Just keep it technical?

IMUS: I think you have to have somebody to keep track of all the call letters so that you don't have two stations with the same call letters.

SIDELINES

- ◆Leisure activities: **Kick boxing quadruplegics.**
- ◆Recommended reading: **"Final Exit."**
- ◆Mentor or role model: **Fred Imus.**
- ◆The most interesting person you know is: **Kinky Friedman.**
- ◆If you had 30 minutes to sit and talk with one person, whom would you choose? **Jesus.**
- ◆If you were granted one wish, what would it be? **An end to the Simpson trial.**
- ◆If you could go back in time, where would you go? **Tuesday.**
- ◆Whom did you listen to on the Radio when you were growing up? **Wolfman Jack and Robert W. Morgan.**
- ◆What did you want to be when you grew up? **Older.**
- ◆What is your pet peeve with Radio? **Static.**
- ◆The most embarrassing thing that ever happened in my career was ... **This interview.**
- ◆What has been your most elusive goal? **Ducking Radio Ink.**
- ◆Of what achievement are you most proud? **Discovering I had three testicles.**
- ◆As a listener, what is your favorite format? **Country.**
- ◆What advice would you give someone who wants to get into Radio? **Make sure the mike's on.**

INK: Do you have any personal limits? Do you say to yourself, 'OK, I've gone too far' with your parody material? How do you draw the line, or do you, and does it matter?

IMUS: Well, there is never any conscious discussion about it. I don't even think about it. There is nothing you can do that doesn't offend somebody. Everybody thinks something is funny until it is about them, then it isn't funny anymore.

INK: Do you have any particular agenda?

IMUS: No. It is entertainment. It is just what I find interesting, whether it is what Jack Waltzer's done at GE, what Michael Eisner's done at Disney, what Jann Wenner's done for *Rolling Stone*, or what Vince Gill is up to. It is just stuff we find interesting without any point. Some of the essays we do, do not appeal to everybody because not everyone understands some of the words. Some of them I don't. The concepts are all pretty simple, though.

SHOW PREP

INK: You are, in my opinion, amazingly prepared. There are those who say you can't put anything past Imus. It appears as if you have incredible show prep. You've got Larry Kenney who voices some phenomenal bits, and Rob Bartlett. How much do you guys put into the show in terms of preparation?

IMUS: On a typical day, we get here at 5 o'clock and leave around 2 o'clock. I never leave the Radio station before 2 o'clock in the afternoon and I get off at 10 in the morning. So we spend three or four hours preparing, depending on who I'm going to have on the next day ... we just have to stay abreast of what's going on.

INK: Like the O.J. trial?

IMUS: Poor old F. Lee Bailey, this washed up windbag, who has obviously had a drinking problem. He's been designated to try and make this planted glove theory fly, which is preposterous, and he looks like a fool standing up there ... Then, Mark Fuhrman comes off like Bobby on the Brady Bunch. So, I have to know about, and make myself aware of, that stuff.

INK: They say you never sleep, you're always on ...

IMUS: Oh, wow! Look at this. Adults 25 to 54 in Providence, went from an 8.1 to a 9.6.

INK: How many markets are you on now?

IMUS: About 50. Morning drive per point hour translates to about 300 any other time of the day.

JACK THAYER

INK: You had an interesting and very touching eulogy for Jack Thayer. Obviously, one of the influences in your career?

IMUS: Well, he and Mel Karmazin are the only two people I ever worked for. Other than that, most of them were just f—— empty suits, losers. Jack had been on the bench for a couple of years. I got fired at KJOY in Stockton back in, I believe it was '69, and he had gotten a job at KXOA in Sacramento, which was a big comedown for him after coming out of KLAC in LA, or whatever it was. He hired me there, after Herb Caen wrote this column about me in the *San Francisco Chronicle*. I had been on the air a couple of days and the outfit that owned KXOA wanted to fire me because they thought they just didn't need all that, you know. Then, Jack said, 'Well, if you fire him, you fire me.' The same thing happened when we went to GAR in Cleveland in '70 or '71. It was owned by Nationwide Insurance. A newspaper columnist at the *Cleveland Plain Dealer* was so f—— outraged at my program that he tried to get people to send their insurance policies back to Nationwide. That sort of hit home with the tight-ass, right-wing, crackpot agents down in Columbus. So, Jack told them the same thing. He said, "Well, you get rid of him, you get rid of me." So, he had great vision and courage. He was like a cross between ... He had a little Billy Graham in him, a little Norman Vincent Peale, a little Barnum & Bailey. He had good ideas too.

INK: Do you have a life other than Radio?

IMUS: Well, I am doing another book, an assignment for Doubleday.

INK: How did the other book do?

IMUS: It spent two months on the *New York Times* Best Seller List. It's been on the best seller list all over the country. It did great.

INK: You've certainly done a good job of promoting it on the air.

IMUS: What was I supposed to do, not mention it? Plus, every mention was sponsored.

INK: What would you like to say to the Radio industry?

29 ►

IMUS: Call Westwood One and make a deal for this thing and make some money. The big 25 to 54. Big money! Big money! Get ready to put that rate card on it. That's a sketch you know. I have no message for the industry.

INK: Are you really into Radio, or is it just a job for you? A lot of Radio people are Radio junkies.

IMUS: Well, I've never been a guy with a collectible air check ... The Real Don Steele for example, or Robert Morgan, although Morgan is my friend. I've never been that interested in Radio per se except that I like the medium. I like the idea, the immediacy of it, the freedom, particularly if you get in a position where you get feedback from people for what you say and do. In my particular case, we are just trying to interest people and entertain them. But we don't sit around and talk about what we can do tomorrow that will be entertaining. You know, Rob Bartlett writes all of his own stuff, Charles, of course, writes all of the stuff that Larry Kenney does, and I produce it all. There is never any discussion about what can we do to appeal to whatever our perception of our audience is. This is not the consideration at all.



IS IT FUNNY, INTERESTING?

INK: So, you really are spontaneous.

IMUS: Yes. The only consideration is ... do we think it is funny and interesting. The final arbiter in all of that is me. If I think it is funny and interesting, then that's what we're going to do. Sometimes I'll have to trust, for example, Rob, who is our bridge to 'Hipdom.' Is this Crash Test Dummies parody going to make sense to somebody, for example. The content of the show is what we think, and what I think, is interesting and funny. The only reason it is successful, to whatever degree it is, is that we are not that different from the people listening to the Radio. We're just on the other side of it. We all

have similar interests and think certain things are funny. I always thought that the biggest mistake people make when they go on the Radio is when they go on and try to be something they aren't normally. If you aren't normally an interesting or funny person, it's not going to work. The only person I know who is able to be interesting and funny on the Radio, which is something they are not in person, is Robert W. Morgan, one of the great rock 'n' roll disc jockeys ever.

INK: You've done this on-air thing for an awful long time. Do you have any aspirations in any other areas?

IMUS: No. This is a great job, but this is

not a regular Radio job, either. I mean it is a nationally syndicated program. It is the most widely syndicated morning Radio program in the country. So there is a big difference in being on in the morning in all of these markets and being on any other time of the day. I don't know what the deal is. I mean Rush has a tremendous amount of influence — although he is locked into ... or painted himself into, this Republican conservative corner which works fine and he makes 25 million dollars a year and he's on at a time of the day when these people can listen — but you can buy his show for 10 grand. S—!

**NEW
EACH ISSUE!**

COPY CLIPS

Below are nine different Radio spot copy ideas which have been used on the air successfully in various markets. Just copy this page, 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 407-655-6134, or mail to: Radio Ink, Attn.: Copy Clips, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Please remember to include your address, the copy category, client's name, your name, title, station and whether the spot is :30 or :60.

AUTOMOBILE

:60 YORK CHRYSLER

(sfx: interior car sfx/Radio dial scanning/hyped salesman) We're dealing now at just 9.3% APR (spin) Get here today for 6.9% APR (spin into casual announcer) ... And now you can own the '95 Chrysler LHS for \$2,500 down cash or trade, and just \$362.02 a month at only 1.9% APR (spin) We're clearing our ... (spin back) that's right, 1.9% APR. We call it the Chrysler Gold Key Plus Program. The all-new '95 Chrysler LHS features Chrysler's exclusive cab forward design, more interior room, superb wide-track handling and a powerhouse of 24-valve, overhead-CAM V-6 engineering — comfort, style and safety that you demand from a luxury car. And, with the Chrysler Gold Key Plus Program, for just 1.9% APR, you can be on your way to ownership satisfaction far beyond your expectations. The emblem of Chrysler quality has also been extended in engineering and design to the '95 New Yorker and Chrysler Concord, now also available at York Chrysler. Tag.

Stephanie Pedrick, WHP-AM/WRVV-FM Harrisburg, PA

**RADIO
INK**

TANNING CENTER

:60 TROPICAL TANNING CENTER

(sfx: channel surfing/music up) Soapla: Welcome back to the Soapla Show. Today, we're talking about people who have to stand in line to tan ... Caller 1: Soapla, it's more widespread than people realize. We have members of our paleness support group who are losing their tan while they're standing in line. Soapla: Let's get some response ... caller, you're on the air. Caller 2: You're such a bozo ... you don't have to stand in line or fight the crowds, cuz you can tan at home and Tropical Tanning Center makes it easy. Look, they have Montego Bay Wolf Tanning Beds in all sizes, including the new ten-minute beds that tan in half the time. Soapla: We're all stunned here, caller. Caller 2: Then take notes ... Tropical Tanning Center in Cherryville. They offer financing, have a full-time service department, and hundreds of satisfied customers. Soapla: Are you saying Tropical Tanning Center sells bulbs, lotions and supplies too? Caller: Now you're getting it. Anncr: Tropical Tanning Center in Cherryville. Call 800-762-3177. Tomorrow on Soapla, people who tan whenever they want to.

Ron Harper, WWMG-FM Charlotte, NC

**RADIO
INK**

SPONSOR CONTEST

:60 PLANTERS/K-MART

If you're a nut for music, we've got a contest you're gonna go nuts over! How'd you like to be in Los Angeles for the 1995 Grammy Awards ... Live! That's right! You and a friend ... at the Grammys! Totally awesome, huh? So, you ask, how can a music nut get in on the deal? Simple ... but you'd better hurry! Get to your upstate K-Mart today, and look for the Planters display, with Planters Mixed Nuts and Cashews on sale for only \$2.77! Register, and you and a friend could be on your way to L.A. on February 23rd to see the Grammys, in person, the following night! You'll get round-trip airfare for two, a hotel room for three days and two nights, and two tickets to the 1995 Grammys! It's a dream come true for any music nut ... rubbing elbows with all the musicians! Get to your favorite upstate K-Mart, and sign up at the Planters display for your chance to win. Let K-Mart, Planters and Rock-101, WROQ, take you to the 1995 Grammys!

Richard Breen, WROQ-FM Greenville, SC

**RADIO
INK**

PRINTERS

:60 PIP PRINTING

(very monotone; no music) Hello. (slight pause) You're probably wondering what is wrong with this commercial. Let's face it, it's dull, monotonous, and, well, blah. The problem is that if you're using just black and white for your printing needs, the same thing might be happening with your brochure, or newsletter, or whatever you are sending out. Now, let's see what happens when we add a little color ... (music; excitement in voice) The same thing happens when you add color to your printing. You create a vibrant, exciting representation of your business. Color creates the strongest visual impact, increases readership, and improves retention. PIP Printing can help you add color to your printing needs. PIP Printing does it all, from one-color printing to full-color printing. They'll even design your piece for you! Call PIP Printing today and see how affordable color printing can be! PIP Printing, the best business printer in the business, 23 Park Ridge Drive, Stevens Point. Tag.

Vance Edwards, WSPO-AM/WSPT-FM Stevens Point, WI

**RADIO
INK**

PEST CONTROL

:60 SECOND WESTERN PEST MANAGEMENT

Anncr: Western Pest Management offers free estimates for residential and commercial pest control. Snookums: (sfx: scream) Harold: Snookums, what is it? Snookums: A rat! Harold: Don't be silly dear, that's a mouse. Snookums: I'm living with Willard. Anncr: Western Pest Management has certified professionals trained to deal with rodent problems safely and effectively. Harold: See Snookums, you put the cheese here, pull this thingy back and then put this doohickey here, and you're all set. (sfx: loud snap) Harold: No dear, that's my toe. Anncr: Western Pest Management uses safety traps, set out of the way, so they're safe for households with children or pets. (sfx: several cats meowing) Snookums: Harold, I hate to complain ... Harold: Now Snookums, this will work. Snookums: (sfx: sneeze) Harold, my allergies ... Anncr: Hey, Harold, Snookums, are you listening to me? Call Western Pest Management at 533-7613. They can handle this for you. Harold and Snookums: They can? Snookums: Do you think we should call them, Harold? Tag.

Diane Major, KAYO-AM/FM Aberdeen, WA

**RADIO
INK**

CANDY STORE

:60 TEMPTATION STATION

(ambiance: busy train station) (sfx: train whistle) Conductor: All aboard! This is the final call for Temptation Station. (sfx: train whistle) (music: something driving like a train) Anncr: Climb aboard and see downtown Rutland's newest store — Temptation Station on Center Street. Now open for your holiday shopping. At Temptation Station, you'll find sinfully delicious, Vermont-made candies and chocolates from Birne, Champlain, and Ashers. Plus, for your convenience, you can order from Temptation Station's mail-order catalog and ship anywhere nationwide. Temptation Station is the new home of two tastes you've grown to love — Vermont-made popcorn concoctions and Vermont recipe candy concoctions. This holiday season, send a decorative tin filled with Vermont-made popcorn. Choose from 35 mouthwatering flavors, or perk up your palate with a gift box of candied nuts or chocolate truffles. Plus, the kids will love the large assortment of penny candies. It's hard to choose just which item to buy. (sfx: train whistle). Tag.

Jennifer Peterson, WJAN-FM/WJEN-FM Rutland, VT

**RADIO
INK**

TOWING

:60 DAVE SHOCKEY AUTO BODY & TOWING

("Beavis and Buttthead") (sfx: traffic) Buttthead: He, he, he, he ... driving's fun. Beavis: Yeah ... he, he, he, he ... it's like really cool. (car stops) Buttthead: Hey ... there's like something wrong with the car. He, he, he, he ... it like ... stopped. Maybe we should ... call a tow truck ... he, he, he, he ... Beavis: OK. There's a pay phone. (car door slamming shut) What's the number? He, he, he, he ... Buttthead: Uh ... maybe we should ... like ... look in the phone book. Beavis: OK ... here we go. Dave Shockey Auto Body and Towing. 762-7106. Let me dial ... let me!!! 762-7106. (dialing) Buttthead: No way ... give me the phone, Beavis. Uh ... hello? Is this Dave Shockey Auto Body and Towing? Uh ... we ... like ... stopped. What's that? Uh ... we're like at this pay phone. He, he, he, he ... Beavis: Let me talk to them. Let me talk to them!!!! Buttthead: Shut up Beavis! Uh ... it's on this ... uh ... road. Anncr: Whenever you need a tow, call Dave Shockey Auto Body and Towing at 762-7106, Triple-A approved and available 24 hours a day. Tag.

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

**RADIO
INK**

GLASS COMPANY

:60 ARROW GLASS

Anncr: Is more of the outside getting in than you intended? Your screens are serving as the gateway to an insect paradise in your home. Or, maybe your windows are leaking out your precious air-conditioning dollars. Arrow Glass can take care of your screen repairs and window replacements. Install energy-saving replacement windows and keep down the summer cooling costs. Have Arrow repair your screens and keep the outdoors ... outdoors! Arrow Glass can also help make improvements on the other glass items in your home — tub and shower enclosures, table tops, glass block windows, and even mirrors. And, Arrow Glass can give you an in-home free estimate for any glass repairs you need to have done. Call 939-3032. That's 939-3032. Arrow Glass, next to the Post Office on Broadway in Bradley. With over 30 years experience, Arrow Glass is ready to serve you! Call for your free in-home estimate today. Arrow Glass 939-3032.

Janelle Schlough, WKAN-AM/WLRT-FM Kankakee, IL

**RADIO
INK**

AUTO REPAIR

:30 E AND J USED AUTO AND TRUCK PARTS

(character voices) Vc. 1: So, did you really let 'em have it ... Vc. 2: What??? Vc. 1: E&J Used Auto and Truck Parts ... You said you were going to give 'em a piece of your mind ... Vc. 2: No ... I said, E&J really gives me peace of mind ... E&J has a huge selection of used car and truck parts, for American and foreign vehicles ... And, at E&J, I save 50 to 75 percent on new parts, not to mention E&J's six-month warranty ... Vc. 1: Wide selection, huge savings and a six-month warranty — I see why E&J gives you peace of mind ... Anncr: E&J Used Auto and Truck Parts, 315 31st Avenue, Rock Island ... Call 788-7686.

Kirk Marske, WXLN-FM Davenport, IA

**RADIO
INK**

**RADIO
INK**

Special Advertising Section

Wave Makers

Cutting-Edge Information From Leading Radio Suppliers



**Inside: SW NETWORKS
The Making of Smooth FM**

World Radio History

THE MAKING OF

Smoothfm

NAC, The Untapped Gold Mine for Medium Markets

by Paul Goldstein

To understand how Smooth FM was designed, it is important to first know why SW Networks has made a commitment to NAC, the fastest growing format in radio.

NAC, New Adult Contemporary has become a mass-appeal format achieving top 5, 25-54 ranker positions in major markets like New York, Chicago, San Francisco, Dallas, and Washington D.C.

Now, NAC is beginning to penetrate medium markets, and, where the mass-appeal NAC programming approach is employed in medium markets, the format is winning big. Two examples are in Portland and New Orleans. Both stations recently changed format to NAC. Portland's KKJZ increased their weekly share 313% from the Spring to Fall '94 Arbitron, and New Orleans KLJZ increased their weekly share 400% from the Winter to Fall 1994 Arbitron. They both scored these unparalleled gains with NAC.

For years, NAC radio stations have deliberated over what to call themselves. There are a number of rea-

sons why we chose Smooth FM. We initially came up with the name because it has become such an important word in our culture. In the '80s, the dominant soft music format was called, "Lite FM." "Lite" was also a word that dozens of non-radio companies used extensively in their advertising.

Now, in the '90s, "Smooth" is the word which has, in many cases, replaced "Lite." It conveys a similar message, but in a contemporary, younger way, appeals to the heart of the NAC demo, 35- to 44-year-olds.

NAC has gone through changes similar to what AOR experienced when it evolved from a niche format to a mass-appeal format. When AOR began to deliver big ratings successes in major markets, there was a high demand for AOR programming and announcing talent, but it was in low supply.

Today, there is revolutionary new Sony technology that is available which, had it been available then, would have both accelerated the growth of AOR, and helped station owners and operators

avoid the early programming mistakes that were made because of lack of qualified talent.

In creating Smooth FM, SW Networks has chosen to utilize a state-of-the-art digital satellite system which surpasses all existing 24 hour satellite networks. It provides affiliate stations with the capability to come across to the listener in a way that sounds totally local. Stations will get local weather, local time, mentions of local events, local PSAs and more.

The magic of Smooth FM is the music. Every day, Smooth FM's Program Director, Michael Fischer, custom blends every hour of Smooth FM programming to create a seamless, almost hypnotic flow designed to deliver the highest possible time spent listening.

But the music is just the beginning. World class on-air hosts have been hired for Smooth FM. Being based in midtown Manhattan provides SW Networks affiliates with the crème de la crème of air talent. Our award-winning lineup of on-air hosts was chosen because not only do their voices have the



**Paul Goldstein, Vice President,
Programming Development**



**Michael Fischer, Program Director,
Smooth FM**

rich, lush texture that complements the music, but their conversational delivery style is what adult listeners in the '90s enjoy and expect.

When you combine NAC's availability via satellite from SW Networks, with new breakthrough digital technology providing local customization, the result for owners and operators is a powerful combination delivering a mass-appeal format with class appeal demos.

For complete details on SW Networks: The Radio Picture Company's programming, our new proprietary digital technology and multi-media on-line opportunities-plus an evaluation of which SW Networks programs or formats might be right for your station, please call Ron Rivlin (East Coast) or Joyce MacDonald (West Coast) in SW Networks' Affiliate Marketing Division at 212-833-7320 or Fax us at 212-833-4994.

SW
networks

WAKE UP!



SNOOZE

11:10

889 92 96 98 100

SPECIAL REPORT

◀ 33

A few years ago when you thought of a syndicated morning show, it was in the overall content of the programming supplied for the day. You could choose from two syndicators with a couple of formats. The concept is not new. Syndicated morning shows have been around since the late '70s. If you were in Europe then and

from a highly researched tight list. Howard is the core library, his callers and guests are the currents and the ensemble cast is the recurrences. When you see it on *Et*, the Entertainment Channel on cable, it looks easy. It's not. Consider the discipline that goes into pacing the show. Picking the hot topics is tough enough for your morning man; imagine what it's like to try to do that for markets as diverse as LA and Myrtle Beach, South Carolina.

If you want to compare Howard to

erates as much interest is Rush Limbaugh.

Stern's show airs on the 7 p.m.-midnight shift on WBCN Boston. You wouldn't think a morning show would work at night, but this one does quite well. An alternative for stations wanting the show, but not in the morning.

If you're a student of Arbitron Trends, you'll notice that Stern's best books are always in the summer. Stations don't do much promoting in the summer. You don't see TV spots, receive direct mail pieces, or get telemarketing calls at

Your Syndicated Morning Show Guide

BY LOU JOSEPHS

turned on the Radio, you could hear the same morning show in London that you could hear in Glasgow. In Nice, you could hear the same morning show in Paris. In North America, Charlie and Harrigan tried the first coast-to-coast show with KCBQ San Diego, feeding tapes to WRKO Boston. Today there are morning shows for every format and every budget.

Howard is King

Howard Stern pioneered the modern version of the concept via satellite first to Philadelphia on WYSP, then to Washington on WJFK. From those humble beginnings to a loose nationwide group of stations that span lots of formats, Howard is the King. No one gets more attention, and has the capability to deliver solid ratings. This talk show, found mainly on FM stations, works best where there is some Diaspora from the New York metro area. The show is made up of an ensemble cast, and you know all the players and their roles. No music is played



STERN

Rush you can do so; at the heart they are both entertainers, and to some degree satirists. One of the great things about Radio is it can be a cyclical medium. Back in the '60s there was this Radio station in New York that had this cool late night host, Jean Shepherd, who just talked and told stories. His ensemble was his sound engineer and the folks he grew up with. Listeners bought his books, saw his TV series, and went to his movies. He even had a few run-ins with the FCC. Sounds very familiar doesn't it.

Stern is currently on 21 stations, recently returning to Chicago. Plan for overruns into midday; the show ends when Howard's done. Stern's stations are mainly Classic Rockers, but he is on a '70s station (BIG in Miami) and an FM talk station (Real Radio in Orlando). The only syndicated show to be in the top three major markets, Stern is also the only major syndicated morning personality to be wired. His exploits on America on Line and Prodigy have created interest from other personalities and syndicators in using this new interactive media. As you surf the Internet you will find several multimedia Web Pages devoted to the show. You can also get a synopsis each day's show. The only other major nationwide Radio personality that gen-

work. When you have a pure programming situation without big promotional dollars being spent, the Stern show wins. And since summer is vacation time, "The best of" could beat your live, already insecure morning talent. (Who wouldn't be insecure with Stern in their market.)

Everyone steals from Stern; Letterman, Leno, even other air talents. WRKO late afternoon personality Howie Carr's producers listen to Stern every night on their way home. They told a local New England newsweekly that they hope their boss can some day be nationwide.

For more information, open your check book and call superagent Don Buchwald. Prices for the show, or any syndicated morning show for that matter, vary, rumors abound, and no one will commit to specifics. It's been rumored that figures in excess of a million a year have been paid for Stern's show. Managers of stations that air Stern say that whatever they've paid, revenues have made it immediately worthwhile. Many owners and managers, however, are still concerned about putting their license in Stern's hands.

35 ▶

Newcomers Matt Siegel & Kevin Matthews

The newest entry into the syndicated morning field comes from Pyramid Broadcasting's KISS 108 in Boston. Long-time Boston morning personality Matt Siegel can now be heard in Portland, Maine, Providence, Rhode Island and Charlotte, North Carolina. The technology the show uses has been pioneered by the Open House party show. It allows the bits to go through a computer that sends them via satellite to the affiliates. They do not send any music, so it's conceivable that a Country station could carry the show that originates at Boston's top-ranked Contemporary station WXKS-FM.

Will it work on a national basis? The jury is out on that until the Spring book numbers roll in. Siegel's always been able to be very competitive in Boston against morning legends like WBCN's Charles Laguidara and WBZ's Gary La Pierre. In Providence and Portland he'll face off against Imus and some well-established local talent. Pyramid told the *Boston Herald* that they expect the show to be in at least two dozen additional markets by Labor Day.

Another new entry is Evergreen's Kevin Matthews. Matthews' show is currently on two other stations, WGRD-FM Grand Rapids, Michigan, and WYMG Springfield, Illinois, in addition to being on *The Loop FM* in Chicago. More affiliates are expected to be announced shortly. This show is comedy based.



MATTHEWS

Matthews does impersonations, has ongoing characters and also works as a stand-up comedian. The hard work is paying off for the Loop and WGRD-FM. It will be very interesting to see how Matthews fares in Chicago opposite Stern, but expect to look at a few books before you rush to judgment.

The I-Man

Then there's Imus. In New England you can turn on your Radio and find him on as many stations as Rush is on later in

the day — FMs and AMs, and he delivers male numbers in abundance. He doesn't play records anymore, but the duck still quacks and Charles McCord is still the principal sidekick. The show also has an ensemble cast. The Imus of the '90s is a pit stop for people wanting to be president. Bubba himself (wouldn't it be a hoot if just once Ted Koppel called him that), and certain favored of the president's men have appeared on the show. High-powered media figures also drop by from time to time. Imus has become recognized as an influential place to be heard. Watch this show when it's simulcast on C-Span. You and your air staff will be able to see the preparation and timing that makes this show. The one thing you should notice is it's OK to recycle your bits from early in the morning to later. Imus is available through Westwood One, tends to be found on Sports stations and Classic Rockers, but should work in any format.

Zippo, Joyner & Moby

ABC Radio Networks has three morning shows, and they are format specific. If you are a Pure Gold affiliate or

have one in your market then you know about *Zippo in the Morning*. On close to 200 stations, Jim Zippo does a fairly music-intensive Oldies-based show. His sidekick is Maria Danza. This is a five-hour show that one East Coast affiliate I know of runs from 6 a.m. to 11 a.m. Most of the shows we've talked about have been primarily talk shows. The strength of this show is its forward momentum. Even if a bit bombs the music can save it. If you're an Oldies station that's locally programmed during the day looking for a strong morning show you can get Zippo.

I've always wondered what Tom Joyner did with all those frequent flyer miles from the Fly Jock days. *The Tom Joyner Morning Show* is available on more than 70 stations. This is an Urban-based show with news, sports and



ZIPPO



JOYNER

Your prescription for sound medical information

Frank Myers, D.O.

R Family Health

For more information or to hear a demo, call:

1-800-381-1251

Family Health

SPECIAL REPORT

◀ 35

interviews, including two from the White House with President Clinton. It is also music based.

So you've got a Country station and need a morning talent? ABC offers *Moby in the Morning*. Wasn't this guy a highly successful AOR jock once? Now he's Country and he's cool. It's a four-and-a-half-hour show. ABC offers you a flex clock that will allow you to add local news, weather, traffic and contests. Perhaps you're a Gerry House affiliate in search of a show; this might be for you. ABC is working on an updated list of affiliates.

One of the most important things you can do at your station to make a syndicated music show work is work with the people you buy it from. You'll find they are very flexible. They have to keep you as an affiliate. Make sure you put more into it than just liners, IDs and sweepers. Maybe you can get the weather, drops about persistent local traffic hotspots, commercials, and promos.

People's Radio Network

If you have a news or talk station you

may want to consider an offering from the People's Radio Network. PRN does a three-hour morning news magazine called *Morning in America*. The regular hosts are Mike Ezzell and David Hand. The show is intentionally designed for full segments to be dropped with no loss of continuity. Even if you carry the whole show, not just its parts, you can't tell the difference. More than 150 stations currently carry the program.

Doug Stephan

Talk America offers *Good Morning USA with Doug Stephan*. This show features two hours of conversation and calls, followed by an hour with guests. This is the only show to offer a daily segment from Washington, and that's in the last hour. The show currently airs on 170 stations.

Mark & Brian

What about Mark and Brian? Yeah, what about 'em. They are currently a "regionalized" network, with the biggest market outside of LA being San Francisco. San Francisco will be the real test of this show.

Listeners' Thoughts

What do listeners think about syndicated morning shows? Michael Lowery from Denver spends a lot of time traveling. On the road he listens to Stern, and when he's home he prefers Imus over what he describes as bathroom humor on his local FM stations. A listener on the West Coast e-mailed me about the wave of syndicated morning shows hitting his area and he raised questions about its impact on the local listener in his market. He says the syndicated guy on the station he listens to can't talk about the local sports team or something that happened locally the day before that was really hot. Well the key here for stations is to spend time cultivating a relationship with their syndicator. If you do this, you can get, for example, Dick Clark to do your local weather. For the most part, however, the research I have seen recently suggests that listeners perceive syndicated shows as offering wide variety.

Future Plans

Most of the aforementioned shows deliver strong male numbers. The more music intensive shows give you a better female balance. It's interesting that none of the stronger Hot AC talent have been syndicated, yet. It's in the future plans of a lot of people.

Lou Josephs is research director of DAIR, and operations manager of WXLQ-FM Worcester, MA. He may be reached at 508-752-1045.



MOBY



STEPHAN



IT'S SHOW TIME

<u>PROGRAM</u>	<u>CONTACT</u>	<u>PHONE NUMBER</u>
Infinity's Howard Stern	Don Buchwald	212-867-1200
SuperRadio's Matty in the Morning	Gary Bernstein	508-626-2080
Evergreen's Kevin Matthews	Ed Coyle	312-951-1373
Westwood's Imus in the Morning	Bob Bartolomeo	212-641-2042
Peoples Radio Network's Morning in America	Bill Bartlett	904-397-2000
Talk America's Doug Stephan	Lisa Ferrari	617-828-4546
ABC Radio Networks' Moby in the Morning, Zippo in the Morning and The Tom Joyner Morning Show	Karen Freeman Frank Woodbeck	212-456-1998 East 214-448-3330 West

MOVERS & SHAKERS



- ★**Lynn Anderson** has been appointed regional director of marketing, Southern California region, for Metro Networks. She had been vice president worldwide/sales and marketing of Radio Express. 713-621-2800
 - ★**M.E. McClanahan** has been awarded the title of senior member by The Institute of Electrical and Electronics Engineers, Inc. He is currently president of Marti Electronics. 217-224-9600
 - ★**Marilyn Saks and Debbie Goldgar** have new positions at Metro Networks. Saks, formerly senior AE with KTRH-AM Houston, is now VP/project marketing. And Goldgar, formerly direct marketing manager also with KTRH, is now director of marketing development. 713-621-2800
 - ★**Lynne Christopher** has been named director of market development for advertising sales for ABC Radio Networks. She had been senior vice president/director of media services for Temerlin McClain. 214-776-4644
 - ★**Ron Davis** has been promoted to program director for ABC Radio Networks 24-hour format, Urban Gold. He had been program director at WJMO-AM Cleveland. 214-776-4644
 - ★**Michael Nolan** has been named GM of KAUS-AM/FM Austin, MN. He will remain GM of KEEZ-FM Mankato, MN. 507-345-4646
 - ★**Elise Kennett** has been named GM of W/WDE-FM and WNVZ-FM Virginia Beach, VA. Kennett had been VP/GM of WTVZ Fox 33. 804-499-9800
 - ★**Patrick Fant and Mary Bennett** have new positions at Shamrock Broadcasting. Fant, formerly VP/GM of KLOL-FM Houston, is now GM of KRQT-FM Houston. And Bennett, formerly GM of KRQT is now GSM of W/WW-FM Detroit. 818-845-4444
 - ★**Michael Sonberg** has been named GSM of KNEW-AM/KSAN-FM San Francisco. He most recently held a management position at KBLX-FM and KFRC-AM/FM San Francisco. 415-291-0202
- 

Bill Carroll

- ★**Bill Carroll** has been named director of sports sales for Infinity Radio Sales. He had been national account director for Retail Sports Television. 212-916-0524
 - ★**Thom Sutton** has been named director of sports sales for Infinity Radio Sales. Sutton had been sports marketing manager for CBS Radio Representatives. 212-916-0524
 - ★**Phil Lewis** has joined WCBW-FM St. Louis as sales manager. He had been an account executive with KSD-AM/FM St. Louis. 314-487-1006
 - ★**Kelley Chapman** has joined ABC Radio Networks as manager of marketing communications. Chapman had been with Nolan Enterprises Inc. as a public relations specialist and writer. 214-448-3342
 - ★**T.J Lambert and Karen Childress** have both been promoted at ABC Radio Networks. Lambert, from regional director, affiliate marketing to senior director, affiliate marketing, small markets. And Childress, from director of the Southwest region to senior director, affiliate marketing, Southwest region. 214-776-4644
- ★**Dave Douglas** has been named program director at WAAF-FM Boston. He had been assistant program director at KISW-FM Seattle. 617-236-1073
 - ★**Ken Beck** has joined KPIX-AM/FM San Francisco as program director. Previously he had done consulting work for KOTK-AM and KINK-FM Portland, OR. 415-765-8783
 - ★**Kristina Lee** has been promoted from sales associate for the Torbet Radio Group to AE of D&R Radio/San Francisco. 212-916-0560
 - ★**Robb Stewart** has joined KLOU-FM St. Louis as afternoon drive personality/MID. He had been PD/afternoon drive personality at WFBC-FM Greenville/Spartanburg, S.C. 314-444-3220
 - ★**Clarissa Douglas** is the new co-anchor of the KRLD-AM Arlington, TX, afternoon news broadcast from 4 p.m. -6 p.m. in addition to noon-1 p.m. and 3 p.m.-4 p.m. Douglas has worked for CBS Radio, Mutual Radio and Voice of America. 214-445-6234

Sun Radio Network Makes Programming Weekends Exciting ... and Profitable!

“The Charles DeRose Financial Advisor Show”



Charles DeRose

- ◆ A Financial Show With Energy And Enthusiasm. Without The Typical Sales Pitch.
- ◆ Your Listeners Can Expect Unbiased Advice Delivered With Patience And Insight.
- ◆ Charles DeRose Is A Financial Advisor You Can Trust!

Saturdays: 11 a.m. - 1 p.m., ET • Sundays: 11 a.m. - 2 p.m., ET
Call (800) 572-9204 for more information and a demo tape.

Circle Reader Service #121

PRODUCT NEWS

Alternative reading. Broadcast Programming (BP) and Shane Media Services were



looking for a way to market their 24-hour Alternative Rock format, Radio X™, for locally programmed Radio stations. What they came up with was the Radio X comic book, unveiled recently at NAB. It's a story about Spinville U.S.A. and how

the 18-34 "X-ers" were lacking Alternative music on the air, until Radio X came to town. To get Radio X in your "Spinville" call 713-952-9221 (Shane Media's Sheryl Broz) or for a demo 800-426-9082 (BP).

•ABC now has news coverage for both of its 24-hour Urban formats, *The Touch* (Urban AC) and *Urban Gold* (Urban Oldies). Anchor Pam Gibson is on at :20 and :40 past the hour for two minutes in addition to two news updates during midday. *Urban Gold* also carries "Solid Gold Soul Health Tips," informing listeners of health related issues that specifically relate to the African American Culture. 214-776-4644

•Cuomo Come Lately. SW Networks and former New York Gov. Mario Cuomo have signed an agreement for a weekly,

three-hour, nationally syndicated program. *The Mario Cuomo Show* will debut this summer, covering a wide array of political, social and ethical topics. So does that mean no more Doritos commercials? 212-833-8527

•Daily Country. Country Hitmakers is available seven days a week in the form of the *Country Hitmakers Daily Update*. It's a 90-second vignette companion to the music magazine and it's available on a barter basis. 615-255-1100

•Joining forces are CCS, provider of MUSICAM® and VirteX Communications, L.L.C., maker of Dax™ with the purchase of CCS by VirteX. They've created the first high-tech "super company" dedicated to bringing the best sounding digital audio products to a cross-section of cable, satellite and telecommunications industries. 908-739-5600

Remember Lowell Weicker, the former Connecticut Governor and U.S. Senator?



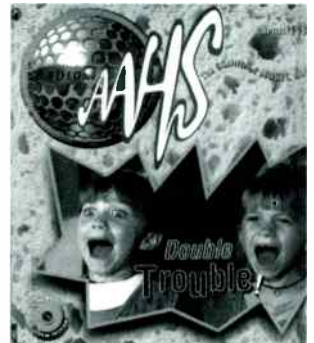
You probably didn't have a chance to since his syndication deal with CRN International, which was announced only two months ago, has been deep sixed. So for now his D.C.-based

"America Speaks" or the "antidote to right-wing Radio garbage" will have to stay in the cab of the sanitation truck.

•Good morning ComStream. Soon to

hit the airwaves of Vietnam will be Voice of Vietnam. The broadcasts will be distributed by a new digital satellite network from ComStream. The network will use 100 ComStream ABR200 audio broadcast receivers. Plans are also in the works for satellite transmissions to Vietnamese populations in Europe and other parts of the world. 619-458-1800

After a successful launch last month and a cover of The Lion King's *Hakuna Matata* by Jimmy Cliff getting heavy airplay on AC stations, the second edition of the Radio AAHS Magazine and Music Service is out featuring those lovable Olsen twins from TV's *Full House* and a song on the CD by cartoon crazies, the Animaniacs. 612-338-3300



•Radio of the mind. *The Daniel Morgan Show™*, the first nationwide psychic call-in program that "does not charge its callers for the time," is ready for distribution by Abernat, Roxhen, & Boggs Broadcast Division. Topics range from marriage and personal relationships to finance and current events. 704-543-9626

SEND PHOTOS
of your new products, services and programs to: **Product News, c/o Radio Ink, 224 Datura Street • Suite 701, West Palm Beach, FL 33401.**

June 22-25 • Talk Radio '95 • Houston

Sponsored by National Association of Radio Talk Show Hosts

Register Now

Phone 617/437-9757
Fax to 617/437-0797

Name	Title
Station	
Address	
City/State/Zip	
Phone	Fax
AmEx Credit Card No.	Exp. Date

Circle Reader Service #122



RADIO INK

Radio's Premier Management & Marketing Magazine

Editor-In-Chief/Publisher

B. Eric Rhoads, CRMC/CRSM

President, Magazine Division

Yvonne Harmon, CRSM

Executive Editor Emeritus/Los Angeles

Dwight Case

Managing Editor

Anne Snook

Editorial Assistant

Shawn Deena

Contributing Writers

Dave Anthony, Ellyn F. Ambrose, Corinne Baldassano, Rob Balon, Cliff Berkowitz, Ted Bolton, Rhody Bosley, Bill Burton, Holland Cooke, Sharon Crain, John Fellows, Dave Gifford, Bill Haley, Ray Ho!brook, E. Karl, Bob Keith, Phillip J. LeNoble, Pam Lontos, John Lund, Chris Lytle, Kathryn Maguire, Val Maki, Mike McDaniel, Rick Ott, Bob Pedder Jr., Roy Pressman, Mark Ramsey, Jack M. Rattigan, Walter Sabo, Eric Small, William P. Suffa, Jack Trout and Guy Zepoleon

Art Director

Linda DeMastry

Assistant Art Director

Marianne Young

Press Photographer

Bruce "Flash" Cooley

Chief Financial and Operations Officer

John J. Montani

Production/Circulation Manager

Tom Elmo

National Sales Manager

Chuck Renwick

Marketing Consultants

Helen R. Brown

Linda Galiano

Office Manager

Joan Benca

Washington, D.C. Counsel

Michael H. Bader

Haley, Bader & Potts

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.

Radio Ink Mission Statement For Advertisers:

Radio Ink provides an upbeat, first-class, pro-Radio environment for advertisers wishing to associate their product with positivism, productivity and quality. Radio Ink strives to provide enhanced results and added value by offering strong, widespread, loyal readership of industry decision-makers. We make our customers our most important asset by providing services which focus on their needs.

To Subscribe or for Classified/Resource Directory Information Call:

1-800-226-7857

407-655-8778

EVENTS CALENDAR

1995

April 29-May 5—RAB Board of Directors, San Francisco. 212-387-2100

May 4-5—Oregon Association of Broadcasters Spring Sales Seminar, Eugene, OR. 503-257-3041

May 8—The Peabody Awards Bancuet, New York. 706-542-3787

May 9—Internat'l Radio & Television Society Foundation Awards Luncheon, New York. 212-867-6650

May 16—Radio License Renewal Seminar, Toledo, OH. 202-775-3511

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

May 24-27—Native American Journalists Association Annual Conference, Bismarck, ND. 612-874-8833

June 1-3—44th National AWRT Convention, Beverly Hills, CA. 703-506-3290

June 1-4—Am. Adv. Federation Nat'l Advertising Conference, Tampa. 202-898-0089

June 6-11—National Association of Hispanic Journalists Annual Convention, El Paso, TX. 202-662-7145

June 7-10—PROMAX & BDA Conference & Expo, Washington, DC. 213-465-3777

June 12-14—New Jersey, Maryland, DC and Delaware Broadcaster assoc. joint convention, Atlantic City, NJ. 609-860-0111

June 14—Radio Mercury Awards, New York, NY. 212-387-2156

June 22-24—Virginia Association of Broadcasters Summer Convention, Virginia Beach, VA. 804-977-3716

June 22-25—Nat'l Assoc. of Radio Talk Show Hosts Talk Radio Convention, Houston. 617-437-9757

July 13-16—Upper Midwest Communications Conclave 20th Anniversary/The Great Reunion, Minneapolis, MN. 612-927-4487

July 18—Radio License Renewal Seminar, Chicago. 202-775-3511

July 21-23—North Carolina Assoc. of Broadcasters Annual Convention, Asheville, NC. 919-821-7300

July 27-29—1995 Southwest National Religious Broadcasters Convention, Dallas. 318-783-1560

Aug. 5-6—Dan O'Day's Morning Show Weekend, Dallas. 310-476-8111

Aug. 16-20—National Assoc. of Black Journalists Annual Convention, Philadelphia, PA. 703-648-1270

Aug. 17-19—Morning Show Boot Camp '95, Atlanta. 404-926-7573

Aug. 23-26—Asian American Journalists Association National Convention, Honolulu, HI. 415-346-2051

Aug. 24-26—West Va. Broadcasters Assoc. Annual Convention, White Sulphur Springs, WV. 304-744-2143

Sept. 6-9—Associated Press Broadcasters Fall Board Meeting, New Orleans, LA. 202-736-1100

Sept. 6-9—SBE Engineering Conference, New Orleans, LA. 317-253-1640

Sept. 6-9—NAB Radio Show & World Media Expo, sponsored by NAB, New Orleans. 202-429-5335

Sept. 6-9—RTNDA 50th Internat'l Conference & Exhibition, New Orleans, LA. 202-659-6510

Sept. 14-18—International Broadcasting Convention Annual Meeting, Location TBA. 44-71-240-3839 in U.K.

Sept. 20-22—NAB Libel Defense Conference, Tysons Corner, VA. 202-775-3527

Oct. 5-7—Oregon Association of Broadcasters Fall Conference, Bend, OR. 503-257-3041

Oct. 5-8—Audio Engineering Society Convention, New York, NY. 212-661-8528

Oct. 7-10—Assoc. of Nat'l Advertisers 86th Annual Meeting & Business Conference, Boca Raton, FL. 212-697-5950

Oct. 14-17—RAB Board of Directors, Boca Raton, FL. 212-387-2100

Oct. 15-19—EIA/CES Fall Conference, Scottsdale, AZ. 202-457-8700

Oct. 18-22—National Broadcast Association for Community Affairs Conference, Seattle, WA. 602-325-0940

Oct. 19—Internat'l Radio & Television Society Foundation Newsmaker Luncheon, New York, NY. 212-867-6650

Oct. 19-20—Ohio Association of Broadcasters' Fall Convention, Columbus, OH. 614-228-4052.

Oct. 19-23—International Broadcasting & Telecommunications Show, Milan. 39-2/48-155-41 in Italy.

Oct. 25-28—SBE Broadcast Cable & Satellite India '95 Exhibition, Paragati Maidan, New Delhi. 317-253-1640.

Nov. 12—NAB Small/Market Mgrs. Roundtable, Washington, D.C. 202-429-5402

1995 Arbitron Survey Dates

- Spring March 30-June 21
- Summer June 22-Sept. 13
- Fall Sept. 21-Dec. 13

1996

April 15-18—NAB Annual Convention 1996, Las Vegas, NV. 202-429-5402

FAX YOUR ORGANIZATION'S EVENTS TO:

Events Calendar, c/o Shawn Deena 407-655-6134.



1-800-226-7857

CLASSIFIEDS

■ HELP WANTED MANAGEMENT

Broadcast Sales Manager. Central PA big coverage Top 40 FM & News-Talk AM seek sales manager to work directly with owner. You need to be honest, forthright and willing to fight for the business. You need a good sense of humor. You need to be a natural leader. You need to believe that advertising works. Write a cover letter and send resume to Gary Gunton, c/o WPRR/WVAM, 2727 W. Albert Drive, Altoona, PA 16602. Fax: 814-944-0250. EOE.

Established, small group operator seeks individuals with sales and management experience to join expanding team. Progressive yet stable approach toward the industry. EOE. Reply in confidence to Blind Box 416 c/o *Radio Ink*.

General Manager, Sales emphasis. Top 70 Market. Salary, Profit Sharing. Fax Resume to Richard Rees, 512-472-1093. EOE.

GENERAL SALES MANAGER

This is your chance to implement your own program under an owner who will let you do your job. We have Rush Limbaugh but we don't have you ... yet. This opportunity won't last. Great Talk Radio station in a market that's exploding. SE Coast. Send Resume to Blind Box 410 c/o *Radio Ink* or call 803-828-2262. EOE.

Small, respected group operator seeking individual with broad experience to manage small market combo in desirable, Southern market. Successful candidate will have performance-based opportunity to purchase on very favorable terms. EOE. Reply to Blind Box 412 c/o *Radio Ink*.

■ HELP WANTED PERSONALITY/ PRODUCTION

Paragon Communications is looking for creative experienced team player with "can-do" attitude and proven track record for PD/Announcer. We offer top pay with benefits and state-of-the-art equipment. Mail/fax resume and air check to: Paragon Communications, P.O. Box 945, Elk City, OK 73648. Fax # 405-225-9699.

■ HELP WANTED PROGRAMMING

Program Director AOR. Top 15/New York suburban market seeks street-smart, promotionally oriented, AOR experienced PD with a winning track record to mold and motivate existing and new air talent. Position includes air shift & production. Applicant should be well-versed in selector and have a minimum of 3 years experience in AOR programming. Competitive salary & benefits. EOE. Send tape, resume and salary history to Blind Box 424 c/o *Radio Ink*.

■ HELP WANTED REGIONAL SALES MANAGER

WOW Radio has immediate opening for Regional Sales Manager. Position offers stability with well-established company, desirable working conditions and attractive compensation package, including employee stock ownership. Five years radio and advertising agency sales experience required. Send resume with letter explaining why you should be considered to Bill Calvert, WOW-AM/FM, 5030 N. 72nd St., Omaha, NE, 68134. EOE.

■ HELP WANTED SALES

Coyote Radio, a growing AAA station broadcasting in Albuquerque/Sante Fe, New Mexico, has an excellent opportunity for an experienced account executive. If you are ready to take your career to the next level rush your resume and cover letter to: General Manager, 2730 San Pedro NE, Suite H, Albuquerque, NM 87501. No phone calls please. EOE.

Excellent opportunity for seasoned professional with can-do attitude and motivation. We offer choice list, salary, commission and bonus. Close to twin cities. Call (612) 693-3781 or Fax (612) 693-3283 Steve or Bob - KLF.D. EOE.

Florida East Coast property has an immediate opening for an experienced account executive. Great benefits. Fax/send resume and compensation requirements to 407-636-4380, Sales Manager, 2405 Broadcast Court, Cocoa, FL 32922. No calls please. EOE.

■ PROMOTIONAL EQUIPMENT FOR SALE

GIANT BOOM BOX FOR SALE



If you are interested, please call Ed Bryant at TRI-CITIES-RADIO GROUP
615-477-1000

■ SITUATION WANTED MANAGEMENT

Qualified, experienced, successful radio sales manager seeking new career opportunity. Posting 50%+ revenue increases! Major or medium market. Good leader. Good trainer. Minority candidate. Call 1-800-841-5168.

■ SITUATION WANTED PROGRAMMING

Record Ratings! Format switch the day before ARB started. Results: 12+ 17.9 #2, 18-34 31.6 #1, 25-54 18.5 #2 (20 station book). Looking for next challenge AC or Country. Bruce Buchanan 407-745-2419.

■ SITUATION WANTED PROGRAMMING AND PRODUCTION

Programming, Production, On-Air, Sports since 1985. Degree, Computer literate. 205-758-6172.

■ STATIONS WANTED

AM Stations Wanted. We are interested in your dark or unprofitable small or medium market station. Mr. Ford 310-423-3899.

Classified Ad Rates

All orders and correspondence pertaining to this section should be sent to: **RADIO INK, 224 Datura Street • 7th Floor, West Palm Beach, FL 33401**

Call (407) 655-8778 or fax to (407) 655-6164. All ads must be prepaid and if not paid by deadline may be subject to cancellation. Checks, Mastercard®, Visa® and American Express® cards accepted. Direct mail for faxes to Linda Galiano.

Rates: Classified Listings (non-display). Per issue \$1.50 per word. Situations wanted: first 10 words are free, additional words: \$1.50 per word. Blind Box: \$15 per issue. **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. **Rates: Classified Display** (minimum 1 inch, upward in half-inch increments): \$130 per inch. **Blind Box Numbers:** The identities of RADIO INK Blind Box holders are never revealed. When responding to a blind box, mail your reply to the box number c/o RADIO INK, 224 Datura Street • 7th Floor, West Palm Beach, FL 33401. If you do not want your reply to reach a certain company, simply indicate the company on the outside of your envelope. If the company named on your envelope corresponds with the box holder, your reply will be discarded.

Replies to Blind Box numbers should be addressed to: Blind Box (#), c/o Radio Ink, 224 Datura Street • 7th Floor, West Palm Beach, FL 33401

YELLOW INK PAGES™



COLLECTION CONSULTANTS

Szabo Associates, Inc. 404-266-2464
Media Collection Professionals. Local, National and International Receivables. No other offers you so many value-added services.

COPYWRITING

SUBSCRIBE NOW—get 26 crisp, usable :60s that sell, every month. (Or try us out—send \$29 for your sample pack of 10 great :60s.)

Hire a copy pro for less than \$2 a day!



Circle Reader Service #171

Right Brain Visions 800-646-3339
CJSTOM COMMERCIALS. No "fill-in-the-blanks." Try it right now...FREE!

FINANCIAL/BROKERS

Financial solutions! Accounting and tax services ... single station or group ... Fixed monthly fee ... Also bank financing and refinancing plans, purchase investigation analysis and sales presentation packages at per diem rates. References from industry leaders. McEntee & Associates P.A. 407-640-3585 ask for Bill.

Gary Stevens & Co. 203-966-6465
America's leading independent radio broker. Fax 203-966-6522

Media Services Group, Inc. 904-285-3239
Brokerage, Valuations, Financial Services, Asset Management, and Due Diligence. George R. Reed.

Satterfield & Perry, Inc. 303-239-6670
Media Brokers, Consultants and FDIC Approved Appraisers — nationwide. Fax: 303-231-9562. Al Perry

SBA Financing 904-285-3239
Refinancing and acquisition funding. Call George R. Reed at Media Services Group, Inc.

IDS, SWEEPERS, LINERS

MEDIA ASSOCIATES VOICEOVERS

..... 1-800-669-9278
All formats. Danny Jensen, 30yr Voice Pro Announcer.

INDUSTRY ORGANIZATIONS

Talk Radio '95. June 22-25, 1995. Sponsored by the National Association of Radio Talk Show Hosts. For more information and membership: Tel: 617-437-9757; Fax: 617-437-0797.

MANAGEMENT/SALES CONSULTANTS

Dave Gifford International...505-989-7007
Sales turnarounds and troubleshooting. In-station and group owner sales training. Sales management & advertiser seminars. New account sales and client development. Takeover counsel to first station owners.

MARKETING AND PROMOTION



COMPLETE TARGET MARKETING, SALES AND PROMOTIONAL CAMPAIGNS

- Database & List Management
- Direct Mail • Market Research • Telemarketing
- Sales Consulting • Sweepstakes
- Media Placement • Integrated Campaigns
- Creative & Design Services
- Printing & Print Production

2041 S.W. 3rd Ave. • Miami FL 33129-1449
Phone (305) 858-9524
Fax (305) 859-8777

Circle Reader Service #172

CASH CUBE

"Money Machine"

Gives your station instant impact
Create excitement with cash or coupon promotions



Call Toll Free
800-747-1144

Circle Reader Service #173

Creative Media Management, Inc. 813-536-9450
Direct mail and telemarketing for radio...business mailers, personalized letters, post cards, sweepstakes and database creation/management.

PAINTER CAPS — T-SHIRTS — BANDANNAS.

Inexpensive Premiums That Work! English, Ethnic, Rock, EZ, Classical. We'll help you with the art. Valuwear, Monroe NC 800-277-0031. Gorgeous screening.

The Radio Marketing Dept., Inc. 201-993-8717
Direct Mail, Telemarketing and Database Service. Serving the Broadcast industry since 1981.

MARKETING AND PROMOTION

Listener's On-Air Participation Builds Loyalty!

The game I.N.I.T.I.A.L. Response® Radio tests who you know based on their initials.

*Religious Figure with the initials J.S.
Scientist with the initials C.D.*

Answers come from limitless categories ... Today's news ... history ... the music or entertainment industry ... you decide.

For more information call:

CURRY GAMES, INC.
1-800-766-9880

2004 N. 12th Street, Suite 7
Grand Junction, CO 81501

Circle Reader Service #174

J * U * M * B * O EVENT TAPE™ Be Everywhere!



ONE COLOR
Budget Express
\$299 +S/H
3000 ft.
Low One-Time Set-Up

Also Available:
Buncha BANNERS™
FLASHBAGS™
PONCHOS

FirstFlash!
L I N E™

1-800-21 FLASH
(1-800-213-5274)

Circle Reader Service #175

LISTING (NAME & PHONE)	LISTING AD RATES	
	13 ISSUES	25 ISSUES
ADDITIONAL PER EXTRA LINE	\$195	\$300
	65	100
BOX AD RATES		
AD SIZES	13 ISSUES	25 ISSUES
1"	\$ 975	\$1,750
1-1/2"	1,433	2,572
2"	1,872	3,360
2-1/2"	2,291	4,112
3"	2,691	4,830
3-1/2"	3,071	5,512
4"	3,432	6,160

The Radio Auction

The toughest way to make money in the radio business is to get it from local advertisers who do not use your radio station. If they won't buy, you can't cash the check.

Broadcasters all over the country have discovered a clever way to get money from nonradio users. The radio auction. But it has its drawbacks. The radio auction is a promotion few stations can do successfully, in-house. The logistics are difficult, tracking is tough, on-air presentation is, indeed, a talent few people can do well.

The easy way to go to the bank with new money is by using The Great American Promotion Company's Action Auction.

Merchandise is traded with new advertisers for station inventory. The merchandise is described on the radio during the Saturday ACTION AUCTION broadcast. Listeners call from home and bid by phone.

Stations who use ACTION AUCTION realize from \$15,000 to \$45,000 in ONE DAY without sacrificing on-air cash business.

ACTION AUCTION was created in 1980 by Mike McDaniel, master promoter, international author, educator, station owner, and licensed professional auctioneer. It has proven successful in radio stations, coast-to-coast, year after year.

Your station can make money any month of the year. Action Auction is a turnkey promotion, starting with a professional sales meeting to bring your staff up to speed and including all the details through on-air selling and computerized accounting. It takes 10 weeks to sell, 5 weeks to promote, one day to auction.

The ACTION AUCTION is a class promotion that develops a loyal following and improves cash flow while being very entertaining.

Find out how much money you can make by calling Mike McDaniel at the Great American Promotion Company 812/847-9830.

YELLOW INK PAGES™

MARKETING AND PROMOTION

DRAW CROWDS TO YOUR REMOTES with the JACKPOT MACHINE!



This Las Vegas style one-armed bandit distributes custom printed "coupons," "incentive offers" or "prizes."
WIN NEW BUSINESS!!

- Riverboat Casinos
- Indian Gaming Facilities
- Shopping Malls
- Car Dealers

Call today for information on how you can start winning new business with the Jackpot Machine

JackPot PROMOTIONS 702/248-6373

Circle Reader Service #178

MAKE YOUR REMOTES WITH *Sizzle*



If you've been looking for a proven concept that can create a unique draw in your market - then . . .

Look No Further!!!

EXCLUSIVE MARKET RIGHTS GRANTED

**A.R. ENTERPRISES
1-800 334-3848**

Circle Reader Service #179

NATIONAL REP FIRMS

THE INTEREP RADIO STORE

Selling Today... Innovating for Tomorrow

1-800-INTEREP

**COMPLETE YOUR
RADIO INK LIBRARY
GET THE ISSUES YOU'VE MISSED.
AVAILABLE IN LIMITED SUPPLY.
CALL 800-226-7857**

PRODUCTION



RADIO POTATO™

- SWEEPERS
- PRODUCTION MUSIC
- NEWS/TALK PACKAGES

FOR A FREE DEMO, CALL

**800-GOT-NUPI
(800-468-6874)**

Circle Reader Service #180

PROGRAMMING

GIVE CLIENTS A REASON TO ADVERTISE

Short programs, jingle/spot packages ... for Easter, Christmas, Valentine's Day, National Music Month, Sherlock Holmes' Day ... and more!

Call

ARCA

(501) 224-1111

ask for Cindy or Dick

Circle Reader Service #181

Broadcast Programming 1-800-426-9082
or 206-728-2741
Radio Music formats on CDs and tape. The local alternative to satellite programming.

CRAZY FOR BROADWAY!

A UNIQUE ONE-HOUR PROGRAM OF THE BEST OF BROADWAY SHOW MUSIC WITH TALK, ANECDOTES & INTERVIEWS

Music by these great composers:

RICHARD RODGERS, COLE PORTER, IRVING BERLIN
JEROME KERN, GEORGE GERSHWIN,
STEPHEN SONDHEIM, JULE STYNE...and many more

For more info or a free demo, call
KANBAR INTERNATIONAL
914-472-9808

Circle Reader Service #182

Sell your products
or service in *Radio Ink!*

YELLOW INK PAGES™

SALES CONSULTANTS

Give your salespeople the tools they need to fight out in the street.

- Negotiation Fundamentals
- Negotiating People
- Negotiation Tactics
- Negotiation Strategies



Stan Forrer can help them — call 918-488-1914.

Circle Reader Service #183

SATELLITE SERVICE

PROGRAM DELIVERY
YOU CAN
COUNT ON...

To receive
media kit and
details on special
introductory rates



CALL TimeRite, Inc.
1-800-777-1127

Circle Reader Service #184

SERVICES

Skywatch Weather Center 800-759-9282
Rain or shine, here's a custom-formatted, personalized and localized weather forecasting system your audience will stay tuned for every day.

SPEAKER/TRAINING

Jim Doyle 813-378-4898
Jim Doyle's UPGRADE STRATEGY shows salespeople how to dramatically increase the spending of already large accounts. It's high impact, innovative training for stations, management meetings, and associations.

SYNDICATED PROGRAMS

Dr. "Red" Duke's Health Report has been a TV success for more than a decade. By popular demand it is now available for radio as 5 segments weekly of 40-seconds each. For complete details, call **Mark Carlton, 713/792-4633.**



Circle Reader Service #185

TRANSMITTING TUBES

WANTED: Old AM Transmitting Tubes



They don't have to work, they just have to look unique. The funkier the better!

Call **Radio Ink**
1-800-226-7857

Circle Reader Service #186

Yellow Pages for BIG

RESULTS!!!

"I probably get 15 to 20 qualified leads after each ad runs! That's great for our business."

Lenny Freed
National Sales
Inflatable Image

CALL **Linda Galiano**
407.655.8778 ext. 204



#JS 727

Cool Ties For Radio Lovers



#JS 123

#JS 456

#JS 952

Handpainted 100% silk

\$63 each
2 ties for \$120
All four ties for \$220
ORDER TOLL FREE

1-800-226-7857
OR FAX: 407-655-6164



224 Datura Street • 7th Floor
West Palm Beach, FL 33401
407-655-8778

GRAPEVINE



◀ On track was CRN international with its promotions for the 1995 Exxon World Sports Car™ Championship racing series. For the International Motor Sports Association (IMSA®) 12 hours of Sebring endurance race in Florida last month, CRN ran their *Focus on Racing IMSA Minutes* program, with more than 130 broadcasts, on seven stations. Here we see an IMSA driver and an unidentified interviewer on race day discussing the ramifications of the proliferation of terrorism in the Middle East.



◀ All together now ... Visiting in Los Angeles with syndicated talk host Ken Hamblin (r) and producer Jake Arnette (l) was MultiVerse Networks Chairman Ken Williams. MVN recently signed on to represent national advertising sales for *The Ken Hamblin Show*. Looks like the start of a beautiful friendship.



▶ He's no Charlie but WPLJ-FM New York's morning show producer John "Kato" Machay had former angel (r) Cheryl Ladd under his wing not to long ago. Joining them for the pose was news anchor Naomi DiClemente.



▶ Dial A for Arbitron. Gone are the days when you would hear elevator Muzak™ while on hold for Arbitron - now each day you'll hear a different New York Arbitron subscriber instead. First up ... Infinity's K-Rock and Howard Stern. This is all part of GM Pierre Bouvard's (r) plan to get Arbitron out of the data business and into the Radio business. Arbitron president Steve Morris checks out the new sound. ▼

▲ B&J Telecard was at it again, this time for Country fans in Madison, WI, who had a chance to win a Vince Gill Phonocard in connection with his area concert on April 13. The free, collectible, prepaid, 10-minute phonecards were given away during WWQM-FM's live remote from a favorite submarine sandwich shop. "Here's a phonocard, call someone you love."



▶ Singing duo. The Murmurs stopped by WMMS-FM Cleveland to say hi to Brian and Joe from The Buzzard Morning Zoo after stealing some hair from the Cleveland Clown College. (L-r WMMS' Joe Cronauer, Murmurs' Heather Grody, WMMS' Tony Rizzo, Murmurs' Leisha Hailey and kneeling, WMMS' Brian Fowler)



SEND PHOTOS OF YOUR ORGANIZATION'S MAJOR EVENTS TO:

Grapevine c/o Shawn Deena, 224 Datura St. • Suite 701, West Palm Beach, FL 33401



Renaissance by Ward-Beck
the audio console that answers the needs
of contemporary radio broadcasters.

Contact Ward-Beck for information or pricing on Renaissance or any other renowned WBS products by calling toll-free now at 1-800-771-2556 and ask for Eugene Johnson, Michael Jordan or Scott Miller.



Thoughtful design, sleek styling and legendary Ward-Beck craftsmanship makes Renaissance the perfect choice for today's "desk-top" environment. Renaissance functions superbly and transitions smoothly through live, live-assist and walk-away on-air operating modes.

- Integrates easily with most automation systems
 - Includes four telephone send outputs
 - Fully modular to simplify expansion and service
 - 8, 16 and 24 input channel mainframes available
- Value priced to fit most budgets!**

WARD-BECK Systems Ltd.

841 Progress Avenue, Scarborough, Ontario M1H 2X4 Canada
1-800-771-2556 416-438-6550 Voice 416-438-3865 Fax

Circle Reader Service #123

SALES PROMOTION PLANNER

MAY QUICK FIX

"Car Tag Sale." A retailer, or C. Store offers discounts to customers with a certain letter or number in their car tag that is posted at the store. The number or letter changes daily.

"Prize Cassettes." The station gives away cassettes on the air that contain prizes of various value. The listeners must pick them up from the retailer supplying the prizes.

"Hot Tub of Fun." Fill a hot tub with product and display at a retailer or nightclub. Customers will guess the amount or value of the contents to win the tub.

DATES TO REMEMBER

- 5 Cinco De Mayo
- 6 Kentucky Derby
- 14 Mother's Day
- 20 Armed Forces Day
- 28 Indianapolis 500
- 29 Memorial Day

NATIONAL

Mental Health, Barbecue and Photo Month, Pet Week

JUNE QUICK FIX*

"Father & Daughter Luncheon." A restaurant offers a special deal on a lunch for two with special drawings for Dad.

"Summer Fun Pack." To celebrate the first day of summer give out packs containing swim wear, ice cream, cold drinks, tanning oil, water park passes etc.

"Road Trip." Give away passes on a bus to a concert, water park, or sporting event. Tie in several sponsors.

DATES TO REMEMBER

- 6 Country Music Fan Fair
- Teacher Day
- 14 Flag Day
- 18 Father's Day
- 21 1st Day of Summer
- Graduation

NATIONAL

Dairy, Safe Boating, Fresh Fruits & Veggies, Rose and Pest Control Month

AUGUST

TARGET PRODUCTS

School & Office Supplies; Fall Fashions; Luggage; Vision Centers; Computers; Book Stores/Colleges; Musical Instruments

DATES TO REMEMBER

- Back to School
- Summer Clearance Sales
- 11 Presidential Joke Day
- 16 Elvis Died
- 28 Commercial Radio Broadcasting Day

NATIONAL

Romance Awareness and Eye Exam Month

SEPTEMBER

TARGET PRODUCTS

Fall & Winter Fashions; Home Furnishings; Beer; Hunting & Fishing Supplies; Heating; New Car Sales; Carpet & Floor Coverings; Home Furnishings

DATES TO REMEMBER

- 4 Labor Day
- 10 Grandparents Day
- 17-23 Singles Week
- 22 Business Women's Day
- 23 1st Day of Fall

NATIONAL

Self Improvement, Cable TV and Literacy Month

* Radio Ink assumes no responsibility for the viability of the promotions mentioned. Stations are advised to check with legal counsel regarding legality and possible lottery.

Sales Promotion Planner is compiled by Kim Stiles, creator of The Stiles System Radio Day Planner. She may be reached at 919-846-6449

Ideas you should start planning now

JULY

TARGET PRODUCTS

Picnic Supplies
Fast Food/Restaurants

Sporting Goods
Electric Utilities

Barbecue Supplies
Outdoor Furniture

DATES TO REMEMBER

4 Independence Day

16 Ice Cream Day

Christmas in July Sales

NATIONAL

Baked Bean, Ice Cream, Tennis, Peach, Hot Dog and Parks & Recreation Month

HOT DOG

July 4th is the single largest day for cooking out. Grocery stores take advantage of this period by introducing new products and displays with several vendors. You can build a grocery display around rafts, beach supplies, grills, sailboats, and patio furniture. This is a great opportunity to get some of those new vendor dollars with a great idea if you start now. Some products to target are chips, dips, salsa, mustards, paper products, charcoal, soft drinks, beer, buns, pickles; The list is limitless. Check for products to celebrate in your region ... "A Taste of Georgia" featuring Georgia grown products.

JUST IN JULY

"Christmas in July Sales." Treat this sale like it is Christmas time and decorate with red & green

8 Santa.

"Back Yard Barbecue." Build a display around a grill in a grocery store with vendor products. Each week a DJ will go to someone's home and deliver a complete "Back Yard Barbecue."

"Kids Do the Darndest Things." Listeners call in & tell kid stories to win client prizes.

"Test Drive for Ice Cream." A car dealer will give away 1/2 gallon ice cream to all customers who take a test drive. (This will force customers to go home from the dealership & not to another dealer, because the ice cream will melt).

"The Sweet Spot." At station events the station will have customers visit "The Sweet Spot" to sample products. Have a vendor sponsor.

THE THREE MOST IMPORTANT POINTS TO REMEMBER ABOUT YIELD MANAGEMENT.

- ▶ TAPSCAN IS YIELD MANAGEMENT.
- ▶ TAPSCAN IS YIELD MANAGEMENT.
- ▶ TAPSCAN IS YIELD MANAGEMENT.

GridONE™ is the radio industry's premier demand-driven electronic rate card and yield management system. The GridONE system allows management to keep a tight reign on inventory pricing performance, to yield specific financial goals for the station, while optimizing utilization of available inventory. An interface to available market audience estimates ensures that a customer-focused approach to selling guides your sales organization to its highest level. GridONE, yield management from the company that set the standard, TAPSCAN.



TAPSCAN, Incorporated
3000 Riverchase Galleria • Eighth Floor
Birmingham, Alabama 35244
205-987-7456

Circle Reader Service #124

BLAST FROM THE PAST™



Hi Ho Radio ... Awaaaay

Riding into the 1951 Santa Barbara (CA) Fiesta Parade was KTMS-AM's Al Sanders and his faithful sidekick, electro-horse. Al was attempting to do a live remote from midparade, but unfortunately the packhorse wasn't too keen on the concept — the packhorse refused to finish the parade. That in turn foiled the engineer's (name unknown) plans to publish *How To Do Remotes Using Animals*.

SEND US YOUR OLDIES!

We're looking for old photos! (They will be returned.) Send them to: "BLAST," c/o Shawn Deena, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Put your name and address on the back of each photo with "please return." Include a description of the photo and any people pictured.

**National Morning Syndicated Talent
FREE!**

Good Day, USA
with
Doug Stephan

Dallas, Boston, Tampa, Cleveland,
Palm Beach, Albany, Portland, Tucson,
Wichita, Jacksonville, St. Louis,
Columbus and over 100 others.

NO COST NO HASSLE

Satcom C-5, Galaxy 6 & Spacenet 3

Listen Line: (800) 298-8255 • (508) 877-8700
Affiliate Line: (617) 828-4546



Doug Stephan

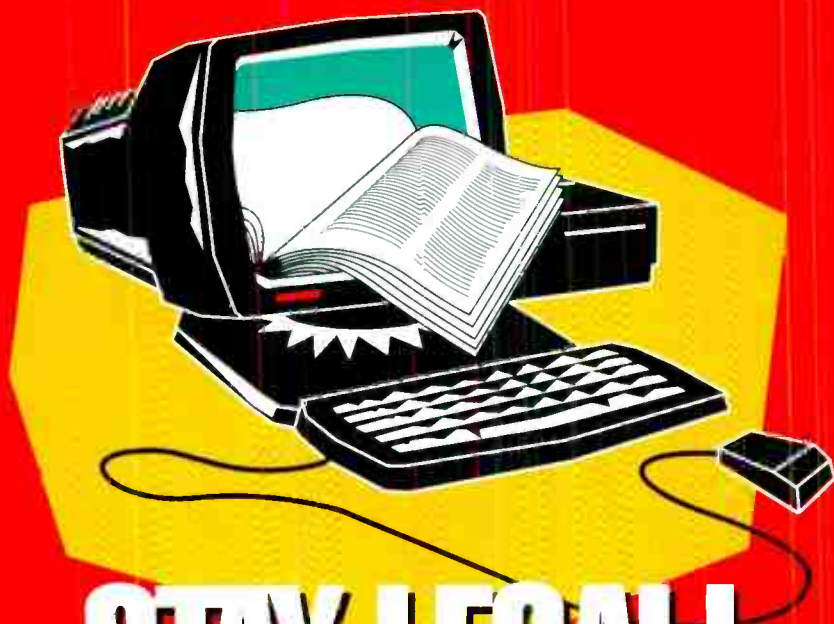
"Good Day, USA airs Monday-Friday, 5-9am. Owned by host Doug Stephan, the show is topical, fun and caller-driven. Daily features include Live Line with co-host Mary Beal and the Washington Reality Check with co-host Ellen Ratner. Good Day, USA can be partially or totally aired."

—Reprinted from Radio Ink.

**ADVERTISER
INDEX**

Broadcast Direct Marketing	3
Cellcast Inc.	22
Directions in Radio	21
Family Health Radio	35
Federal Regulatory Software Inc.	47
Harris Allied	7
Impact Target Marketing	16
International E-Z Up	18
Lontos Sales & Motivation	27
Lund Consultants	12
Marketing/Research Partners Inc.	14
Media Venture Partners	11
Metro Networks	9
National Association of Radio Talk Show Hosts	38
Omnia Group	23
Prime Sports Radio	48
Roger Dawson Productions	23
Stephan Productions	46
Sun Radio Network	37
SW Networks	32
Tapscan	45
TM Century	2
Ward-Beck Systems	44
WOR Radio Network	19

Circle Reader Service #125



STAY LEGAL!

FOR JUST \$89.00 A YEAR*

The only software package to provide all of the necessary regulations along with every document needed to operate legally and profitably. *Over 250 documents are available for instant creation.* There are contracts and job descriptions for every position at your station, every possible sales contract and document, collection letters and notices, political request forms, payola affidavit, Public File self-inspection, EEO guidelines, model employee handbook, engineering contracts and so much more.

- Reduce legal fees
- Comply with FCC rules
- Reduce local attorney fees
- Avoid lawsuits with proper documentation

*Annual update price

**Broadcasters Legal Guide
for Windows**

It's In There!

- Every word of the Federal Communications Commission's Regulations for broadcasters. Including all charts and tables.
- Every word of the Communications Act.
- Every word of the Copyright Code for broadcasters.

● **Completely fulfills FCC requirements for broadcasters to have regulations on premises.**

● **Completely searchable with Windows Help Screens.**

If it's in there, you will find it!

Hardware requirements: Any computer that can run Microsoft Windows 3.1: Mouse recommended.

**Call today to request our information packet
and receive the special introductory price offer!**

800-278-4660

Circle Reader Service #126
World Radio History



THERE IS A NEW SOUND IN AMERICAN RADIO.

Now America has a place to turn for the best, most complete sports news coverage.

- Scores
- Key match-ups and analysis
- Updates
- Interviews with sports celebrities and newsmakers

PRIME SPORTS RADIO

THE SOUND OF SPORTS

ALL SPORTS. ALL DAY. ALL AROUND THE NATION.

214 / 401-0972 for affiliate sales

Circle Reader Service #127
World Radio History

