

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #33 - January 6, 1994

AN OPEN INVITATION TO SMALL MARKET BROADCASTERS has been issued by the RAB to attend a special open meeting of the Small Market Advisory Committee in Dallas during the Managing Sales Conference. The meeting will be held on Thursday, February 17, 1994 from Noon until 4 PM at the Loews Anatole. For more information, call Cary Simpson at 814-683-3200.

THE GREAT LAKES BROADCASTING CONFERENCE AND EXPO will be February 21-23, 1994 in Lansing, MI. Session topics include: sales, management, technology, fund raising, and engineering. For more information, call Karole White at 517-404-7444.

NAB SPRING CONVENTION NOTES ...

NAB ACCEPTING CRYSTAL RADIO AWARDS NOMINEES through February 7, 1994. The awards recognize stations that provided outstanding community service during 1993. Entry fee for NAB members is \$50, for non-members \$75. For information or an entry form, call B. J. Cohen at 202-775-3510.

SPORTSCASTER HARRY CARAY WILL BE INDUCTED into the Broadcasting Hall of Fame during the NAB's spring convention in Las Vegas.

NAB RADIO ENGINEERING AWARD RECIPIENT is Charles Morgan of Susquehanna Radio Corporation of York, PA. He will receive the 1994 Radio Engineering Award. Morgan's list of accomplishments includes development of AM transmission and receiver standards, and of the RBDS broadcasting standard.

FCC CHAIRMAN REED HUNDT WILL BE THE KEYNOTE SPEAKER at the opening ceremonies of NAB '94, to be held Monday morning, March 21, 1994.

MARKETING OPPORTUNITY FOR JANUARY: Optometrists who are members of the American Optometric Association are offering free eye exams for eligible low-income workers and their families who have no health insurance. For more information, contact a local optometrist or call the AOA at 314-991-4100.

P. O. Box 1285 - Fairfield, Iowa 52556 - (515) 472-4087 - FAX (515) 472-6457

\$10 BILLION PLUS REVENUES are forecast for the radio industry in 1994 by Standard and Poor's. That would mean a ten-year growth of 60% from 1985's \$6.5 billion.

During the past eight years, radio has become an increasingly local sale. In 1985, local sales contributed 75% of all industry revenues. By 1992, that figure was up to 78.3%. National dropped from 20% of the total in 1985 to 17.1% in 1992.

While the number of networks and network avails has more than doubled since 1985, network revenues have increased only 32.2%, and network's contribution to total radio revenues has slipped from 5% to 4.6%. The S&P forecasts see local print advertising growing 4.5% and local TV growing 5.5% this year and next.

GOOD NEWS FOR THE ECONOMY in 1994, according to the Index of Leading Indicators, which rose 0.5% in November - the fourth straight rise, the longest upward streak since 1987. Another good sign is existing home sales, which rose 2.9% in November.

VETERAN STATION OWNER NAMED TO USIA PANEL. Longtime broadcaster R. Peter Straus has been named to a three-person panel to advise U.S. Information Agency Director Joseph Duffey about the future of Radio Marti and TV Marti broadcasts to Cuba. The panel will report to Duffey and to Congress within 90 days.

RAB '94 NOTES ...

MOTIVATIONAL SPEAKER LES BROWN TO KEYNOTE at RAB '94. Brown, who began in radio in Florida and has a new syndicated television program, will give his address on Saturday, February 19 at the Managing Sales Conference and Executive Symposium in Dallas.

FUTURIST DAVID ZACH TO KEYNOTE as well, at the luncheon Friday, February 18. Zach, who has helped many large companies prepare for future business challenges, will give "a guided tour of the future," from telecommunications to the information superhighway.

\* \* \*

WINNERS TEND TO WIN AND LOSERS TO LOSE. Reason: basic attitudes toward life influence the way people handle what happens to them. The unconscious mind merely stores data - which are edited and have values placed on them before they become conscious.

Result: The minds of people possessing positive mental attitudes constantly work to create positive self-esteem points from any event or thought. The minds of people who consider themselves losers reinforce that negative belief. [Bottom Line Personal]

MONEY PAGE - SALES AND PROMOTION IDEAS

February Business Opportunities include the following businesses, whose sales in the month are average or above average:

- Florists
- Real Estate (New Houses)
- Tire Dealers

- RAB's Top 40 Business Survey

February Promotional Opportunities - Events & Holidays

Months

American Heart Month  
Creative Romance Month  
National Children's Dental Health Month  
National Snack Food Month  
National Weddings Month  
Responsible Pet Owner Month

Weeks

February 6-12 - Boy Scouts of America Anniversary Week  
February 6-12 - National Crime Prevention Week  
February 7-11 - National School Counseling Week  
February 20-26 - Brotherhood/Sisterhood Week  
February 20-26 - National Engineers Week

Days

February 1 - Freedom Day (Lincoln's approval of the 13th Amendment)  
February 2 - Groundhog Day  
February 3 - "The Day The Music Died": 35th Anniversary (Buddy Holly, J.P. Richardson - The Big Bopper - and Richie Valens died in plane crash)  
February 12 - Abraham Lincoln's Birthday  
February 12-27 - XVII Olympic Winter Games in Norway  
February 13 - World Marriage Day  
February 14 - Read To Your Child Day  
February 14 - Valentine's Day  
February 21 - President's Day  
February 22 - George Washington's Birthday

Sing for Your Supper. The morning jock announces the name of an oldie and invites listeners to call in to play. The jock sings a portion of the song lyric to the contestant, and the contestant must supply the next line of the song to win. If the contestant can't supply the lyric, the jock opens the phone lines and awards the prize to the next caller who can.

## SALES - THE SEEDS OF OPPORTUNITY

Napoleon Hill once wrote, "Every challenge contains within it the seed of an equal or greater benefit." Nowhere is this more true than in radio sales ... but sometimes it's hard to find the benefit which overcomes the challenge.

Take for example a situation we encountered at one station. Their good and long-time client, a successful auto dealer, suddenly objected that his most recent flight was poorly planned and scheduled. He wanted his money back, and canceled all further advertising when the station refused his request.

Everyone involved at the station, from the salesperson to the general manager, stuck to her or his guns. After all, the station was not about to give in to such an unreasonable demand.

As we talked about the situation, it became clear to all concerned that the only hope for saving the relationship was to put aside ego, swallow pride, and let the client win this battle.

Here is what we decided the salesperson should do:

1. First, she would offer to the client a complete and unconditional refund for the schedule - period. This would have several benefits:
  - a. It would get the client's attention.
  - b. It would remove the need for the client to be defensive and bellicose.
  - c. It would establish the station as a service-oriented problem-solver.
2. Having assured the client that the station would grant his demands, the salesperson would then engage him in a non-threatening discussion about what went wrong with the flight in question, and what the station could do to make it right in the future.

When the salesperson did in fact have the interview with the client, the client was so gratified by the station's new attitude that he completely dropped his defenses. He acknowledged his share of responsibility for the flawed flight, and pledged to work with the salesperson to correct the flaws for the next one.

Not only was the client's next schedule larger than the one in dispute, but he has continued to be a good advertiser and vocal booster of the station.

Sometimes losing the battle will help you win the war!



PROGRAMMING - THE FATE OF THE FORMATS

The following table, courtesy M Street Journal, shows the trending of each major radio format over the past five years:

FORMAT	1989	1990	1991	1992	1993	92-93 % Chg
Country	2,448	2,452	2,457	2,552	2,612	2.4
Adult Contemporary	2,058	2,1355	2,088	1,963	1,895	-3.5
Religion (Teaching & Music)	696	745	799	837	915	9.3
News, Talk, Business, Sports	308	405	527	648	841	29.8
Oldies	545	659	704	731	734	0.4
Rock (Album, Modern, Classic)	365	419	529	592	643	8.6
Top 40 (CHR)	951	824	675	578	441	-23.7
Adult Standards	332	383	408	412	421	2.2
Spanish & Ethnic	313	342	370	385	421	9.4
Urban, Black, Urban AC	284	294	311	313	321	2.6
Easy Listening	328	240	210	171	116	-32.2
Variety	134	97	81	72	68	-5.6
Jazz & New Age	64	68	53	52	45	-13.5
Classical, Fine Arts	49	52	51	48	45	-6.3
Pre-Teen	0	3	4	3	13	333.3
Comedy	1	1	0	0	0	0.0
Off Air	112	210	308	352	345	-2.0
Changing formats/not available	266	115	19	15	14	-6.7
Total Stations	9,254	9,444	9,594	9,724	9,890	1.7

Commentary: Country is strong, and is likely to continue to be so for the coming year. With the shake-out of weaker stations in Adult Contemporary, that format is stabilizing; it's still a most profitable format. More and more stations are discovering the profit potential of religion - both block programming and music. People have predicted Oldies would burn out every year since WCBS-FM signed on in the late Sixties. Not!

FROM OUR READERS

FCC Inspection. "We were recently inspected by the FCC at a time when we had part timers working while full time staff was on vacation. We were also installing two Audisc systems and putting in new monitoring equipment. The FCC inspector was not very considerate, according to my help (I was out of town at the time). We were cited for a couple of EBS tests that had been missed, and for under power and excessive power on our AM on a couple of occasions in the past six months. Total forfeitures were \$4,250.

"However, we consulted our attorney in Washington and decided to fight it because the readings the inspector took were from faulty monitoring equipment we were replacing; he came up with calculations indicating we were putting out 6,835 watts when our maximum is 5,000!

"Also, because of all the new equipment we installed in the last three years we operated at a loss for two of those years, so we argued that the inspector's inaccurate readings, plus the operating losses, plus the excessive fine, would mean cutting back on part-time help. We got our fine reduced to \$2,000, plus about \$600 in legal fees.

"Many times these inspectors have no idea what it takes to operate a small market station. However, we have had a perfect record in the past - which helped - and our Public Files and equipment and facilities are all very up-to-date and well maintained - which also helped. I'm sure other broadcasters have had or will have similar situations, so I hope this information will be interesting to your readers."

- Steve Clark, KWYR AM & FM, Winner, SD

Show Prep. "I need to locate good sources of topical show prep bits. I know the routine of reading, taking notes and recording that top jocks talk about at programming conferences, but these are people with jock-only duties. When one is also concerned with sports schedules, copy, production, contracts, keeping EEO files current, news, etc., there is not time to do research for bits.

"Who are current good sources for show prep material, material appropriate to our station and its adult audience? I don't want the Electric Weenie type stuff; we need interesting material for topical comments that are not ethnic, racial, political or sexual slurs."

- Chuck Thornton, WAGE, Leesburg, VA

## ABOUT YOUR CUSTOMERS: TRAVEL AGENCIES

As a small broadcaster who has also operated a travel agency for about twenty years, I can offer some inside information on that business. We don't hear much travel agency business on the air in other places, so I thought it might be helpful to look at it from the travel agent's side.

A travel agency operates on a low margin - 10% of the fare before taxes, or a net of about 9.3%. We've been advertising regularly on our own radio station for nearly twenty years. We know it's taking from one pocket and placing it in another, but we watch our expenditures and the results very carefully.

It doesn't do a travel agency in a small town any good to advertise particular trips, cruises or destinations. We advertise:

1. Travel agencies don't charge for their services.
2. All agencies generally have the same things at the same prices.
3. Travel agencies don't charge for their services.
4. Travel agencies shop for the best fares for their clients.
5. Travel agencies don't charge for their services.

With this approach to advertising, our travel agency volume has remained good and constant through good and bad economic times, high fares and low fares.

How much should a travel agency spend on advertising? We would recommend from 0.5% to 1% of the total annual gross sales of the agency.

If you sell a small market travel agency on advertising a particular cruise, trip or anything very specific, you will be setting yourself up for an advertising failure (in the mind of the advertiser).

- A small market broadcaster who also operates a travel agency

Editor's Note: This unsolicited gem was accompanied by a request to hear from other subscribers with experience in other businesses from the inside. We agree! We know of several broadcasters who are in a position to give this type of insider information ... let's hear from you.

## THE NEXT TO LAST WORD

Now that duopolies are a fact of life, many of us are trying to assess the "benefits" they have brought to our industry. Looking at the numbers, it would seem that duopolies are helping some operators, but perhaps not the radio industry as a whole.

So far it looks as if two stations operated in common will gross an average of about one and a half times what one station might gross all by itself. Thus, it looks like we will see radio's share of all advertising revenues decline a bit, at least in the short term, since the average revenues per station are lower.

Duopolies have had a couple of other dubious benefits: locking new players out of some markets while the big boys already in place simply swap stations among themselves; and halting innovation and creativity on the programming side.

Nonetheless, we needed to do something to turn things around, and concentration of ownership still seems like a good idea. I just hope that the end result of this attempt to strengthen the position of the individual operator will not be a weakening of our industry as a whole.

## THE LAST WORD

As we begin a new year of publishing SMRN, I want to take a few lines to thank some very special people. First, always, is Bob Doll, who offered me the chance to enjoy the company of the greatest broadcasters in the world. Bob's guidance and wisdom are always present, and I am grateful for his friendship and support.

Next is our Associate Editor, Lori Morgan, without whom this whole enterprise would crash about my ears. She has proved herself equal to every task I have thrown her way; her contributions to every aspect of our business are invaluable.

I also want to thank our able assistant, Amy Jones; the folks at the Fairfield Post Office; and Gene, our intrepid copier repair person, who always manages to come through in time.

Above all, I want to thank you, our readers, for contributing so much to the success of our publication. Keep on keeping us honest, and we will try never to let you down.

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 - FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #34 - January 13, 1994

NOVEMBER RADIO REVENUES UP 10% for November, according to the RAB. Local was up 9% and national 14%. For the year through November, total radio revenues are up 9% (local 9%, national 8%). Revenues were consistently up in all parts of the country.

FEDERAL COURT DISPUTES FCC LICENSING CRITERIA. The U.S. Court of Appeals for the District of Columbia has ruled that the FCC does not have good reason to award licenses based on the owner actually operating the station (known as the "integration factor"). The Commission may appeal the ruling, or may address the problem as part of a planned overhaul of the licensing process.

THE FCC IS DISPOSING OF MORE OFF-AIR AM STATIONS, or at least trying to. Two 500w stations in Mississippi have been silent since Fall 1991 and the FCC has asked both stations for reasons not to revoke their license and possibly fine them \$250,000.

A NEW AMAX WALKMAN IS ON THE SHELF, created by Sony. The AM stereo (C-QUAM)/FM headphone-type Walkman is less expensive than some, but the AM is cleaner and brighter than normal.

RAB ANNOUNCES 1994 RADIO SALES UNIVERSITIES and their locations. The dates and locations are:

January 27 - Cleveland    April 5 - Baltimore  
February 22 - Atlanta    May 10 - Kansas City  
March 8 - Philadelphia

Rates are \$139 per person for members, or \$99 each for three or more from the same station; non-members \$199, or \$159 for three or more. For registration, call RAB at 1-800-RAB-SELL.

NEW RADIO CONVENTION ANNOUNCED by the company that publishes Inside Radio and Radio Only. The "Radio Only Convention at Princeton" will include interactive workshops, motivational exercises, video presentations and live focus group demonstrations. The gathering is May 13-15 at the Princeton Scanticon Conference Center. For more information, call 609-424-6800.

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Granted):

CALIFORNIA (Lompoc) Lion's Share Broadcasting, 104.9, 700w, 679'  
COLORADO (Evergreen) Evergreen Communications Corp., 96.5,  
93,000w, 1164'  
FLORIDA (Miramar Beach) Mark & Renee Carter, 106.3, 3000w, 328'  
GEORGIA (Bowdon) Steven Gradick, 105.5, 6000w, 328'  
MICHIGAN (Stephenson) Pacer Radio of the Near North, 106.3,  
25,600w, 492'  
MISSISSIPPI (Sumrall) Larry Rogers Scott, 97.3, 3000w, 328'  
NORTH CAROLINA (Leland) Hara Broadcasting, Inc., 94.1, 3000w,  
328'  
WASHINGTON (Vancouver) Florinda J. Weagant, 105.9, 10,000w, 1082'

NEW STATIONS (Applied For):

MONTANA (Livingston) Henry Adams, 100.7, 100,000w, 984'  
TEXAS (New Boston) Louis M. Basso, III, 95.1, 4200w, 390'

AMENDMENTS TO THE FM TABLE (Proposed):

ALABAMA (Bay Minnette) WFMI, to 106.5 C3  
ARIZONA (Bagdad) new, 103.1 C3  
KENTUCKY (Cadiz) WKDZ-FM, to 106.5 C3 from 106.3 A  
MINNESOTA (Buhl) new, 92.5 C2  
MONTANA (Butte) KMSM, 106.9 A from 91.5 A  
NEW MEXICO (Gallup) new, 101.5 A  
VIRGINIA (Chester) WDYL, to 105.7 A from 93.1 A

REPORTED SILENT:

KENTUCKY (Pineville) WRIL, 106.3  
NEW MEXICO (Silver City) KSIL, 1340

- Courtesy M Street Journal

DAYNET HAS A NEW OWNER. The satellite talk network has been acquired by Major Network, Inc. and will be renamed "Major Talk." The Daynet talk lineup becomes Major's seventh format. For more information, call 800-714-7200.

PROPOSALS FOR NEW FM DATA BROADCASTING SERVICES are being sought by the National Radio Systems Committee (NRSC) High-Speed FM Subcarrier Subcommittee. The proposed standard will be compatible with the U.S. RBDS standard. This standard would relay real-time traffic information to cars equipped with data broadcast receivers. For copies of the proposal, call John Marino at 202-429-5391 or Tom Mock at 202-457-4976.

CORRECTION: CARY SIMPSON'S REAL TELEPHONE NUMBER is 814-684-3200. The number appearing in an item in last week's SMRN was incorrect. We apologize for the error.

MONEY PAGE - SALES AND PROMOTION IDEAS

FREE ADVERTISING is offered during the month of January by WPQR & WCVI, Connellsville, PA. A coupon is included at the bottom of the station's "Radio Newsletter" for January (could work for February, too). Here is what the coupon looks like:

\$	\$	\$ RADIO SAVINGS COUPON	\$	\$	\$
GOOD FOR BONUS RADIO ADVERTISING IN JANUARY ON WCVI AM AND WPQR FM					
Redeem this coupon for FREE advertising in January 1994 only Call 628-4600 or 437-2813 for details					
GOOD FOR 10%-50% in bonus ad schedules. Ads used during Jan '94 only OFFER EXPIRES ON JANUARY 31, 1994					

QUICKIE JANUARY-FEBRUARY SALES SPECIAL from Fred Hirsch at WDME, Dover-Foxcroft, ME. The station offered an ad blitz at the station's open rate less the average discount of the items the merchant features in the ad.

For example:

\$10 dress marked down to \$6.99 = 30%  
\$20 shoes marked down to \$14.99 = 25%  
\$2 socks marked down to \$1.00 = 50%  
Average discount (105% ÷ 3) = 35%

Station's open rate                    10.00  
Less average discount of 35%   - \$3.50  
Sale Blitz price                        \$6.50

KID STUFF. Some fun promotions involving younger listeners and their parents, from The Morning Mouth (817-275-2078) ...

Junior Comedy Club. Visit a class of 6-8-year-olds and tape the kids telling jokes in front of their class. Edit the tape with the best jokes and play them on the air. (The audience reactions are priceless.)

Teddy Bear Olympics. Get a local pizza parlor to host the event, and have your listeners bring their old teddy bears. Award prizes for the oldest, ugliest, cutest, warmest, softest, etc.

School Newspaper. Find a grade-school class in your area that publishes a paper. Talk to them about interviewing someone from your station for the paper.

SALES - RADIO FACTS YOU SHOULD KNOW

1. In 1980, there were 321 million radios in use; now there are 576 million - up 26%.
2. In 1980, there were 47 million radios sold annually; now there are 71 million - up 41%.
3. In 1980, there were 62 million households with radios; now there are 97 million - up 23%.
4. The average number of radios per household is 5.6.
5. Americans spent \$2,630 billion on new radios last year.
6. 95% of all cars have radios.
7. 61% of adults 18+ have radios available at work.
8. 77.3% of all Americans listen to the radio each day.
9. 96.1% of all Americans listen to the radio each week.
10. On a weekly basis, ...
  - a. 85% are reached by radio 6-10 AM.
  - b. 77% are reached by radio 10 AM-3 PM.
  - c. 80% are reached by radio 3-7 PM.
  - d. 60% are reached by radio 7 PM-Mid.
11. On weekdays, 95% of Adults 12+ listen an average of 3:20.
12. On weekends, 80% of Adults 12+ listen an average of 5 hours.
13. Of radio listeners 12+, 44% listen at home, 27% in their cars and 28% other places (shopping, work, etc.).
14. Radio reaches ...
  - a. 93% of Adults 18+ who plan to purchase a car, truck or van in the next 12 months.
  - b. 71% of grocery shoppers 18+ each day.
  - c. 94% of Adults 18+ who plan to purchase a cellular phone in the next 12 months.
  - d. 93% of Adults 18+ who plan to purchase new furniture in the next 12 months.
  - e. 94% of Adults 18+ who plan to purchase stereo/tape/CD equipment in the next 12 months.
  - f. 93% of Adults 18+ who plan to purchase eyeglasses/contact lenses in the next 12 months.
  - g. 93% of Adults 18+ who have an auto loan.
  - h. 93% of Adults 18+ who drank eight or more soft drinks in the past week.
15. Radio reaches 88% of non-readers of newspaper's front page.
16. Radio reaches 89% of non-readers of newspaper's food section.
17. 65% of Adults 18+ listen to the radio during TV prime time.
17. 38% of Adults 18+ use radio as their major source of news in the morning, compared to 37% for TV and 20% for newspapers.
18. Radio is cost effective: radio's CPM has increased only 28% since 1982, while spot TV has increased 68%, newspaper 71% and magazines 80%.

- RAB, Arbitron, R.H. Bruskin, RADAR, Automotive News, The Media Audit, Statistical Research, McCann-Erickson, SMN



BOY SCOUT WEEK (February 6-12)

Almost 5-1/2 million Boy Scouts do a "good deed" every day. Who benefits? Individuals and whole communities. This week is Boy Scout Week. \_\_\_\_\_ wants to say "Thank you" to Boy Scouts and Scout leaders. They know (town) is a better place to live because Scouting is alive, strong and growing here. \_\_\_\_\_ hopes you'll join them in saluting the Boy Scouts this week.

From 7 to 20, there's a character-building, community-serving opportunity for boys and young men in the Boy Scouts. This is the 84th Anniversary of the Boy Scouts of America; \_\_\_\_\_ extends best wishes for continued success to the Boy Scouts here in (town). \_\_\_\_\_ tips their hat to the Boy Scouts and their leaders.

Five and a half million Boy Scouts are sharing the Boy Scout experience - designed to build character, train civic responsibility, and develop personal fitness. \_\_\_\_\_ knows America and this community are better places to live because of the Boy Scouts. To all Boy Scouts and their leaders, thank you from \_\_\_\_\_.

During the 84th anniversary of the Boy Scouts, \_\_\_\_\_ pays tribute to them and their leaders. Over the years, the Boy Scouts have touched millions - including athletes, business people, actors, political leaders - leaders in every walk of life. This week, \_\_\_\_\_ is proud to salute all Boy Scouts and their leaders for their many good deeds.

Boy Scouts everywhere make the world a better place for everyone by doing "good deeds." During Boy Scout Week, \_\_\_\_\_ says "Thank you" to all Boy Scouts for those acts of assistance which touch so many people's lives. \_\_\_\_\_ salutes the Boy Scout's tradition of "a good deed every day."

\_\_\_\_\_ extends best wishes to the Boy Scouts and their leaders during the organization's 84th birthday. For 84 years, it has been the purpose of the Boy Scouts to build the responsibility of participating citizenship, and to develop personal fitness. \_\_\_\_\_ knows that this community is a better place to live because of the Boy Scouts.

This is Boy Scout Week - the 84th anniversary. \_\_\_\_\_ is happy to salute the Boy Scouts and their leaders. The values and skills acquired in the "Boy Scout experience" will last a lifetime. The good deeds for which the Boy Scouts are famous, make communities better places in which to live. Good luck - and thank you, Boy Scouts, from \_\_\_\_\_.

CRIME PREVENTION WEEK (February 6-12)

During Crime Prevention Week, \_\_\_\_\_ reminds you that respect for the law not only means obeying the law yourself, but supporting good police protection in your area. \_\_\_\_\_ believes that fighting crime is everybody's business.

During Crime Prevention Week, \_\_\_\_\_ reminds young people that major and small crimes have one thing in common. A conviction can follow you for a lifetime. That record for shoplifting or drug use can keep you from getting a job or promotion later in life. \_\_\_\_\_ reminds you that it doesn't take a life of crime - only a small mistake can mess up your life permanently.

It's a shame, but it's a fact - most crimes are never reported. \_\_\_\_\_ believes that too many people think nothing can be done, so they simply accept what happens to them. \_\_\_\_\_ says, if you're the victim of a crime, report it to the police immediately. During National Crime Prevention Week, \_\_\_\_\_ urges you to be alert and help fight crime.

\_\_\_\_\_ reminds you that shoplifting is a crime - and it is prosecuted in this community. Shoplifting hurts everybody, because prices have to be raised to cover the cost of stolen merchandise. Insist on strict prosecution of shoplifters. Report shoplifting when you see it. \_\_\_\_\_ urges you to fight shoplifting. It's a crime!

During National Crime Prevention Week, \_\_\_\_\_ reminds you that shoplifting is a multi-billion dollar business expense. It drives up the cost of doing business, and that drives up the cost of the things you want and need. During National Crime Prevention Week, \_\_\_\_\_ urges you to join the fight against shoplifting. Report it when you see it. Encourage strict prosecution of shoplifters.

During Crime Prevention Week, \_\_\_\_\_ reminds you that children need and want moral guidance from their parents. Too many children are not taught the importance of law, and end up as lawbreakers. \_\_\_\_\_ urges you to tell your children about the law and its meaning in their lives.

\_\_\_\_\_ wants you to know that crime is not only growing in big cities - it's actually growing faster in smaller towns and suburbs. What can you do? \_\_\_\_\_ says, you can insist on good, professional local law enforcement. Support programs that upgrade police standards. During Crime Prevention Week, \_\_\_\_\_ reminds you that the fight against crime depends on everyday people who really want to win.

## MANAGEMENT - BEYOND CUSTOMER SERVICE

Today, everyone in business is comfortably seated on the customer-service bandwagon. The "customers-for-life" music is playing. Crowds are streaming to "how-to-do-it" seminars. Customer-service letters clog the malls.

While all this has been happening, a new definition of customer service is emerging - one that goes beyond doing it right the first time, providing communication excellence, on-time deliveries and being responsive to individual customer requirements. All these are starting points for service in the 1990s. The unavoidable truth is that if customers don't receive this level of service, they will go elsewhere.

Service, in the future, means becoming a valuable resource for the customer. This means that companies providing knowledge will be the winners. To put it another way, the lowest price isn't enough to hold customers - if it comes without the benefit of expertise. Putting it another way, today's customers want much more than a transaction.

One of Robert Curry's three suburban Boston hardware stores sits in the shadow of a huge Home Depot operation. Although many observers were betting on how long it would take Curry to close its doors, sales are actually up. Why? "We take time to answer all the 'how to do it' questions," says Curry. "This is why we have so many people on the floor. Our business is built around one idea: Our customers want us."

This fundamental customer-service concept raises questions. For example, the discount club stores - BJ's, Sam's, Costco, etc. - are running into trouble. After customers receive a low price, they are still not satisfied - they want something more.

Why must Wal-Mart stores do everything possible to demolish local competition? Because the local stores offer the support - the knowledge - that customers want. Since Wal-Mart can't give such service, it wants to make certain it isn't available. Eventually, customers gravitate back to the stores in which they receive the most help.

Effective customer service today must entail knowledge, information and expertise. That is what today's customers require. There are five implications in this concept:

1. Price attracts customers but information sustains relationships. Price gets customers in the door, but price alone does not hold them or keep them coming back. When they

need more than just the product or service they will go where they can obtain beneficial, helpful information.

2. Doing it right may please customers, but helping them achieve their goals keeps them. Efficient, helpful, rapid service makes people feel a business recognizes the customer's importance. But simply being an outstanding vendor is only the beginning. Value comes from making a continuing contribution to the success of your customers.
3. Being on the cutting edge may be the correct positioning, but being viewed as a valuable resource produces long-term confidence. If a company is perceived as somewhere other than on the cutting edge, it isn't really in the ball game today. But such positioning is only a starting point, not a goal. The major challenge for businesses today is to have customers and prospects wanting to do business with them because their knowledge is valued.
4. Automation may make players, but leadership comes from innovative ideas. Almost routinely today, businesses are making an effort to let their customers know the extent of their automation. There is no question about the importance of state-of-the-art capabilities to meet customer needs, but true leadership comes from new, fresh thinking.
5. The right products and services keep business coming, but shared expertise attracts the right customers. Every business targets specific customer groups, but most businesses complain that they are never able to attract the right customers - the ones they really want and can best serve. The only way to solve the problem is to be recognized for their knowledge. The right knowledge attracts the right customers.

Just when we think we have a handle on quality service, the world continues to change. The emphasis now is on a company's knowledge, insight, experience and expertise. These will be the prize "products" in the years ahead.

- John R. Graham, TWA Ambassador

Editor's Note: I saw the preceding article in an in-flight magazine while on a recent business trip. It has many applications - to our own business, and just as importantly, to the businesses we serve in our communities.

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 - FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #35 - January 20, 1994

**RADIO REVENUES HIT ALL-TIME HIGH** in 1993, according to Jim Duncan's 1994 Radio Market Guide. Duncan estimates total station revenues for the past year to be \$8.9 million, an increase of 7.3% nationwide. His prediction for '94: 6.5-8% growth.

**RAB IS DALLAS-BOUND**, as much of the operation relocates from New York, saving the organization 15-20% a year. Some member services and marketing functions will remain in the Big Apple.

**BUD PAXSON BUYING REGIONAL NETWORKS** in the Southeast ... In a stock transaction, Paxson is buying the American Network Group, a collection of state and regional news and sports networks.

**FCC LEVIES FINES FOR UNAUTHORIZED TELEPHONE BROADCASTS**. WFMC, Goldsboro, NC and KKAT, Salt Lake City, UT were each fined \$3,500 and WBAW, Branwell, SC was fined \$5,000 for broadcasting telephone conversations without prior authorization.

**NAB URGES U.S. GOVERNMENT TO KICK OUT THE JAMS**. Since TV Marti has allegedly triggered retaliation from Cuba in the form of jamming U.S. AM radio stations, the NAB is asking the federal government to shut down TV Marti altogether.

**MERKEL, TX GETS ITS RADIO STATION BACK**. KMXO, 250 watts at 1500, went silent in the late Eighties; the FCC recently canceled the license and deleted the call letters. But licensee Ray Silva file a petition for reconsideration in June of last year, and the Commission restored operating authority as of December. The station is now on the air with a Spanish-Religion format.

**NAB PUBLICATION ON THE 1993 TAX ACT**, The 1993 Tax Act: What It Means, discusses and shows taxation changes made in the 1993 Omnibus Budget Reconciliation Act. The act will affect both businesses and personal taxation. Call 800-368-5644.

**CLASSIC RADIO IS BACK** from the Equity Radio Network. A weekly program called "Classic Radio Theater" highlights a variety of old-time shows. For more information, call 602-483-8762.

At The F.C.C. ....

NEW STATIONS (Granted):

ALABAMA (Holly Pond) Good Earth Broadcasting, Inc., 95.5, 3000w, 328'

ARKANSAS (Camden) Jade Communications, Inc., 104.5, 3000w, 328'

FLORIDA (Gifford) Ameriwave, Inc., 94.7, 3000w, 328'

NEW STATIONS (Applied For):

IDAHO (Lewiston) Robert & Melva Prasil, 105.1, 500w, 1099'  
(Lewiston) Woodcom, Inc., 105.1, 1210w, 764'

LOUISIANA (Blanchard) Decibel, Inc., 102.1, 9300w, 544'

MONTANA (Livingston) PBMI L.P., 100.7, 100,000w, 991'

AMENDMENTS TO THE FM TABLE (Proposed):

FLORIDA (Jensen Beach) WHLC, to 102.3 C3 from A

(Melbourne) WGGD-FM, to 95.1 A from 102.3 A

GEORGIA (Douglas) WKZZ (CP), to 92.5 C3 Unionville from 92.5 A  
Douglas

KENTUCKY (Clinton) new, add 102.1 C3

MISSOURI (Huntsville) KTDI (CP), to 103.5 C1 from C2

WASHINGTON (Omak) new, add 104.3 C2

WISCONSIN (Ellison Bay) new, add 92.5 A

AMENDMENTS TO THE FM TABLE (Granted):

CALIFORNIA (Tulelake) KFLS-FM, to 96.5 C from C2

MAINE (Islesboro) new, add 105.5 B1

(Winter Harbor) new, add 97.7 A

REPORTED SILENT:

ALABAMA (Brantley) WLVN, 1080

COLORADO (Yuma) KJCO, 100.9

GEORGIA (Dallas) WDPC, 1500

MISSISSIPPI (Aberdeen/Columbus) WWZQ, 1240 (temporary)

NORTH CAROLINA (Bayboro) WKZF, 97.9

VIRGINIA (Brookneal) WODI, 1230

FORMERLY SILENT:

GEORGIA (Blakely) WBBK-FM, 93.1

MISSOURI (De Soto) KDJR, 100.1

OREGON (Sallisaw) KKID, 1560

TENNESSEE (Fairview) WPFJ, 850

(Germantown/Memphis) WNWZ, 1430

TEXAS (Marshall) KMHT-FM, 103.9 (to KZEY-FM)

- Courtesy M Street Journal

BLOOMBERG BUSINESS NEWS IS SYNDICATING NEW YORK STATION WBBR to stations that add a Bloomberg terminal to their operation. For more information, call 212-318-2340.

## MONEY PAGE - SALES AND PROMOTION IDEAS

Health/Safety Postcards. Work with a local hospital to print a postcard with an attractive graphic on the picture side, saying, "General Hospital and WXXX suggest seatbelts - a healthy habit for your family." Send these all over town. This combines the power of direct mail with the impact of a strong community image.

The 93-Cent Diet. WNLS in Fredricksburg, VA presented a weight-loss promotion with a diet center: listeners had a week to go to the center to register for a 30 day program for 93 cents a day (the frequency), including lab work, medical fees, etc. Registrants also registered for other prizes - including dance lessons, gift certificates for a sporting goods store, clothing stores, etc. A remote was held on the last day of the promotion to award the prizes.

Singles Night at Sav-Mor. The station and a supermarket client select a slow night and invite singles to come out and shop. Listener/customers are issued name badges and register for small prizes. A local hot dog vendor supplies free franks in return for promotional consideration. The station does a remote from the location. The supermarket features the event in print and radio ads, and the station promotes it on the air. In one market, the number of supermarket shoppers doubled every week for four weeks.

WXXX Meter Man. A costumed character runs around town putting quarters in meters which have expired. Along with the quarter in the meter, of course, is a card under the windshield telling the parker that the WXXX Meter Man saved the day.

Find the Title. WONP in Wheeling, WV teamed up with a local car dealership for a special kind of scavenger hunt: the dealer donated a brand new car or truck, and station listeners had to find the vehicle's title - hidden somewhere around town - to win it. The station gave clues as to where the title was; clues were also posted at the dealer and participating sponsors - including convenience stores, hardware stores, pizza shops and a mobile home dealer. Clues were read daily on the air, posted weekly at participating sponsors, and available for take-out. Extra clues and tips were available at the dealership only. The station did a remote to award the vehicle, and smaller prizes as well.

Fax Machine Treasure Hunt. Ask your listeners to fax copies of a series of office supplies to the station on their company letterhead. Announce each article separately, spacing them out (every 20 minutes, every hour, every shift, every day, depending on how you set up the contest). The first company to fax all the items wins.

## SALES - BETTER SPEAKING FOR BETTER SELLING

More than 75% of the communication between one person and another is maintained by talk; yet we Americans are notoriously sloppy talkers. The result is many of us talk so indistinctly and unattractively that, far from persuading or convincing, we often fail to get ideas across at all. Only about five people in every hundred have naturally pleasing voices, say authorities, but almost anybody can cultivate effective speech.

Here are some tips on effective speaking from Paul Mills and Bernie Roberts, veteran actors and speech coaches who have counselled companies like AT&T, Metropolitan Life and Westinghouse.

The first step is to hear yourself as others do: bend one ear over and forward, holding it tight against the head; you will hear yourself exactly as others hear you.

If you are disappointed in the sound of your own voice after the "bent ear" experiment, try the "whisper trick." For five minutes, converse solely in whispers. This overcomes the fatal tendency to talk too fast, to slur, and to garble sounds by failing to open the mouth fully. You can't make people understand you in a whisper unless you open your mouth, extend your lips and keep your tongue moving in a lively fashion.

"To improve your speaking voice, be mellow like a cello!" says Paul Mills. "The cello's deep, rich tones come from its long, thick strings and its large, hollow body." People also have strings - their vocal cords - and resonating hollows - the spaces in the throat, mouth and nose. It's easy to lengthen and thicken your strings and to increase the size of your resonating space for deeper, richer tones: move the lips and open the mouth. Most of us tend to speak with our mouths almost motionless.

Look in a mirror when you speak. You'll notice there's not much movement of your jaw and lips. Now try again, but this time open your mouth wide and move your lips out vigorously. You'll hear a deeper, richer voice - stronger and more resonant.

Beyond these basic principals, here are ten rules for better speech:

1. Put more bass in your voice. The most pleasant sounds in speaking are the low-pitched consonants: Y, W, L, R, M, N, Ng. So go slowly on the Y's in yyou, yyoung, yyes. Hold the W's, as in wwonderful.



2. Keep the L's in the language: all right, not awright; all ready, not awready. Hang onto the R's: buyerrr, not buyuh.
3. Open up your vowels. All the vowels are voiced sounds, requiring vocal cord vibrations. If you open your mouth and move your lips, the vowels will add music to your speech. Just try pushing your lips forward when you say "U"; then repeat it with your lips stiff and barely parting. The first is a musical note; the second is a grunt.
4. Don't fake the consonants. Here are just the vowels of a common word: E-E-O-E. Here are the consonants: T-L-PH-N. The consonants alone show the word as telephone, which you would hardly guess from the vowels alone. The moral is, if you don't want your listeners to have to guess what you are saying, don't drop your consonant sounds.
5. Don't talk through your nose. Nasality is a common American flaw. Curb it by making the nasal sounds - M, N, Ng - distinctly. Say income, not inkom: speaking, not speakink. There is no frozen G in our language. Press your lips on B, M, and P. Words such as su-marine, or pu-nkin are typical American slurs. Say distinctly: submarine, pumpkin.
6. Get your teeth into F and V. Avoid saying seb'n, leb'n, fi'ty. Press your upper front teeth on your lower lip to make V's and F's: seven, eleven, fifty.
7. Tongue up for T, D, and N. Raise your tongue to touch the gum ridge behind your upper front teeth to make the T, D, and N sounds clearly. It's confusing to hear fill for filled, las' for last.
8. Use the back of the tongue for K and G. To make ar'tic into arctic, reco'nize into recognize, the back of your tongue must be touching the roof of your mouth to make the K and G sounds.
9. Sit tall - stand tall. Straighten your spine when you talk. If your chin is pressed against your chest or your head is bent back, your throat becomes tense and strained. When telephoning, don't squeeze the instrument between your head and shoulders: it makes you talk out of the side of your mouth and sound like a hood.
10. Keep it slow and low. The "fast talker" is always suspect, even if honest. He/she is hard to follow. Speak deliberately, but with enough change of pace to avoid monotony.

- Paul W. Kearney

## ABOUT LICENSE RENEWALS

The next radio renewal round will start in mid-1995. Although mid-1995 seems like a long way off, there is actually barely enough time for licensees to implement any program modifications that could affect the license renewal process.

Unless the law is changed, the renewal applicant will go through all of the steps of the filing of a renewal application, answering the few questions on the postcard and mailing it to the FCC, and giving public notice of the application's filing.

While the renewal is pending, and it will take about four months, there are a number of things that could happen to a station - none of them good.

First, during the pendency of the renewal application, you cannot transfer a station. That means that if there is an objection to the renewal which takes its usual one or two years to resolve, you will be barred from any sale of the station.

The FCC itself can initiate inquiries based on your renewal application. Those inquiries now typically involve either your compliance with environmental radio frequency radiation standards, or your EEO record.

The staff will conduct a stringent review of the last seven years of your EEO reports and can ask for additional information from your records.

Any listener - and that can be a competitor, would-be competitor, special interest group, or disgruntled individual - may, for any reason, file with the Commission an informal objection or a petition to deny.

Any questions raised by either the informal objection or the petition to deny will be resolved by the Commission prior to the grant of your renewal and, undoubtedly, will require you to provide additional information - again, from your records.

In addition, while your renewal application is pending, any individual or group may file a competing application. If a competing application is filed, two things are certain. First, it will take a very long time to resolve (3-5 years) and, during the pendency of that competing application, you will not be able to sell the station. Second, defending your license will be extremely expensive.

The Commission has designated at least three new renewal cases for hearing and, in March of last year, the Review Board issued a decision on a California television station renewal challenge which was originally filed in 1988. That case will have at least three more years to go.

If you are a broadcaster and you fit within one of the following categories, which are illustrative and not all-inclusive, you will be very vulnerable to a renewal challenge:

- If you have allowed your station to be LMAed
- If you are an AM-FM combination and you LMAed another station in your market
- If the majority of the shareholders of the station do not work full time at the station
- If any forfeiture proceedings have been instituted for any reason against the station by the Commission
- If complaints are pending and a competing application is filed

If so, you must be able to prove from your records:

1. Your efforts to ascertain the needs, problems, and interests of the community
2. The programming aired in response to ascertained needs
3. Your reputation in the community for serving ascertained needs, problems, and interests
4. Your compliance with all the Commission's rules and policies and with the Communications Act
5. The presence of a special effort at community outreach, providing a forum for local self-expression

For those of you who are saying at this point that the Commission abolished the ascertainment procedures, we will respond by saying that the above criteria were taken directly from the opinion of the Review Board issued March 10, 1993, in a comparative renewal case and, as the Review Board pointed out, although the Commission abolished the ascertainment procedure, it did not abolish the ascertainment requirement.

There are self-defense mechanisms that smart licensees will employ; essentially, they involve your recordkeeping process and, in many instances, minor programming changes.

- Client Memorandum, Borsari & Paxson, 202-296-4800

## THE LAST WORD: RISKY BUSINESS

Several readers and associates inside and outside of our business have been sharing labor-relations horror stories of late. It's enough to curl what hair we have left.

There are, for example, the cases in which the courts have ruled that employers cannot discharge workers for chronic lateness. These workers are "temporally handicapped" (or, to be politically correct, "challenged"), and discharge constitutes discrimination. One worker was awarded \$3.2 million in damages, and reinstatement, when his employer discharged him for being late for nine years straight.

And then there is the woman in Texas who worked as a repairperson at a nuclear reactor. She was dismissed after seven years on the job for dropping coffee, soda and other foods on her control panel - in one case activating the regional emergency warning system. When her employer discharged her, she sued, claiming job discrimination against the "manually dysfunctional." She won a \$7.5 million judgement, reinstatement, and a directive to her employers to make the control panel food-proof.

Closer to home, in our own business we face discrimination suits for discharging staff members for a variety of real or imagined causes - lateness, failing to bath regularly, slovenly appearance, excess weight, and so on. Some legal experts wonder if even speech problems among announcers constitute just cause.

One station buyer we know was faced with a dilemma: the seller's insurance policy covered a certain employee with a serious condition which developed after he was insured; but when the buyer applied for a new policy, the employee was denied coverage (and in fact proved to be basically uninsurable). The dilemma was this: if the new owner insured everybody else but not the one employee, the employee had a legitimate discrimination case. But if equal rights were applied to all, no one got insured.

While no enlightened employer disputes the concept of protecting employees' rights - more important today than ever, with the (not unwelcome) decline of unionism - the headline-making extreme cases cause all of us to fear what could happen in our own businesses when a disgruntled former employee and a contingency-fee lawyer put their heads together.

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #36 - January 27, 1994

**RADIO MONTH RETURNS.** At the NAB Winter meeting in Carlsbad, NM, the Radio Board voted to revive Radio Month, which was discontinued in 1976. The month of observation will January, starting in 1995; it used to be May.

**CONGRATULATIONS TO SMRN SUBSCRIBERS** Raymond Saadi, KHOM, Houma, LA and Ray Lockhart, KOGA, Ogallala, NE for being selected to represent their districts on the NAB's Radio and Television Board of Directors.

**ENTRIES SOUGHT FOR THE 1994** categories include Humor, N Radio Station-Produced. Ent. March 4, 1994. Call 212-387-2156 for an entry form or for more information.

**STANDARDNEWS TO SUPPLY METRO NETWORKS** with national and international news, Broadcast Equities (parent company of StandardNews) announced this week. StandardNews will receive local news from Metro Networks.

**SPORTS ENTERTAINMENT NETWORKS WILL BECOME ONE-ON-ONE SPORTS ENTERTAINMENT NETWORK,** as One-On-One Sports gains controlling interest of the company. Headquarters will be moved to Chicago by April.

**NAB TO FIGHT NEW LOBBY TAX LAWS IN FEDERAL COURT.** The NAB and ten other trade associations are disputing a new law which would eliminate part of the tax deductibility of dues paid to lobbying groups - a violation of their rights to free expression, the associations argue. The NAB would have two options under the new laws: 1) pay a new "proxy tax" on money spent for lobbying; or 2) notify members that the percentage of dues that goes for lobbying is no longer tax deductible. The NAB has chosen Option 2. The associations also argue that the new law violates their Fifth Amendment rights to equal protection.

**FCC'S MASS MEDIA BUREAU DENIES REQUEST FOR REDUCING A \$14,000 FINE** against station WERC-AM, Birmingham, AL. The station was fined in 1992 for censoring a political candidate. WERC's owner, Ameron Broadcasting, will fight the fine in court.

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Granted):

MINNESOTA (Blooming Prairie) Lynn Ketelsen, 100.9, 6000w, 328'  
(Detroit Lakes) Robert Spilman, 102.3, 50,000w, 492'  
TENNESSEE (Lafayette) Ivon Davis, 102.1, 2500w, 325'  
UTAH (Moab) William Konopnicki, 96.7, 1630 w, 1246'

NEW STATIONS (Applied For):

ILLINOIS (Lena) Howard G. Bill, 102.1, 3200w, 456'  
LOUISIANA (Blanchard) Delaney Broadcasting, Inc., 102.1, 25,000w,  
328'  
(Blanchard) Harvest Broadcasting Company, 102.1, 23,000w,  
328'  
(Blanchard) L & L Broadcasting Comapny, 102.1, 25,000w, 272'  
(Blanchard) Outstanding Broadcasting, 102.1, 25,000w, 226'  
(Blanchard) SAHHJM/FM, 102.1, 10,000w, 459'  
(Bossier City) Greenwood Acres Baptist Church, 1030, 5000/  
1000w, DA-2  
MONTANA (Livingston) BS Investment Company, 100.7, 100,000w,  
105'  
NEW YORK (Chenano Bridge) BS Investment Company, 104.1, 3100w,  
180'  
WASHINGTON (Clarkston) Bi-State Radio, 102.9, 440w, 1172'  
(Clarkston) Positive Lifestyle Network, 102.9, 467w, 1132'

AMENDMENTS TO THE FM TABLE (Proposed):

NEVADA (Boulder City) KRRI, to 105.1 C2 from 105.5 C2  
(Las Vegas) KRBO, to 105.7 C2 from 105.1 C2

REPORTED SILENT:

ARKANSAS (Dermott) KCPL, 1110  
GEORGIA (Alma) WULF, 1400  
MISSISSIPPI (Pontotoc - Tupelo) WSEL, 1440  
MONTANA (Red Lodge) KRBN, 1450

FORMERLY SILENT:

ARKANSAS (Dardanelle) KCAB, 980  
FLORIDA (Madison) WMAF, 1230 (reported silent, but was not)  
- Courtesy M Street Journal

THE FCC ISSUES MORE FINES for violations, including EBS, public inspection files, remote control metering, and for the destruction of a tower enclosure fence. Here is a rundown of the fines:

WHSY Hattiesburg, MS . . . \$11,300	WCST Berkeley Springs, WV \$4,600
WHLV Hattiesburg, MS . . . 9,000	WHLX Wheeling, WV . . . .1,800
WJKX Ellisville, MS. . . . 3,000	KPER Hobbs, NM. . . . .2,000
WBSL St. Louis Bay, MS . . . 3,750	KQRC Leavenworth, KS. . . .5,000
KBCE Boyce, LA . . . . . 4,200	WAWK Kendallville, IN . . .2,500
KLGS Versailles, MO. . . . 2,600	

MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS\$

Valentine's Day is Monday, February 14 .....

Love Songs Weekend can be scheduled leading up to Valentine's Day - or use the weekend to gather material and run the love songs on Valentine's Day itself. Have listeners send in their dedications and requests, then read them during the programming event.

Lovers Weekend is a prize that you can attach to any station contest or co-promotion. The weekend can include a stay in the Honeymoon Suite at an out-of-town hotel or motel; candy and flowers in the room; breakfast in bed; limousine transportation; dinner for two at a romantic spot; and pre-paid child care for the weekend.

Lovable Lunch Hour involves announcing a special love song during the morning show and then playing it in the lunch hour - every day for the week or two before Valentine's Day. The first caller to identify the song when it plays wins a flower arrangement and qualifies to win a lovers weekend getaway.

Love Songs All Day on Valentine's Day, including dedications, promoted by newspaper ads listing all the songs to be played.

Valentine's Day Roses - take listener calls during the morning show and then have station personalities deliver single roses with the caller's name attached.

Put Your Pucker On A Postcard is where listeners put their best "kisses" on a postcard to win prizes from the station (supplied by participating advertisers).

Warm Spot is a variation on the above, but in this case the station distributes cards with a red heart and a unique code number at shopping areas. The station calls out the numbers and awards prizes to listeners who call within thirty minutes. Upon verification of their number, they win prizes supplied by participating sponsors.

I Love You Coupons can be used as prizes for Valentine's Day contests. The coupons are for flowers, candy, movies for two, a back-rub for two, a weekend at a local hotel, breakfast in bed, etc. - all set up with local advertisers.

Double Up Airshifts on Valentine's Day by inviting the air personalities' "significant others" to co-host their shows.

Sweetheart Deals - a sales package designed to help local retailers promote their Spring inventory.

- John Lund in One To One; Broadcast Programming

## \$ALE\$

Mall backlash is being reported around the country as shoppers opt for what they perceive as safer, more comfortable and hassle-free environments.

According to a study by Yankelovich Partners (reported in BrandWeek, 1/17/94), only 25% of shoppers said that malls are safe and secure. The remaining 75% said that malls made them feel anything from "a little uncomfortable" to "distinctly unsafe."

Some other mall facts:

- 62% decided to buy a product in a store, but left without buying it because sales clerks were not available when needed.
- 60% report unmet information needs while shopping in stores because personnel were not knowledgeable enough.

These attitudes, coupled with consumers' renewed demand for service plus information, position smaller, non-mall, non-chain retailers for a big rebound. The smaller stores must be somewhat price competitive, and offer (and advertise) extra service and extensive product knowledge.

Department stores are making a comeback, according to Advertising Age (1/17/94). This is attributed to a slowly recovering economy, better merchandising, and "cross-shopping" - buying some items at a discount store and others at a more upscale department store. The key to department store success: prices that are not much higher than those charged by the discounters. "Who wouldn't rather shop in a department store," says retail consultant Carol Farmer, "if there isn't that much difference in price?"

### SMRN READER RESPONSE

1. **Call for Audio:** I am speaking at the upcoming Managing Sales Conference and the South Carolina Broadcasters meeting. One aspect of my presentation will be how to localize an automated or "satellited" station, and I would greatly appreciate some audio examples—inserting local interviews, PSA's, etc.; getting network voices to introduce or do local features; and so on. If you think you're doing it right, please send some audio this week!

2. **Emergency Action:** Many broadcasters have been tested in recent weeks by severe weather, and the earthquake in California. If you have been affected by an emergency, we'd like to hear what happened and how your station(s) responded.

Mail your audio or story to SMRN, P.O. Box 1285, Fairfield, IA 52556. Fax your story to 515-472-6457. Thanks!



## ABOUT YOUR COMPETITORS: CABLE TV

"Sell to the heart - not to the head. Sell to the wants - not to the needs." Those words are from a radio sales consultant. Short term, that kind of selling posture might put some dollars on the books, but I don't believe it helps a station build customers who view the station as a help medium, not an expense medium.

From what we've seen, most cable ad sales are based on playing to the prospect's ego. Most of the schedules, apparently, are not renewed. In the early days of the campaign the buyer is told frequently, "I saw you on TV." Initially he or she confuses comment with results. Over time, as his/her cable spots lose their novelty, the comments stop or fall to miniscule numbers.

Don't make the mistake of fighting or bad-mouthing cable spots. From your own perspective, view cable spots for what they are not. They are not basic advertising. From the customer's point of view, basic advertising should pass the following tests:

1. Does the medium reach a large number of prospects? Clearly local cable spots do not. Here are the 4th quarter Nielsen Ratings, published in the January 10 issue of Broadcasting:

CHANNEL	PRIME TIME (8-11 PM)	24 HOURS
WTBS	2.3	1.4
USA	2.2	1.2
ESPN	1.8	0.8
TNT	1.8	0.9
NICK	1.0	0.9
CNN	0.9	0.5
DISC	0.9	0.5
NASH	0.9	0.5
ARTS/ENT	0.9	0.6
MTV	0.7	0.5
TOTAL ( TOP 10)	13.6	7.8

To get an estimate of how many people see a particular spot, multiply the number of cable homes by the ratings - e.g., the total prime-time audience of one spot on WTBS, the highest rated cable channel, is 23 homes per 1000 homes. For all ten of the most popular cable channels, the combined total is 136 homes per 1000 cable homes.

2. Does the medium provide an adequate selling message?
3. Can the copy message be changed easily?

On these two points, local cable TV advertising comes up short. Most cable spots cost \$300 for production. Cable ad sellers build that cost into their rates. Nothing's free! Basic advertising makes an offer, prices it, asks for action, and limits the offer by quantity or time. At \$300 per, these good ads are not cost-effective. The difficult, time consuming, and creative problems of making TV messages that are timely and compelling are insurmountable for the cable seller and the customer.

4. Does the medium actually sell products and services or does it merely announce them?
5. Does the medium provide excitement for special promotions, and are special promotions necessary in today's marketplace?
6. Does it provide frequency? Can the viewer get the message often (3-10 times a week)?

The average cable TV schedule is a number of spots delivered randomly. Delivering good frequency is almost impossible given the way people watch TV: people watch individual TV programs. In radio, they listen to stations. Fixed positions in individual programs reach miniscule numbers and are generally prohibitively expensive.

7. Does the medium fit the type of business in prestige and distinction? How does a \$300 produced spot look alongside a \$300,000 produced national spot?

The cable TV channel audiences are not growing. The audience is virtually the same size as it was three years ago. Those forecasts for increases in local cable advertising sales are not predicted on increased audiences, they are based on the premises that the new regulations, which make it harder for cable systems to increase subscriber rates, will force the systems into more advertising sales efforts. They are counting on manning those sales efforts with people experienced in local newspaper and radio sales. Most of the advertisers who move to cable will be the malcontents. They will be successful in their new medium only if the newspapers and radio stations let them.

To meet the cable TV challenge, know your business and understand your competitor's weakness. By all means don't bad-mouth your cable TV competitor. Treat him like the sellers of other non-basic advertising.

I remember having lunch with one of my growing customers years ago. One of his competitors was at the next table. He didn't know us and was loudly criticizing my customer, who turned to me, saying, "That guy is doing a good job of getting my name around. I don't have to pay him like I do you."

- Bob Doll

## THE DREAD OF THE INDUSTRY

FCC inspections and inspectors, the dread of the industry, have good reason to be dreaded. We have a second-person story to tell, involving a real Kentucky broadcaster. The story goes like this:

Enter the FCC INSPECTOR. He checks the Public File, the transmitter readings, EBS monitor, all licenses posted in the proper places, all on-air people with tickets posted, latest community needs properly completed - so far so good.

But this is one of those special inspectors, gotta have a citation here, so let's inspect the tower. Say, that gate has a wide space between the gate and the corner post, too wide; something might get in that six- or eight-inch crack; not good.

Now about the tower. Needs painting. Our station owner agrees; matter of fact, he tells the inspector, I have a signed contract in the files with a tower painter to do the job. Kentucky weather has been a bit unsettled the last few weeks, but the contract stipulates the painter will start painting just as soon as the weather permits.

With that the inspection is terminated; the operator feels rather good; nothing serious. A couple of weeks pass and a letter arrives from the commission. Not good news. A \$7,000 fine is levied against the station.

This is not an editorial, but rather an alarming story that has happened to one of our own. It can happen to you or me. If the right inspector happens to do your inspection, no matter how well you have done your homework, no matter how hard you have tried to comply with all the regs, you are going to get a fine. Filing fees, annual license fees - they just aren't enough. (And, of course, we still hear talk about spectrum fees.)

Fines for transgressions of the rules are a necessity, of course, but when such high fines are charged for such minor infractions, it's time for higher powers to step in and explain the facts of life to the Field Inspectors.

Another expensive little goodie now being proposed by the FCC, to add to the cost of bureaucratic overkill, is the scrapping of the present EBS system. Even though it works fine, it's been around too long - gotta keep up with modern technology. Right now they are favoring the SAGE system. That company has done a lot of PR to get the commission thinking right, and it would definitely appear that we are going to get a new system in the very near future, whether it will better serve the public or not. Who pays for this new system, which could cost up to five grand, is you and me.

- J. T. Whitlock, Kentucky Broadcasters Association

## SNAKE STORY

Last summer about 10 PM one of my deejays called me and said he just saw a six-foot black snake go up the hall and he couldn't find anything to kill it with but a worn-out broom. I threw on a housecoat, grabbed a hoe and off to the station I went (I live 15 miles away).

We looked and looked. We opened every drawer, looked under every piece of furniture, moved every box - no snake.

After about three weeks the station got back to normal. We couldn't sit down at our desks without looking underneath, and in every drawer, expecting to see a six-foot black snake at any time.

About a month later the transmitter blew up - a terrible sound, then off the air we went. We called the engineer, and he pulled a six-foot black snake out of the transmitter - electrocuted, of course.

It took thirteen trips back to the station for the engineer to get us completely repaired; he would get one thing fixed and then something else would go wrong.

We had a lot of fun telling the snake story, even though it was an expensive experience for us.

I will be in radio ten years this coming August 15th. I was a Tupperware Home Parties manager for eighteen years, then I lost my husband to cancer and started looking for a daytime job.

I had never been inside a radio station before I was hired as Manager of WAIN in 1984 - Terry Forcht, the owner of the station, said he wanted someone who could sell.

I have taken a station that was having \$13,000 months to our biggest year ever in '93, with sales of \$313,000. (My mamma said, "Fake it until you make it.") There have been a lot of situations when I had no earthly idea what was going on, but mamma also taught me to keep my mouth shut when I didn't.

I want to wish you well - and tell Bob that I still have every SMRN since I started. I separate them into categories - training and promotions - and follow them to a "T."

- Louise Wooten, WAIN AM & FM, Columbia, KY

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 · FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #37 - February 3, 1994

**ONE THING CABLE ISN'T GOOD FOR:** The National Cable Television Association board of directors was meeting in Los Angeles during the big earthquake, which knocked out cable service throughout the region. To stay up to date on the emergency, the NCTA board was forced to listen to radio. [Radio & Records]

**DR. WAYNE DYER TO GIVE CLOSING KEYNOTE AT RAB '94.** Dr. Dyer is a best-selling self-development expert; his presentation is entitled "Creating Miracles in Your Everyday Life." To register for the February 17-20 conference, call 1-800-722-7355.

**SENATE ALMOST READY TO VOTE ON BEER/WINE LABELS.** It is likely that the vote will happen within the next two weeks. This will be your last chance to ask your senator to oppose the alcohol warning labels. If the legislation passes, radio will lose close to \$100 million in revenue. For help in telling the story to your elected officials, contact the NAB.

**SAGE TECHNOLOGIES TO MERGE WITH SBC TECHNOLOGIES.** Sage Technologies sells computer products and services, and emergency alerting products. SBC Technologies owns three radio stations and is an investor in Radio Equity Partners.

**GMI MEDIA GROUP RELEASES THE EXCELLERATOR,** a two-disk contemporary rock production library. The library includes a wide variety of tempos and styles, and is designed to underscore commercial spots, station promos, film or video projects. Production cuts come in :60- and :30-second versions. The package is offered on a buyout basis. For more information, call 206-839-9414.

**AWARD-WINNING COMMERCIAL PRODUCER SEEKS INPUT FOR SEMINAR AT RAB '94.** Jeffrey Hedquist of Hedquist Productions, a 20-year writer, producer, voice talent and speaker, will lead a seminar entitled "Radio Creativity, The Key to Repeat Sales" on February 19 at RAB '94. Hedquist wants your input! Write or fax issues, problems, and/or concerns you would like covered during this seminar. The Clio-winning producer wants to provide solutions to your most pressing challenges. Send your suggestions to Jeffrey in care of Hedquist Productions, Inc., P.O. Box 1475, Fairfield, IA 52556, or fax them to 515-472-7400.

P. O. Box 1285 - Fairfield, Iowa 52556 - (515) 472-4087 - FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Applied For):

ILLINOIS (Galva) Coleman Broadcasting Co., 102.5, 3000w, 328'

AMENDMENTS TO THE FM TABLE (Proposed):

MAINE (Islesboro) new, 105.5 B1

(Winter Harbor) new, 97.7 A

REPORTED SILENT:

ILLINOIS (Sycamore) WSQR, 1560

NEW HAMPSHIRE (Meredith) WWSS, 101.5, pending sale

NORTH CAROLINA (Plymouth) WPNC, 1470

PENNSYLVANIA (Spangler - Johnstown) WCCZ, 97.3

(Waycross) WAYX, 1230

TEXAS (Beaumont) KZXT, 1380

FORMERLY SILENT:

TEXAS (Bandera) KEEP, 98.3

- Courtesy M Street Journal

MORE UPCOMING RADIO EVENTS:

RAB Radio Sales University, February 22, 1994 in Atlanta;  
March 8, 1994 in Philadelphia. For more information, call  
1-800-RAB-SELL.

The 25th Annual Country Radio Seminar, March 2-5, 1994 at the  
Opryland Hotel, Nashville, TN. For more information, call  
615-327-4487.

A SECRET TO MOTIVATION

Here is a secret to motivation that very few people ever try. When I interviewed W. Clement Stone, who had just turned 84, I noticed a curious fact about his speech pattern. Each time he made a point, his voice level picked up with a powerful burst of energy. For example, he would say, "I gave the book Think and Grow Rich to each of my sales representatives and [he hollers at the top of his lungs] BINGO! I HIT THE JACKPOT! Fantastic things began to happen!

Tony Robbins uses a similar technique. To punctuate his speech he quickly makes a fist and hits his chest with a tremendous whack. He explains, "Most people don't condition themselves mentally, emotionally or physically. Because they are not in condition [he thumps his chest], they can't provide peak results."

Use this technique to transmit positive bursts of energy. You'll feel energized and you'll leave people impressed by the motivational powers within you.

- Gerhard Gschwandtner, Personal Selling Power

MONEY PAGE - \$ALE\$ AND PROMOTION IDEA\$

March Business Opportunities include the following businesses, whose sales in the month are above average:

Auto Dealers (New Domestic)	Real Estate (New Houses)
Auto Dealers (New Import)	Real Estate (Resale Houses)
Auto Dealers (Used)	Shoe Stores
Office Supply Stores	Tire Dealers
Optical Goods Stores	

- RAB's Top 40 Business Survey

March Promotional Opportunities - Events & Holidays

Months

American Red Cross Month  
Foot Health Month  
National Nutrition Month  
National "Talk With Your Teen About Sex" Month

Weeks

March 6-12 - Save Your Vision Week  
March 6-12 - Girl Scout Week  
March 6-12 - National PTA Drug and Alcohol Awareness Week  
March 6-13 - Shortwave Radio Week  
March 7-14 - National Volunteers of America Week  
March 8-14 - Universal Women's Week  
March 14-20 - National Agriculture Week  
March 20-26 - American Chocolate Week  
March 20-26 - Children and Hospitals Week  
March 20-26 - National Poison Prevention Week

Days

March 2 - 90th Birth Anniversary of "Dr. Seuss," Theodor Geisel  
March 11 - Johnny Appleseed Day  
March 15 - Ides of March  
March 17 - St. Patrick's Day  
March 20 - Earth Day  
March 20 - First Day of Spring  
March 23 - Liberty Day (Anniversary of Patrick Henry's speech)

Lawnchairs on the Square was a successful Spring/Summer promotion for KLIR, Columbus, NE. Every Thursday evening at 7, a different downtown merchant presented a different form of entertainment - bands, dancers, gymnastics, vocalists. Merchants took turns doling out free popcorn from an old-fashioned popcorn machine as well as providing free horse-and-buggy rides. Costs were covered by the Downtown Merchants Association and donations from prominent area businesses.

For more information, contact Sherri Sobotka at 402-564-9101.

## \$ALE\$ - "SHOW ME HOW TO ADVERTISE"

There were nine passengers on the SuperShuttle as the driver left DFW and headed for the hotels. Eight passengers talked excitedly about the NAB Radio Show they had just flown in to attend.

The ninth passenger was a retailer in town to attend a different meeting. After listening quietly to the conversations among the broadcasters, he spoke: "I take it all of you are in Radio and that you are going to some kind of convention."

The eight broadcasters answered affirmatively in unison.

"What is the convention for?" asked the retailer. "Do you all get together and decide which daypart each of you is No. 1 in?"

Silence.

The retailer continued. "I spend about a hundred grand a year on Radio. To this day I have not had a Radio salesperson suggest to me what I should do to improve my advertising or how to buy Radio. It's very frustrating."

At another time, in another city, I was listening to a group of advertisers discuss what they wanted. One of the clients said, "I wish radio salespeople would show me how to advertise instead of asking me how much I'm going to spend."

Clients need help. They want someone who will show them how they can succeed. Too often we spend a major portion of the call showing them where we have succeeded.

One successful newspaper sales manager told me that sales at the newspaper go up for three weeks when the Arbitron comes out. "You radio folks show the client page after page of numbers. You confuse them. They don't know what to buy. We go in and say, 'Weekend's coming.' That gets them focused on the need to build weekend traffic and business. And since we're there when they rediscover the need to advertise, we make the sale."

For the next week, ask your salespeople to sell the need to advertise instead of selling the station. Ask them to bring up the concept in every call that advertising brings in money.

Document your station's success stories and tell them to clients over and over again. Show prospects how others have brought in money using your station. Explain that formulas such as the Optimum Effective Scheduling (OES) are getting results. Show them how to advertise - instead of asking them how much they're going to spend. You'll find that they have a lot more to spend on Radio once you've accomplished that.

- Chris Lytle, Radio Ink, January 17, 1994



## ABOUT REMOTE BROADCASTS

Radio's "remote season" is not far away. Here are some points to make your remotes as successful as possible:

1. A radio remote broadcast is not in itself a draw. Whenever clients have disappointing results, the reason is always that the station and/or the client expected the radio station to draw people. To ensure our success and the client's, a radio remote must hitchhike on some other event or activity.
2. Never sacrifice the listener for the remote. Whatever the reasons your listeners have come to enjoy and rely on your radio station, frequent blocks of long, repetitive sales pitches is not one of them. A successful remote depends on receptive listeners, out of which some percentage can be motivated to "come on down." Bad remotes chase listeners, so they will do nothing for the client or the station.
3. Put together a checklist for your remotes - a consistent guide to the activities and commitments for each remote event. Plan by the numbers and nothing falls in the cracks.
4. A remote broadcast is really a vertical-saturation commercial schedule. The sponsor is running  $x$  number of "spots" (remote broadcasts) per hour for  $y$  number of hours. For a remote lasting two to four hours, three or four segments per hour is about right. For a longer remote - like an all-day auto-dealer sale-a-thon - it makes sense to run more segments in the first couple of hours, then back off for a couple of hours, then intensify again.
5. Each remote segment should last no more than sixty to ninety seconds by the clock. Keeping each report, and the remote as a whole, under control involves scripting and timing the reports.
6. Plan the remote one report at a time. Once you know how many segments you will do per hour, and how long the remote lasts, you know how many segments you need to prepare.
7. The concept of a remote as a series of discrete commercials helps us to serve both the client and the listener better:
  - a. Determining the number of segments and the number of hours of the remote is like working up a spot schedule. It gives the client a quantifiable understanding of what he or she is getting for the investment.
  - b. Determining how each remote segment is to be filled is like working up a commercial-production order. This helps you to be more focused about how the remote will be

produced - with all or some of the remote segments taped in advance, for example. (Why not?)

8. Meet with the client and map out how each report will be filled. For example:
  - a. Interviews - With whom? About what? When?
  - b. Special offers - What? When? How many?
  - c. Giveaways - What? When? How many?
  - d. Background information - Location, event name. How often? When?
9. Plan each remote segment like an inverted pyramid, suggests Tom Martens, former PD of WLXR in La Crosse, WI. He starts each segment broad and general; instead of putting specific specials up front, he begins in a more vague manner (i.e., "Summertime is here, and everyone wants to get exercise in right now ..."). Then, as the remote progresses, he gets more and more specific about what is going on.
10. Make sure your staff understands what a remote is all about. Arguably the most important aspect of a successful remote is how station personnel approach the event and the client. Kenn McCloud of KCCQ in Ames, IA gives a memo to all his people talking about the importance of attitude in remote planning:

"Live remotes give the station a chance to showcase itself, not only to listeners, but to clients as well. But too many announcers look at remotes as 'just another broadcast' when there are so many scheduled. It's this attitude that needs to change.

"Professionalism and confidence is exhibited in the way the talent handles the on-air chores ... is he/she there early to set up and check equipment? Does he/she talk to customers and act as an ambassador for the sponsor as well as the station? Does he/she prepare each break beforehand, asking the client what needs to be covered? Does he/she sound like he/she's having fun being there?

"But the ingredient that most sponsors really get excited about is the show-business aspect of a remote. They want their customers to see live radio in their store. So it's your job to make things look like a radio show is happening. Bring your banners ... have a good-looking microphone cube ... a sound system blaring the broadcast ... bumper stickers and freebies to give to the customers. The client thinks it's a big deal to have a live broadcast in his store ... give him a SHOW."

NATIONAL F.F.A. WEEK (February 20-26)

Did you know that there are over a half million F.F.A. members nationwide? During National F.F.A. Week, \_\_\_\_\_ sends best wishes to the members of the F.F.A. chapter at [school] School. Farming is important to everyone in [community] and all over America. The folks at \_\_\_\_\_ appreciate the contributions being made to farming by the Future Farmers of America.

Farming is America's biggest, most important business. \_\_\_\_\_ salutes the members of the [chapter name] F.F.A. chapter. They're working and learning to assure the future of American agriculture. \_\_\_\_\_ wants F.F.A. members to know that they appreciate the good work - important work being done by the Future Farmers of America.

\_\_\_\_\_ believes the skills developed and the lessons learned in F.F.A. are not only valuable to the future of agriculture, but to the entire community. The lessons of good citizenship taught in every F.F.A. chapter will surely make this a better place to live. \_\_\_\_\_ salutes Future Farmers of America everywhere during F.F.A. Week.

The members of the Future Farmers of America work hard at learning their craft - assuring the future of American agriculture. It's the nation's biggest and most important industry. Best wishes for every success from \_\_\_\_\_ during Future Farmers of America Week.

To learn by doing is the best way of learning. That's what F.F.A. members are doing in the chapter at [school] School. \_\_\_\_\_ sends best wishes to F.F.A. members and their leaders during F.F.A. Week. \_\_\_\_\_ believes F.F.A. is not only important to the farming community - but to everyone.

The [number] F.F.A. chapters here in [community] count themselves among 8,000 chapters all across the United States. F.F.A. members everywhere are working hard to assure America's agricultural future. \_\_\_\_\_ appreciates the hard work and dedication of F.F.A. leaders and the interest of F.F.A. members.

Maintaining America's agricultural greatness. That is the mission of the Future Farmers of America. F.F.A. members learn the latest farming methods and other skills. They practice good citizenship. \_\_\_\_\_ believes [community] is a better place to live because of the F.F.A. \_\_\_\_\_ sends best wishes during F.F.A. Week.

The American farmer can be very proud of the contribution he has made to the American way of life and world peace. \_\_\_\_\_ appreciates the contributions of farmers in this area. \_\_\_\_\_ is glad to know that the future of farming here is full of promise thanks to the work of Future Farmers of America leaders and members. Best wishes and thank you F.F.A. during National F.F.A. Week.

## BETTER WRITING

Whether you are writing news stories or commercial copy or promos, an easy way to sharpen your writing is to use parallel construction. Here are examples of three forms of parallel and non-parallel construction:

### 1. BALANCE

- a. Non-parallel: "President Bush likes to jog, to fish and pork rinds."
- b. Parallel: "President Bush likes to jog, to fish and to eat pork rinds."

The parallel phrases "to jog," "to fish" and "to eat" all represent activities, whereas "pork rinds" alone represents a food.

The words "to eat" were missing from the first sentence. That violated the series and threw the sentence off balance.

### 2. RHYTHM

- a. Non-parallel: "When you think of Wall Street, the stock market comes to mind."
- b. Parallel: "When you think of Wall street, you think of the stock market."

The parallel sentence has rhythm. The non-parallel sentence does not. The repetition of the words "you think of" makes all the difference.

### 3. REPETITION

- a. Non-parallel: "Ask not what your country can do for you, just help out."
- b. Parallel: "Ask not what your country can do for you, ask what you can do for your country."

One of the reasons President Kennedy's sentence works so well is that it balances the negative "ask not what" against the positive "ask what." Note also his repetition of key words.

- Associated Press

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #38 - February 10, 1994

TWELVE STATIONS FINED \$335,750 FOR EEO VIOLATIONS, an average of \$29,650 each. A cable system in West Palm Beach, not included in the aforementioned total, was fined \$121,500. The FCC has issued new EEO fine assessment guidelines, with a base fine amount of \$12,500; but fines that used to be in the \$10,000-15,000 range are now \$30,000+ offenses. The largest fines are levied against stations that are guilty of "failure to recruit so as to have an adequate pool of minority applicants." Stations will have to prove contact with minority organizations was made for job openings, and that such contact was made consistently during the license term. Here's a list of the fines:

<u>Station</u>	<u>Commission Action</u>
KSPA/KOWF Escondido, CA	Short-term renewal, no fine
KKCB/KSLY San Luis Obispo, CA	Short-term renewal, \$25,000 fine
KTMS/KHTY Santa Barbara, CA	Short-term renewal, \$31,250 fine
KEZX-AM/FM Seattle, WA	Short-term renewal, \$18,750 fine
KVI/KPLZ Seattle, WA	Short-term renewal, \$18,750 fine
KGNC-AM/FM Amarillo, TX	Short-term renewal, \$25,000 fine
KEBE/KOOJ Jacksonville, TX	Short-term renewal, \$31,250 fine
KGVL/KIKT Greenville, TX	Short-term renewal, \$37,500 fine
KTEM/KPLE Texmple, TX	Short-term renewal, \$31,250 fine
KEGL Dallas, TX	Short-term renewal, \$18,750 fine
KMND/KNFM Midland, TX	Short-term renewal, \$25,000 fine
KSAM-AM/FM Huntsville, TX	Short-term renewal, \$31,250 fine
KYKX Longview, TX	Short-term renewal, \$31,250 fine
KFUO-AM/FM Clayton, MO	Renewal designated for hearing for lack of candor allegations

35% OF FCC'S 1994 BUDGET TO COME FROM "COST OF REGULATION" FEES, according to President Clinton's recently released budget. Of the FCC's \$175 million budget, \$61 million will come from the new regulation fees. Radio stations will be charged from \$200 to \$900 each.

CONGRATULATIONS TO THE FOLLOWING BROADCASTERS on their election to the NAB radio and television board of directors: John Quinn, WJDM, Elizabeth, NJ; T. David Luther, WBTM/WAKG, Danville, VA; Kenneth Coe, WLOI/WCOE, La Porte, IN; Don Seehafer, Seehafer Broadcasting, Manitowoc, WI; Jeff Lyon, KSNM, Las Cruces, NM.

P. O. Box 1285 - Fairfield, Iowa 52556 - (515) 472-4087 - FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Granted):

MICHIGAN (Rogers City) David Karschnick, Jr., 99.9, 50,000w,  
476'

NEW STATIONS (Applied For):

ALABAMA (Columbiana) John Sides, 101.5, 2300w, 538'

AMENDMENTS TO THE FM TABLE (Proposed):

NORTH CAROLINA (Ocean Isle Beach), new, 93.5 A

Counterproposals to MM Docket [93-259]:

ARKANSAS (Wilson) KOSE-FM, to 94.7 A from 103.7 A

MISSISSIPPI (New Albany) WWKZ, to 103.5 C Como from New Albany

ARKANSAS (Wilson) KOSE-FM, delete 103.7 A

MISSISSIPPI (New Albany) WWKZ, to 103.5 C Como from New Albany

ARKANSAS (Earle) new, 103.9 A

(Pocahontas) KPOC-FM, to 104.1 A from 103.9 A

(Wilson) KOSE-FM, to 94.7 A from 103.7 A

MISSISSIPPI (New Albany) WWKZ, to 103.5 C Como from New Albany

ARKANSAS (Earle) new, 103.9 A

(Pocahontas) KPOC-FM, to 104.1 A from 103.9 A

(Wilson) KOSE-FM, delete 103.7 A

MISSISSIPPI (New Albany) WWKZ, to 103.5 C Como from New Albany

Counterproposals to MM Docket [93-270]:

GEORGIA (Nashville) WJYF, to 95.3 C2 from C3

GEORGIA (Cusseta) new, 100.7 A from 103.7 A

(Cuthbert) new, delete 100.7 A

(Hawkinsville) WQSY, to 95.1 C2 from 103.9 C3

(Montezuma) WLML (CP), to 103.9 C3 from 95.1 A

GEORGIA (Cordele) WKKN, to 95.1 A from 98.3 A

(Dawson) WAZE, to 98.1 C3 Leary from 98.1 A Dawson

(Montezuma) WLML (CP), to 105.9 A for 95.1 A, or to 92.1 A  
from 95.1 A

GEORGIA (Dawson) WAZE, to 98.1 C3 Leary from 98.1 A Dawson

(Montezuma) WLML (CP), to 105.9 A for 95.1 A, or to 92.1 A  
from 95.1 A

GEORGIA (Cordele) WKKN, to 96.1 A from 98.3 A

(Dawson) WAZE, to 98.1 C3 Leary from 98.1 A Dawson

GEORGIA (Dawson) WAZE, to 96.1 C3 from A

(Montezuma) WLML (CP), to 105.9 A for 95.1 A, or to 92.3 A  
from 95.1 A

AMENDMENTS TO THE FM TABLE (Granted):

FLORIDA (Titusville) WGNE-FM, to 98.1 C1 from C2

ILLINOIS (Taylorsville) new, 94.3 A

MINNESOTA (Hermantown) new, 92.1 A

NEW YORK (Minetto) new, 106.5 A

OHIO (Athens) new, 95.9 A

WASHINGTON (Quincy) new, 95.9 A

- Courtesy M Street Journal

MONEY PAGE - \$ALE\$ AND PROMOTION IDEA\$

The Good News Sweepstakes. KQDJ in Jamestown put this together, and it has all the elements that make for a well-rounded promotion: it bolstered flagging spirits within and about the market; it created a strong community association for the station; and it generated revenues and listeners.

Here's how it worked: each day, the station selected a "Good News Name of the Day" - the name of someone in the community who either did something worthwhile or to whom something noteworthy (and positive!) had happened. The name was posted at the counters of participating sponsors, and printed in the daily paper. Four times a day the station asked listeners to call and identify that day's "Good News Name of the Day"; winning callers qualified for a prize drawing at the end of the contest.

The grand prize was the winner's choice of:

- Use of a car for a year (choice of two dealerships, two cars!)
- A roomful of furniture (choice of room)
- A \$2000 home video and stereo system

The prize drawing was held at the big mall in town, and a local bigwig drew the winner's name.

This promotion created a big sales opportunity and a big promotional opportunity for the station ... and it turned out to be the talk of the town.

Factory Whistle. Have a local industry sponsor the "Factory Whistle" program to broadcast information of need and interest to the employees of the plant. You can also tie in - or create - an employee recognition program to reward outstanding effort, safety records, money-saving suggestions, etc.

Welcome Pack. This is a direct mail piece your station sends to new families moving into your community - lists of which can be obtained from real estate agents, movers, churches or the Welcome Wagon. Send each newcomer a welcoming letter from the station GM, including some promotional information about the station.

You can include a booklet or tabloid with information about the community - which might be underwritten by a sponsor who gets some ad space in the piece. You can also run a "silent contest" just for newcomers, with the letter containing a secret word or a special record they must listen for and call in to win.

## \$ALES\$

When we conduct sales workshops we often work together on a "tough nut," a prospect who has stymied the sales person - usually many sales people at the station, since these accounts tend to be traded a lot. One such prospect owned a downtown furniture store, and he liked to throw up a wall of objections just to rid himself of any and all "peddlers."

In our discussion the first question to be answered was, "Is this guy a qualified prospect at all?" To get the answer, we used a Ben Franklin-type list, listing all the factors which made the prospect a candidate and all the factors which made him a non-candidate.

### Candidate

Personally wealthy  
Participates in the process  
Recently expanded showroom  
Excited when business is good

Advertises sometimes

### Non-Candidate

Business not growing  
Avoids salespeople  
At or near retirement age  
Sometimes indifferent about  
business

Does not advertise regularly

We brainstormed the items on the "Non-Candidate" side to see if we could turn any of them from negatives to positives - to see if any could be flipped over to the "Candidate" side.

After much discussion, the group decided that the prospect was really bothered about the lack of growth in his business. He avoided salespeople because he didn't want to be talked into something. His diffidence about his business seemed to be related to whether he was having a bad month. Finally, the group was able to trace his advertising habits to whether he got excited about what was being offered him.

After deciding that this fellow was a candidate, we had to find a way to get his attention. The group decided to offer the prospect an advertising guarantee: the prospect and the sales person would work together on a set of realistic goals for a realistic response-radio schedule. The size of the investment would be related to the success of the campaign.

The result? It took a few more visits by our intrepid sales person, but she succeeded in convincing the prospect that she had his interests in mind, and they worked out a plan. The station and the prospect were more like partners than vendor and buyer, and both were committed to making the thing work, so it did work. While this "tough nut" did not become the biggest client on the station, he became a frequent, satisfied advertiser.



DRUG AND ALCOHOL AWARENESS WEEK (March 6-12)

\_\_\_\_\_ reminds parents that faced by the ridicule of their peers, young people may act against their own better judgment. It isn't enough to tell kids to say "no" to drugs. They need to feel good about themselves in order to be strong enough to go against the crowd. \_\_\_\_\_ reminds parents, stopping drug and alcohol abuse begins at home.

\_\_\_\_\_ reminds you that one of the most effective ways to keep kids drug and alcohol free is to help build their self-esteem. As they grow, praise your children often. Make them responsible for tasks that demand use of their mental and physical abilities. Show them how to relieve stress, unhappiness or boredom in positive, healthy ways. A reminder from \_\_\_\_\_.

\_\_\_\_\_ wants you to know that this is National P.T.A. Alcohol and Drug Awareness Week. Parents, now is the time to learn more about how to keep your children alcohol and drug free. Take part in and support groups like your P.T.A. They are working hard to cut down the incidence of alcohol and other drug abuse.

\_\_\_\_\_ urges you to learn more about how to keep your children drug and alcohol free.

\_\_\_\_\_ asks, When is the best time to stop drug abuse? The answer is, BEFORE IT STARTS. The fight against alcohol and other drug abuse starts at home. Learn as much as you can. Discuss it frankly with your children. Most important: set a good example. A reminder during National P.T.A. Alcohol and Drug Awareness Week, sponsored by \_\_\_\_\_.

The following message during National P.T.A. Alcohol and Drug Awareness Week is made possible by \_\_\_\_\_. They believe our young people are our most important asset - an asset too valuable to be wasted on alcohol and other drug abuse. \_\_\_\_\_ urges you to support the P.T.A.'s efforts to combat alcohol and drug abuse by our young people. Please remember, the effort must start at home with the wholehearted support of parents.

During National P.T.A. Alcohol and Drug Awareness Week, \_\_\_\_\_ reminds parents that a few simple rules can do a lot to keep your youngsters drug and alcohol free. For instance, set ground rules about parties. When your teen attends, know the host's name, address, and phone number. Make sure the parents will be at home. \_\_\_\_\_, like your P.T.A., believes that setting party rules will assure the kids fun - and keep them safe.

\_\_\_\_\_ wants you to know that this is P.T.A. Alcohol and Drug Awareness Week. If your child is going to host a party in your home, set ground rules in advance. Be visible, but not too obtrusive. Promptly evict anyone who disobeys your house rules.

\_\_\_\_\_ says, young people are too valuable to be wasted on alcohol and drug abuse.

GIRL SCOUT WEEK (March 6-12)

\_\_\_\_\_ sends best wishes to the Girl Scouts and their leaders in (AREA). Girl Scouts U.S.A. was founded March, 12, 1912. For over 80 years, the Girl Scouts have helped young women develop their potential to make friends and to become a vital part of the community. (AREA) is a better place to live because of the Girl Scouts. \_\_\_\_\_ says thank you and continued success.

Based on ethical values, Girl Scouting opens a world of opportunity for girls, working in partnership with adult volunteers. \_\_\_\_\_ believes that by focusing on meeting special needs of girls, Girl Scouting makes a valuable contribution to (AREA). During the birthday week of the Girl Scouts, \_\_\_\_\_ extends best wishes for continued success.

During Girl Scout Week, \_\_\_\_\_ salutes this largest voluntary organization for girls in the world. By living by the Girl Scout Promise, scouts make this a better community and a better world. The Girl Scout Promise is, "On my honor, I will try to serve God and my country, to help people at all times and to live by the Girl Scout Law." Best wishes, Girl Scouts, from \_\_\_\_\_.

The Girl Scout Law, from \_\_\_\_\_: "I will do my best to be honest and to be fair; to help when I'm needed; to be cheerful; to be friendly and considerate; to be a sister to every Girl Scout; to respect authority; to use resources wisely; to protect and improve the world around me; to show respect for myself and others through my words and actions." \_\_\_\_\_ wishes Girl Scouts continued success.

For girls and young women, Girl Scouting offers a broad range of activities which address both current interests and a girl's future role as a woman. \_\_\_\_\_ believes in Girl Scouting. During Girl Scout Birthday Week, \_\_\_\_\_ salutes Girl Scouts of (AREA) and the volunteer leaders who make the program work.

From kindergarten through high school, there's a Girl Scout program for every age. During Girl Scout Birthday Week, \_\_\_\_\_ salutes Girl Scouts of every age and the volunteer leaders who make the program go. Good luck and continued success from \_\_\_\_\_.

Girl Scouting stimulates self-discovery in girls. It introduces the excitement of science, the arts, the outdoors, and people. During Girl Scout Anniversary Week, \_\_\_\_\_ commends scouts for their hard work and volunteers for their invaluable contribution. Best wishes for continued success from \_\_\_\_\_.

FROM OUR READERS

Wal-Mart Alert: "Since in recent issues I've read about the lack of Wal-Mart ads on our radio stations, I thought you might be interested to know that the new advertiser on the Ralph Emery Show is Polaroid/Wal-Mart. This show is probably sent to hundreds of radio stations, and all stations air it for free."

"All stations that carry this show should be warned that carrying it lessens their chances of getting Wal-Mart advertising."

- John Frew, WYXC, Cartersville, GA

Profile Sheet. "I would like to know whether you have a profile sheet for your customers that reflect a complete record of their businesses - name of manager, owner, business name, slogan, phone number, mailing address, types of merchandise carried, type of commercials preferred, and other pertinent information."

"This profile in the station's file for the business would be an invaluable tool for the station and the sales people; all sales people that service the client should have a profile of the business."

- Gormon Collins, WDOC, Prestonsburg, KY

Editor's Reply: Gormon, it looks like you have the makings of a great Customer Profile Form already! If any of our readers use such a tool, pass it along to us and we'll publish it.

OOPS. "If the total station revenue for 1993 was \$8.9 million nationwide, as indicated in SMRN 1/20/94, then things aren't too bad in North Central Ohio!"

- Dean Stampfil, WNCO, Ashland, OH

Red-Faced Reply: A couple of alert readers caught this. We meant to say \$8.9 Billion, naturally.

Newsletter Business: "I would like to see input from stations that have localized and turned it into good, long-term business - specific items that really work. I would also like detailed FCC stats - facility changes, new stations, transfers." (Randy Johnston, KCLL, Lampoc, CA) ... "Forget the different fonts, graphics and all that jazz. Just give me something I can use to handle problems, make us more efficient, help us compete, and make a buck to pay the bills next month." (Tony Coloff, KIOW, Forest City, IA) ... "You don't have to sell the value of SMRN with graphics, layout, etc.; it sells itself on content." (Frank Luepke, KIWA AM & FM, Sheldon, IA) ... "Please don't change the newsletter's format; we're buying information and ideas, not

slick layouts." (Dean Stampfil, WNCO, Ashland, OH) ... "I agree with what some have said about the 'look' of SMRN. Using a simple word processor or desktop publisher enables you to use different fonts, graphics, columns, etc. Maybe printing on colored paper would be nice, too." (Mike Petersen, WSDM, Terre Haute, IN)

Editor's Reply: Some of you might subscribe to Irwin Pollack's Selling Smarter sales newsletter, which has been a slick, two-color, typeset piece with columns and boxes and graphics and fancy headlines. Last month he switched to a straight business memo format, one color, one column, typewriter font, no graphics. To explain the change, he said that about 150 of his subscribers had complained that "we don't want a fancy newsletter, we want information."

As if the majority of our own responses telling us "don't change" weren't enough, seeing Irwin move in the opposite direction has convinced us not to alter our look for a while. We may update the masthead on Page 1, but not the format of our content. Thanks to all who have commented on this topic - by far the biggest response to anything we've run so far! - but for now we'll let the matter rest.

Special Note: The article by Paul Kearney, "Hear Yourself As Others Hear You," which we ran in our January 20, 1994 issue, was passed along to us by Oscar Wein, WDLC & WTSX, Port Jervis, NY. Mr. Kearney is a retired communications teacher at Orange County Community College.

To quote from Oscar's cover letter: "The article was written about 20 years ago. The only thing it lacks is a mention that about 90% of Americans don't know how to apply the "period" to their speech and reading. Their voices do not go down at the end of a sentence. (Just listen to our industry people and their guests.) I was taught that from the day I entered kindergarten."

My thanks to Oscar for the article, and my apologies that his contribution went unacknowledged.

The Three Secrets of Success: Know what you are doing. Know you know what you are doing. Be known for what you know.

- The Insider, KTRF & KSNR, Thief River Falls, MN

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #39 - February 17, 1994

**UNISTAR TO TERMINATE NEWS DIVISION** sometime in the next two months. CNN Radio, distributed by Unistar, will not be affected. Westwood-Unistar's savings from discontinuing Unistar's news division will go toward new programming.

**RADIO INDUSTRY GAINED 9.3% IN 1993**, according to the RAB numbers from Miller, Kaplan and Hungerford, Alvin. Local revenues increased 9.2% over 1992; national revenues were up 10.2%; and network revenues rose 8.1%. 1993 was radio's best performance since 1985, when revenues rose 11.5%.

**NAB ENDORSES NEW RF ENERGY SAFETY STANDARDS** released by the FCC. The current standard was established in 1982. The NAB supports efforts that would permit broadcasters to use charts and graphs in determining compliance, rather than using more expensive measurements. The NAB also urged that the FCC address the issue of construction conflicts imposed by state and local regulations.

**A MULTIMEDIA BROADCASTING DEMONSTRATION** will be held by Sveriges Television (SVT), the Swedish national public service broadcaster, at NAB '94 in Las Vegas. Multimedia broadcasting will become possible as consumers gain access to high capacity digital services.

**COUNTRY RADIO BROADCASTERS PROMOTION AWARD WINNER** in the Small Market category is Jim Michaels, Sparta-Tomah Broadcasting Company, Inc., of Sparta, WI. The winning promotion, "Cowtoberfest," is a yearly effort featuring line-dancing, a play money "Cowsino," a prize auction, client display booths, a fashion show, and more. Last year, Country artist Dan Seals performed live; Seals also gambled at the Cowsino, and gave his winnings to a lucky listener/fan.

**FROM PLACING TO TEACHING.** After 22 years as placement director of Brown Institute in Minneapolis, Mike Kronforst has decided to return to the classroom. Mike will continue to serve on the board of directors of the Upper Midwest Communications Conclave. Mike is well known in the industry, having helped countless young broadcasters get their starts. We wish Mike well in his new career direction!

At The F.C.C. ....

NEW STATIONS (Applied For):

ALABAMA (Columbiana) Eagle Broadcasting, Inc., 101.5, 6000w, 328'  
COLORADO (Glenwood Springs) Beachport Communications, Inc., 92.7,  
1000w, -649'  
LOUISIANA (Clayton) Clayton FM Partnership, 107.9, 6000w, 328'  
MISSOURI (Moberly) KWIX-FM, Ltd., 97.3, 16,000w, 403'

REPORTED SILENT:

ARIZONA (Williams-Flagstaff) KYET, 1180  
GEORGIA (Carrollton) WPPI, 1330  
ILLINOIS (Morris) WCFL, 104.7, pending sale  
MARYLAND (Bel Air) WHRF, 1520  
UTAH (Spanish Fork) KQOL, 106.5  
WASHINGTON (Silverdale) KITZ, 1400

FORMERLY SILENT:

IDAHO (Payette) KIOV, 1450  
MINNESOTA (Cold Spring-St. Cloud) KMXX, 94.9  
OKLAHOMA (Frederick) KTAT, 1570  
TEXAS (Marshall) KMHT, 1450

- Courtesy M Street Journal

SMALL MARKET STATION PROFILED IN BIG-CITY PRINT. KWRT, Boonville, MO and owner Dick Billings were recently the subject of a lengthy article in the Kansas City Star. Excerpts from the article, which was sent to us by K.C. broker and appraiser Ralph Meador:

"Slick KWRT ain't. No way it's one of those big-city stations with lead-in music, rapid-fire news readers, vacuous patter, brief weather forecasts or non-stop commercials.

"The station is comfortably in the black because it concentrates on local news and weather, obituaries (yes, obituaries), ag markets, plus an eclectic programming mix of country music and big bands.

"From 9 to 10 a.m., KWRT has what's become a wildly popular show called 'Reminiscing,' where people, well, just remember. Billings said as far as he knows, the show is the only one of its kind. He got the idea reading one of those 'good old days' magazines at the barbershop. What happens, apparently, is one memory triggers others. Before you know it the station's switchboard is jammed.

"'Today is was cars and cowbells,' Billings said, 'but it can be anything. How to make head cheese. Funerals. The old days at the local reformatory. Box suppers. Bill Stern, the sportscaster who's buried here. You name it.' The station had to install three 800 numbers to handle the volume of calls."

MONEY PAGE - \$ALE\$ AND PROMOTION IDEA\$

St. Patrick's Day Ideas ...

Do a breakfast remote on St. Patty's Day, from a popular and easily-accessible restaurant. Set up the remote so your morning show is highly visible and so patrons will stop to chat. Of course, you can do all the usual "Irish" things, including music, green bagels, (green omelets?), clever toasts and leprechaun stories. [Broadcast Programming]

Distribute four-leaf clovers imprinted with your call letters the week before the "holiday." On the day itself, listeners bring them back for prizes.

Form a "green kazoo band", made up of your station people, and go to various public places, playing for charity.

The "Luck of the Irish" promotion involves putting money in green bags and displaying them in local businesses. Listeners guess how much is in the bag and win prizes if they're correct. [Friday Morning Quarterback]

Put together a "pub crawl" by selling sponsorships to a number of theme bars and restaurants. The package includes participation in your contest - promo mentions and their name on the "pub crawl pass." An additional idea: fill a bus with listeners and your personalities, and drive them around for green beer, Irish coffee and a corned-beef-and-cabbage lunch or dinner.

Create a "designated driver" program in conjunction with a local taxi company (or companies). Make your station listener line available for people to call in and ask for a cab, then offer free rides home. Have the cabs play your station on the radio. [Shane Media]

Here are a couple from the RAB meeting in Dallas ...

Business to Business Challenge. This is a weekend event involving teams formed by non-traditional businesses. The teams compete in various sporting events. Sponsored by the YMCA and the station, the event affords you the opportunity to sell participations in an all-day remote from the site. It's good morale for the employees of the companies that compete - and good revenue for the station. [David Whipple, WRRN & WNAE, Warren, PA]

Industry Appreciation Day. Do a remote from a certain business or industry. Interview management and employees of the business. Talk about the product or service. The remote is sponsored by vendors serving the saluted business - at \$95 a pop, the station makes \$1500-2000 for a four-hour remote. [Denny Tincher, WKEY, Covington, VA]

## \$ALE\$ - SECRETS OF THE HIGH PERFORMERS

We had the pleasure of participating in the South Carolina Broadcasters Association meeting in Greenville last weekend. One of the stars of the event was Dr. Sam Parker, WSJP, Murray, KY, who spoke about becoming a high-performing small market radio station - one that grosses in excess of \$1 million a year.

First, Dr. Parker noted that "We are in the advertising business, and it is a business." So first we must become a successful business, asking, "How can I sell more and make more?" According to Sam, "We are a selling organization, and everybody in the station must understand it."

To achieve high grosses, he says, first believe it can be done. Encourage everyone on staff to read and listen to motivational materials like Napoleon Hill's Think and Grow Rich. "I don't know much about Amway, but I do know that success in that business is based on positive mental attitude, brought about by constantly reading such books."

It is important to sell your station as a basic advertising medium, Sam says - in other words, advertisers don't need anything else! It all starts with the attitude of management; if management believes and preaches it, staffers will buy into it.

"We call them 'ads,' not 'spots,'" Sam says. "We want to speak our customers' language, not the other way around." He also notes that his stations run no free PSAs; they provide time to worthy organizations on interview programming and in newscasts, but they sell announcements.

"What would happen to your station's annual gross if you were to sell 100 holiday greetings packages at \$100 per package for just three holidays? That's an extra \$30,000," Sam figures. "We sell to the Sheriff, to department heads at the university - we sell to anybody who will buy."

"On our sales calls, we don't waste time on chit-chat; we get right down to business," Dr. Parker says. He conducts sales meetings with the entire staff every morning, then has a one-on-one with each individual sales person every day.

Sam is a great believer in the "financial sizing" concept of Jim Williams. To upsell an advertiser at renewal time, present three plans - an "aggressive" plan, a "moderate" plan and a "conservative" plan - the latter priced 15-25% higher than the old contract. "Selling under these circumstances is simple," he says; "we just present the three plans and ask, 'Take a look at these three plans and tell me which one will meet your needs.'"

Editor's Note: More from Dr. Parker next week!



EASTER GREETINGS (April 3)

Happy Easter from your friends at \_\_\_\_\_. This very special time gives them a special opportunity to let you know how much they value your friendship and patronage. Thank you and happy Easter from \_\_\_\_\_.

This is a very busy and quickly changing world. Fads come and fads go, but the old values endure. \_\_\_\_\_ hopes that you and your family will enjoy an old fashioned holiday. \_\_\_\_\_ is pleased to extend their best wishes for a happy Easter.

Most churches in this area are having special Easter services. \_\_\_\_\_ hopes you'll join them in observing the true meaning of the Easter holiday by attending the church of your choice. Best wishes for a blessed holiday from \_\_\_\_\_.

The beauty of Spring ... the richness of the Easter tradition. This is a truly special time. \_\_\_\_\_ sincerely hopes that this will be one of your very best Easters ever. Happy Easter from your friends at \_\_\_\_\_.

\_\_\_\_\_ hopes that the blessings of Easter fill your holiday. Best wishes for the Easter season from \_\_\_\_\_.

There are special services this weekend at churches in this area. \_\_\_\_\_ believes church attendance gives the Easter holiday special meaning. See you in church. \_\_\_\_\_ wishes you the happiest Easter ever.

If you're traveling this Easter weekend, \_\_\_\_\_ reminds you that you're sharing the roads with many other travelers. Start early, stay alert, and drive with extra care. \_\_\_\_\_ hopes you'll help them make this a safe and happy holiday.

\_\_\_\_\_ hopes your home is full of the joy of Easter this weekend. They hope you're sharing this special time with family and friends. \_\_\_\_\_ sends every good wish for a happy Easter.

Holiday times are special at \_\_\_\_\_. That's because holidays give them a special opportunity to let you know how special their friends and customers are to them. Thank you! \_\_\_\_\_ hopes this will be one of your happiest Easters ever.

If your Easter weekend plans include a trip, \_\_\_\_\_ hopes you'll make it a safe trip. They remind you to start early and drive carefully. \_\_\_\_\_ wishes you and your loved ones a safe and happy Easter.

Easter is a time of hope, and \_\_\_\_\_ hopes your holiday is a joyous one. All the best to you and your family, with thanks from \_\_\_\_\_.

## AT RAB '94

While broadcasters acknowledged we're not completely out of the woods, and yes, the industry is changing rapidly, the mood was upbeat at RAB's 1994 Managing Sales Conference & Executive Symposium held last week in Dallas.

Of particular note to SMRN readers is the meeting of the Small Market Advisory Committee held last Thursday, chaired by Cary Simpson. At the start of the meeting, members of the RAB team discussed their present and future plans.

### Sales Plus

The RAB's online marketing service (formerly called Sales Express) is, according to RAB President Gary Fries, "the future of the RAB." With a computer and a modem, RAB members can dial an 800 number and tap into a wealth of up-to-the-instant information, including ...

- New promotions every day in a section called "Hot Hits"
- Special reports
- Co-op opportunities
- Sales tips and leads
- Instant Background pieces
- Success stories
- Copy ideas
- Public bulletin board and private e-mail systems
- Dialog with RAB staff members
- Job searches

According to Roann Evans, who heads up the project for the RAB, the most exciting thing about Sales Plus, besides its timeliness, is the ability to search for promotions, copy and background by key-word - for example, to find all relevant information for a car dealer by searching on "car" or "auto."

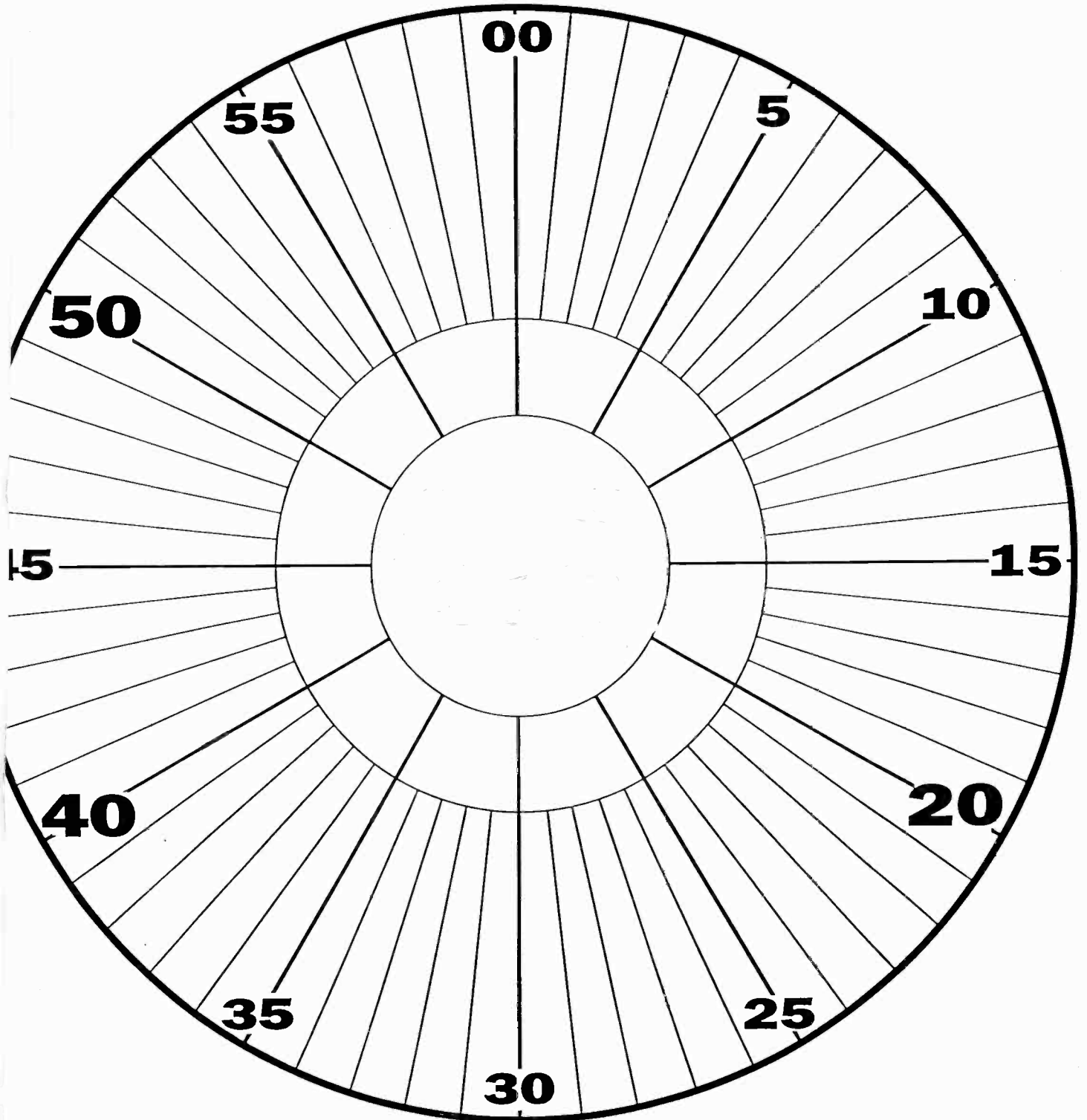
Gary Fries, commenting on Sales Plus, told the SMAC, "This is a 'bottom-up' service; you tell us what you like and don't like and we'll do it. Eventually this service will allow us to eliminate the monthly kits and the co-op books - printed material is outdated technology."

### Frustrations and Uncertainties

Gary Fries told the committee that the past eighteen months has been "the most frustrating time I've ever had." He said he is unsure how the RAB will be able to keep up with the changes in the way clients are doing business - new categories, the upward move of health care, changes in the auto business, and so on. "I don't know that we have enough antennas up to keep up with it all," Fries said.

PROGRAMMING - FORMAT CLOCK

We received a suggestion from Mark Lefler, WYXI, Athens, TN to publish "a professional-looking clock that stations could reproduce on a copy machine." That very week, Network Forty magazine published just that item. We reprint it with permission.



FROM OUR READERS

Coping with the weather. "The unusual cold weather and ice storms here in Virginia meant some changes in our routine - like going out at five in the morning and chipping the ice off the satellite dish."

"We had just installed the Bell Atlantic 'Answer-Call' system. It's a complete voice-mail system without having to buy all the hardware. So during our weather emergencies, the system automatically gave out weather, and at the same time recorded closings and other information called in by our listeners.

"During the rolling blackouts we experienced during the record low temperatures, we set up special message boxes in our phone system for the area's two power companies, so they could call with updates on the situation.

"During the worst of it, lots of our people couldn't get in to work. But I live just around the corner, so I ended up manning the fort alone a couple of times. Using our BP Sentry system and recording ahead breaks, we were able to stay on the air and deal with all the emergency stuff at the same time.

"We never knew what havoc a cold snap could wreak: no heat, lost pets, bursting pipes, no water - including at the station. But the biggest thing for us was that we couldn't make coffee! Fortunately, the local school board brought some in for us."

- Chuck Thornton, WAGE, Leesburg, VA

FCC Requirements. "Years ago I used to receive a listing of some sort telling broadcasters month by month what was required of them by the FCC. Examples: employment report, tower inspection, etc. Did you provide such a 'calendar'?"

- Jim Lambley, KSDZ Radio, Gordon, NE

Editor's Reply: We provide FCC information from time to time; we will try to include it more often in the future.

Keep It Local! "The more I see small town stations abandon local programming, the more I am convinced they shouldn't. Throughout the Eighties, as we continued to reduce overhead, we held to the premise that the only reason we maintained our audience was with local news and sports programming. When nothing else would sell, local events did. I am certain that remaining true to our local commitment was the reason we held together."

- Bill Buchanan, KSHN-FM, Liberty, TX

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #40 - February 24, 1994

**RAB PRESIDENT GARY FRIES LOOKS AHEAD.** An upbeat Fries addressed attendees at RAB '94 with a futuristic view of the industry. Fries described radio's role in the super-communications highway, and stated that radio will need to learn how to use its greatest asset, its listeners, in assessing advertisers' needs. (More RAB news, Page 6.)

**SMALL MARKET BROADCASTER CHOSEN AS GENERAL MANAGER OF THE YEAR.** Lou Vito, WBLL/WPKO, Bellefontaine, OH, won the 1994 Radio Wayne Award for General Manager of the Year at the RAB Managing Sales Conference in Dallas. The annual competition includes managers from all size markets. Vito shares the honor with Linda Byrd, Paxson Broadcasting, Jacksonville. Congratulations to Lou and his staff!

**NAB'S CRYSTAL AWARD FINALISTS ANNOUNCED.** The awards are based on outstanding community service, and will be awarded during NAB '94. The finalists:

KBHP-FM, Bemidji, MN  
KOJM-AM, Havre, MT  
WGOH-AM, Grayson, KY  
WBCU-AM, Union, SC  
WWKI-FM, Kokomo, IN

KWOA-AM, Worthington, MN  
WANB-AM/FM, Waynesburg, PA  
KTRZ-FM, Riverton, WY  
WTCM-FM, Traverse City, MI  
KGMX-FM, Lancaster, CA

**THE MUSIC INDUSTRY WANTS AN EXTRA 5% OF GROSS REVENUES** as royalties for you to play their music - in addition to ASCAP, BMI and SESAC fees. It might happen if the performers' rights bill that was introduced in the House is passed. The NAB will fight the bill. This is another one we need to watch closely!

**HOME SHOPPING NETWORK FOUNDER URGES RADIO BROADCASTERS** to seize the opportunities that will be available in the super-communications highway. Bud Paxson is recommending that radio broadcasters begin preparing to enter into LMAs with local television stations wherever possible. Paxson also predicted that the FCC will allow the following activities within the next 12-18 months: radio and television cross-ownership; television duopolies; an increase in large market common ownership to three AMs and three FMs; and moving small market audience share caps up to 50%.

— THE WEEKLY PUBLICATION FOR SMALL MARKET RADIO MANAGEMENT AND INVESTORS —

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Granted):

WASHINGTON (Leavenworth) Murray Broadcasting, 97.7, 6000w, -874'

AMENDMENTS TO THE FM TABLE (Proposed):

MINNESOTA (Olivia) KOLV, to 100.1 A from 101.7 A, "show cause why not"

(Sauk Rapids) WHMH-FM, to 101.7 C2 from A

REPORTED SILENT:

MICHIGAN (Mount Pleasant) WCEN, 1150

NEW YORK (Copenhagen-Watertown) WWLF-FM, 106.7

FORMERLY SILENT:

ARIZONA (Oracle) KLQB, 103.1

KENTUCKY (Pineville) WRIL, 106.3

MICHIGAN (Flint) WTRX, 1330

- Courtesy M Street Journal

UNITED STATIONS RADIO NETWORK AND DB COMMUNICATIONS are joining forces to syndicate five short-form programs for Country and personality morning shows. Representing United Stations are Dick Clark and Nick Verbitsky; David Kolin and Bill Quinn represent DB Communications. The joint venture will be based in New York.

REMINDER: PREPARE NOW FOR 1993 AND 1994 ASCAP AND BMI REPORTS. Music licensing consultant Jon Marcus is reminding radio stations that they need to be preparing for these annual reports. For information, call Jon at 718-793-0002.

PRIME-TIME CLUTTER HAS INCREASED ON THE BIG THREE TV NETWORKS. A study released by the Association of National Advertisers and the American Association of Advertising Agencies, and published in Advertising Age, indicates that ABC, CBS and NBC ran more commercial matter in 1993 than in 1992. The following table shows the year-to-year comparisons:

PRIME-TIME CLUTTER (per hour)			
Network	November 1992	November 1993	+/- (seconds)
ABC	12:46	13:24	+38
CBS	13:24	13:53	+29
NBC	13:18	13:43	+25
Fox	14:38	14:35	-3

AC REACHES UPSCALE ADULTS according to Katz research. The format's listeners are concentrated in 25-54 and are likely to be better educated, have higher job positions and make more money.

MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS\$

Night at the Movies is a simple cross-promotion designed to tie your station in with a local movie theater and provide beneficial exposure to both parties.

Organize a "Q102 Night" at a local movie house. Choose a night that is traditionally a slow business night for the theater, probably a Monday or Tuesday. In return for promoting the event on the air at no or limited cost to the theater, they sell tickets at a discounted rate - ideally, a figure that corresponds to your frequency (i.e. 102 = \$1.02 or 94.7 = \$0.94).

The theater will see increased traffic and concession sales that otherwise they would not see on an off night. The station has the opportunity to offer a bargain to their listeners that they would normally not have access to.

The event is also a good time to send one of your jocks down to host the show. While people are seating themselves, have the jock give out bumper stickers, T-shirts, or any sort of promotional station stuff. Have the theater put your calls on the marquee and put your banner in the lobby to make yourself visible.

Popcorn Anniversary. On February 22, 1630, popcorn was introduced to the colonists. Here are a couple of last-minute ideas for this one:

- Ask your audience to guess why this day is important and give away bags of popcorn or boxes of microwave popcorn.
- Have a "popcorn grab": fill a bin with as much popcorn as possible - sandbox size or so. Give your listeners 95 or 100 or 106 seconds (tied to your frequency, of course) to dive around in the popcorn and grab whatever they find. You could put cassettes, CD's, movie passes, gift certificates, and other small prizes in the popcorn.

- Howard Rosen Promotions, Inc.

Cordless Phone Olympics. With the Winter Olympics behind us, you can sponsor a home-made version in which listeners who have cordless phones can call the station and compete. In 95 or 100 or 106 seconds (your frequency), your listener must accomplish a certain amount of tasks in the house. For example: ring the doorbell, slam the car door, flush the toilet, empty the ice tray, turn on the vacuum cleaner, use the blender, etc. If they accomplish all the tasks, they win whatever you have in stock.

- Paul Swanson

Auto Listening. Work out an arrangement with local car dealers, stereo shops and repair facilities to tune car radios to your station when they deliver a car. An old trick, but a good one!

\$ALE\$ - THOUGHTS TO SELL BY

Luck: "Luck means the hardships and privations which you have not hesitated to endure; the long nights you have devoted to work. Luck means the appointments you have never failed to keep, the airplanes you never failed to catch." - Margaret L. Clement

"Luck is the sense to recognize an opportunity and the ability to take advantage of it. Everyone has bad breaks, but everyone also has opportunities. The man who can smile at his breaks and grab his chances gets on." - Samuel Goldwyn

"I'm a great believer in luck, and the harder I work, the luckier I get." - Stephen Leacock

Innovation: "I think and think for months and years. Ninety-nine times, the conclusion is false. The hundredth time I am right." - Albert Einstein

"One doesn't discover new lands without consenting to lose sight of the shore for a very long time." - Andrew Gide

"The great man - the man most imbued with the spirit of time - is the most impressionable man." - Ralph Waldo Emerson

Growth: "Be not afraid of going slowly; be afraid only of standing still." - Chinese proverb

"Growth is the only evidence of life." - John Henry Newman

"You must grow like a tree, not like a mushroom." - Janet Erskine Stuart

Potential: "There is no man living who isn't capable of doing more than he thinks he can do." - Henry Ford

"If you don't expect the unexpected, you will never find it." - Jurgen Moltmann

"Wealth comes to the man who can see the potential for wealth." - Peter Frame

Get Up and Go: "If you don't make dust, you eat dust." - Motto of Jack A. MacAllister

"There comes a moment when you have to stop revving up the car and shove it into gear." - David Mahoney

"Lead, follow, or get out of the way." - Plaque on Ted Turner's desk

From Personal Selling Power, January/February 1994



NATIONAL AGRICULTURE WEEK (March 14-20)

This is National Agriculture Week! \_\_\_\_\_ reminds you that supermarkets abound with produce, grains, meat, milk, and packaged goods - thanks to the efforts and skills of our farmers and ranchers. \_\_\_\_\_ says, thank you for a job well done.

During National Agriculture Week, \_\_\_\_\_ asks, did you know that one American farmer produces enough food and fiber for 114 people? Did you also know that Americans spend just 10% of their disposable income on food, compared to 70% in some other countries? \_\_\_\_\_ salutes America's farmers and ranchers during National Agriculture Week.

America's agricultural providers are the most productive in the world. Their productivity is responsible for bringing us plentiful produce, grains, meat, milk, and packaged goods every day of the year. \_\_\_\_\_ is proud to join in a salute to America's agricultural providers. \_\_\_\_\_ sends best wishes for continued success.

Raspberries in February ... asparagus in November ... pineapples the year around. Whatever food Americans want they can usually get - whenever and wherever they please. During National Agriculture Week, \_\_\_\_\_ salutes the farmers of this area - members of America's great agricultural provider team. \_\_\_\_\_ salutes farming's productivity and ingenuity.

During National Agriculture Week, \_\_\_\_\_ salutes the farmers of this area. America's farmers and ranchers are the most productive in the world - one farmer provides enough food and fiber for 114 people, while in Russia one farmer feeds and clothes just 11 people. A message of appreciation from \_\_\_\_\_.

\_\_\_\_\_ believes it's too easy to take farming's contributions for granted. This week is National Agriculture Week; \_\_\_\_\_ says, let's remember that no single segment of our economy does more for our standard of living.

\_\_\_\_\_ reminds you this is National Agriculture Week. It's time to salute America's agricultural providers - a special tribute to the men and women whose initiative, ingenuity and hard work provide us with plentiful, high quality food every day of the year.

American agriculture has made this country the envy of the world. American farm production is the greatest production miracle in the history of mankind. During National Agriculture Week, \_\_\_\_\_ salutes the initiative, ingenuity and hard work of our farmers. \_\_\_\_\_ appreciates the farming community's contribution to our area economy and our way of life.

EARTH DAY (March 20)

On Earth Day, \_\_\_\_\_ reminds you that our biggest concern when caring for our earth is that we put it back the way we found it. When we are camping, hiking, driving or just working in the yard, \_\_\_\_\_ reminds you that we should all remember to leave the land as good as, or better than, we found it.

\_\_\_\_\_ says, all of us can pick up litter. All of us can plant a tree. All of us can leave the land better than we found it. On Earth Day, let's all dedicate ourselves to making this a better world. This reminder is brought to you by \_\_\_\_\_.

The following message is brought to you by \_\_\_\_\_: Do you remember when the conservation clubs warned us we were wasting the land? Now, we've learned the hard way that they were right. On Earth Day, \_\_\_\_\_ reminds us that it's not too late to get involved.

\_\_\_\_\_ reminds us that the battle for clean air, clean water, and clean land has just begun. For the battle to be won, we all need to get involved. You can help make our world a better place to live by joining the effort to conserve our natural resources. This Earth Day reminder is from \_\_\_\_\_.

On Earth Day, \_\_\_\_\_ reminds us that the earth belongs to all of us. We all share in its treasures. Unfortunately, we all share in its filth, too. But we can do something about it. We can pick up litter; we can plant shrubs and trees; we can be conservation-minded campers. We can give the earth what it deserves. This Earth Day message has been brought to you by \_\_\_\_\_.

\_\_\_\_\_ says, it only takes one person to make a contribution toward preserving our planet. Like the guy who picks up a piece of litter every day. The family who leaves their campsite like they found it. The woman who plants shrubs and trees to help restore oxygen to the air. It all starts with just one person - you. This Earth Day message is courtesy of \_\_\_\_\_.

The following message is brought to you by \_\_\_\_\_: Earth Day reminds us that if we wait for the other person to start the fight, the fight may never get started. That's why this day every year is set aside to call attention to the need for all of us to make a contribution. \_\_\_\_\_ says, get involved in the fight today!

On this Earth Day, \_\_\_\_\_ reminds us all that the earth is everyone's responsibility. We can start by demanding clean air and clean water. We can help by taking care of our cars so they don't pollute the air, and our trash so it doesn't pollute the ground. There are many places to start. The fight for the earth needs all of us now. This reminder has been brought to you by \_\_\_\_\_.

"We need to build a better infrastructure of information. Our resources must give you what you need, which means we need articulate feedback to take advantage of the most golden moment radio has ever had."

Fries also noted that "the day of the spot salesman is over. We need to be more conscious of investment in training - we need to be more career-oriented."

One member of the group, "Colonel" Bill Willis, underscored Fries's comment by saying, "To me, the RAB MSC offers three things: (1) Major motivational speakers to make you proud to be in the business; (2) Educational updates to keep us up on what's going on in the industry; (3) Training, to develop skills. We don't get all three anywhere else, in any industry." Willis further observed, "We as broadcasters have an obligation to put at least 2% of our gross into training - and the RAB is training."

#### Committee Questions

Dan Latham, WKKJ & WBEX, Chillicothe, OH: "Where are we going to get our revenues in real small markets as the Mom and Pop stores go out and the regional stores come in?"

Fries: "Two ways. First, more and more manufacturers are pushing down the co-op dollars to the local level. Big advertisers are more and more interested in putting the dollars at the local level.

"Second, you're going to have to leave the traditional radio business - it's the total marketing plan, it's the relationships, it's the alliances with other media.

"We need to start assessing our product and deciding, What is our biggest asset? Today it's the relationship with the listener. Everybody else is trying to achieve this, but we already have it.

"Another thing, about Wal-Mart: Wal-Mart is in a 'Wall Street' mode, not a 'roots' mode. They are making their stock grow by opening new stores, not increasing market share in existing markets. This is an opportunity for their competitors in existing markets, and by extension for us. But Wal-Mart will not need us again until they go to the next cycle."

#### Arbitron on the Spot

Amid grave small market broadcaster concerns about network compensation, national/regional business and diary placement, Arbitron Sales and Marketing VP Jay Guyther led a vigorous discussion about the impact of the new sampling procedures on the County Study reports.

According to Guyther, the issue was first brought up when Arbitron announced reallocating non-Metro sample into the Metro for the Winter and Spring surveys - meaning that TSA-only counties would not be getting diaries two times a year, during the Winter and Spring sweeps.

For example: A county in a four-book-a-year TSA but not in the Metro might have 120 in-tab (usable) diaries under the old rules - 30 in each of the four surveys. Under the new procedures, the county would be sampled only twice a year, for a total of 60 diaries. "Yes, it is true that some counties will receive fewer diaries than before," Guyther admitted.

Arbitron's minimum in-tab total is 30 per county, spread over the year. "About one percent of the counties don't make that, and in those cases counties are clustered," Guyther explained, "but our goal is to report each county in the nation separately."

The point is, if a given county would fall below 30 in-tab diaries under the new procedures, Arbitron takes steps to add diaries back to make up the minimum.

"Remember," Guyther noted, "we're only talking about TSA counties in Continuous Measurement [four-book-a-year] markets. In other markets, we're not changing anything."

Furthermore, he said, network compensation - a sore spot with many small market stations - is based on Arbitron's "Nationwide Service," which is a Spring-only service, and not affected at all by the new rules.

Several members of the committee voiced concerns about the fate of their businesses resting in the hands of ten or fifteen households (the average household returns 2-3 diaries), and the fact that the information is a year late in coming. Guyther defended the accuracy of the service, explaining that it is a function of cost, but said the company should be able to speed up the delivery of the county reports.

Since the committee did not have longer to devote to the issue, a subcommittee was formed to continue discussions with Arbitron, to arrive at better solutions to the problems small market broadcasters have been having with the ratings. Your publisher is on the subcommittee; we will keep you posted in future issues.

Editor's Note: Next week, more from the RAB and SCBA, as well as an analysis of the accuracy of a typical Arbitron county report.

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #41 - March 3, 1994

CONGRATULATIONS TO SMRN CO-EDITOR BOB DOLL on being recognized by the RAB Small Market Advisory Committee for years of dedication and service to the radio industry. Bob was presented with an award and several glowing speeches at a special breakfast held during RAB '94 in Dallas. We at SMRN join SMAC Chairman Cary Simpson, RAB President Gary Fries and all those who attended the breakfast in recognizing Bob's many contributions to our business.

FCC LEVIES FINE FOR IMPROPER CONTEST DISCLOSURE. WBBM-FM, Chicago, IL was fined \$5,000 for failing to disclose the full terms of a cellular-phone service contract offered as a contest prize. Except for promos running overnight, WBBM did not disclose a \$300 termination fee; the actual contest ran during the daytime and evening hours. The FCC became involved after receiving a letter from the winner's mother, even though the station and the winner had settled for \$500. Moral of the story: run sufficient announcements during contest hours; announce all parts of the contest agreement; and log all complaints. [M Street Journal]

NAB PRESIDENT EDDIE FRITTS WARNED BROADCASTERS at RAB '94 about vital issues facing the industry. Fritts cautioned broadcasters about satellite DAB, which would permit new signals into a station's market. Fritts also expressed concern about broadcasters' compliance with stricter EEO rules, and about regulatory problems when the next license renewal cycle begins in May of 1995.

On other issues: Fritts warned that the beer-ad-warning-announcement battle has not yet been won, so broadcasters need to keep pressure on their Senators ... the House has passed the auto lease bill and Fritts is optimistic for Senate passage ... broadcasters need to rally to defeat the proposed 5%-of-revenues performers' royalty.

RAB TO HOLD ONE-DAY REVENUE-BUILDING WORKSHOP in Las Vegas, Monday, March 21, 1994. The workshop is for general managers and sales managers. The workshop is \$295, and the price also includes free registration to NAB '94. Seating is limited. For information or registration, call 1-800-RAB-SELL.



THE WEEKLY PUBLICATION FOR SMALL MARKET RADIO MANAGEMENT AND INVESTORS

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Granted):

MINNESOTA (Worthington) Jeffrey Linder, 93.5, 2500w, 512'  
OHIO (McArthur) Robert Triplett, 98.7, 6000w, 328'

REPORTED SILENT:

CALIFORNIA (Shafter-Bakersfield) KKBB, 97.7, pending sale

FORMERLY SILENT:

ARIZONA (Marana-Tucson) KSAZ, 580

- Courtesy M Street Journal

NAB ANNOUNCES SESSIONS AND EXHIBITS for the big show in Las Vegas:

- Law and Regulation Conference will feature speakers from the FCC and the National Telecommunications Information Administration, offering guidance and problem-solving legal information specifically for broadcasters.
- Broadcast Engineering Conference. Craig Mundie of Microsoft will keynote a luncheon. Mundie will discuss Microsoft's vision of the information superhighway, and give an overview of the software, network, and hardware technology necessary to bring interactivity into the home.
- A special technology exhibit, featuring new technologies that will offer future revenue opportunities, will be located in the Grand Lobby, near the Engineering Conference.

For more information on NAB '94, use the fax-on-demand service at 301-216-1847.

RADIO BUSINESS REPORT SPONSORS BREAKFAST PANEL at the NAB Radio Show, October 12-15 at the Los Angeles Convention Center. RBR's Business Breakfast Panel will be devoted to discussing "the most crucial and controversial issues facing the industry."

RADIO LISTENING HOLDS STEADY at 96% of all Americans, according to the latest information from The Arbitron Company. The average person (12+) spends just over 23 hours a week with radio - which, like the percentage using radio, is virtually unchanged from 1991 to 1993. The most popular formats: Adult Contemporary (16.9% of all listeners); News/Talk (15.4%); and Country (13.1%).

**CORRECTION:** The Earth Day telemarketing announcements which ran in our February 17, 1994 issue bore the date of March 20. This is incorrect; the environmental Earth Day is April 22. March 20 is Earth Day of the Vernal Equinox, the beginning of Spring in the Northern Hemisphere.

MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS

April Business Opportunities include the following businesses, whose sales in the month are above average:

Auto Dealers (New Domestic)	Hardware Stores
Auto Dealers (New Import)	Lawn & Garden Stores
Auto Dealers (Used)	Real Estate (New Houses)
Building Supply Dealers	Real Estate (Resale Houses)

- RAB's Top 40 Business Survey

April Promotional Opportunities - Events & Holidays

Months

Cancer Control Month  
International Amateur Radio Month  
Keep America Beautiful Month  
National Garden Month  
Stress Awareness Month

Weeks

April 10-16 - Astronomy Week  
April 10-16 - National Buildings Safety Week  
April 17-23 - Big Brothers/Big Sisters Appreciation Week  
April 17-23 - National Library Week  
April 17-23 - National Volunteer Week  
April 24-30 - National Science and Technology Week  
April 24-30 - National YMCA Week  
April 24-30 - Professional Secretaries Week

Days

April 1 - April Fools' Day  
April 3 - Easter Sunday  
April 3 - Anniversary of the Pony Express (1860)  
April 3 - Daylight-Saving Time  
April 4 - Anniversary of Martin Luther King, Jr. Assassination (1968)  
April 7 - World Health Day  
April 9 - Anniversary of Civil War Ending (1865)  
April 13 - Birth Anniversary of Thomas Jefferson (1743)  
April 15 - Income Tax Pay-Day  
April 16 - National Stress Awareness Day  
April 22 - Earth Day  
April 29 - National Arbor Day

Tax Day Rebates were given by WLRB/WKAI/WLMD in Macomb, IL last year. Listeners registered at participating sponsors; winners were announced during a live remote broadcast from the main post office on April 15. During the broadcast, the station provided free postage for people mailing in their tax returns.

## \$ALE\$ - TWELVE STEPS TO SUPER PERFORMANCE

Dr. Sam Parker spoke at the South Carolina Broadcasters Association meeting in Greenville, February 19. After studying the "high performers" among small market broadcasters - those whose stations gross more than \$1 million a year - Dr. Parker identified twelve elements that such stations have in common:

1. Insist on traceable ad results. Make sure ads are designed to get results. "Manage the clients, not the salespeople."
2. Sell radio as a basic ad medium. Customers should understand that radio can do "the whole job."
3. Ad copy is critical to support Points 1 and 2. Some high-performing stations simply do not accept ads that do not contain price and item information.
4. Program for the total audience. In small markets there is no room for "niche programming."
5. Special event sales are "the single greatest technique to increase billing."
6. Use financial sizing on all transactions. This technique provides an easy way always to ask for more dollars. Use a three-sheet presentation, with the sheets containing an "aggressive, a "moderate" and a "conservative" plan - with the least expensive being higher than what the customer is spending now.
7. Do an annual radio auction. Swap merchandise for mentions and auction off the merchandise. It's a big revenue-generator. (February is a good month for this event.)
8. Increase the number of sales reps. Turn your station into a selling machine. See every account every week (just like the paper does): "Salespeople increase their sales 20% just by showing up."
9. Increase out-of-town sales efforts. There's gold in those hills!
10. Increase the number of "asks". Each salesperson should ask for the order ten times every day.
11. Make spec ads a must. Produced demo copy will result in a sale at least 50% of the time.
12. Use telemarketing for special campaigns. For example, sell 100 advertisers each on three holiday campaigns at \$100 per package and pocket an extra \$30,000 per year.



## ARBITRON COUNTY REPORTS - HOW ACCURATE ARE THEY?

Considering the ongoing discussions between Arbitron and small market radio broadcasters, it is useful to understand how accurate the County Reports really are.

As an example, I have selected a county with a population of 14,000 which was sampled (in 1991, reported in 1992) using a total of 59 in-tab (usable) diaries. The following tables summarize the results of an "analysis of variance" performed on the Cumulative Audience Estimates ("Cume") and the Average Quarter Hour Estimates ("AQH").

### Cumulative Audience Estimates

Station	Cume Rating	Standard Error	Range of Possible Values		Error Potential
			From	To	
KAAA	11.4	11.7	0.0	23.1	103%
KBBB	14.3	12.9	1.4	27.2	90%
KCCC	7.1	9.5	0.0	16.6	133%
KDDD	32.9	17.3	15.6	50.2	53%
KEEE	6.4	9.0	0.0	15.4	141%
KFFF	9.3	10.7	0.0	20.0	115%
KGGG	25.0	15.9	9.1	40.9	64%
KHHH	7.9	9.9	0.0	17.8	126%
KIII	28.6	16.6	12.0	45.2	58%
KJJJ	20.0	14.7	5.3	34.7	74%

### Average Quarter Hour Audience Estimates

Station	AQH Rating	Standard Error	Range of Possible Values		Error Potential
			From	To	
KAAA	0.7	1.4	0.0	2.1	198%
KBBB	0.7	1.4	0.0	2.1	198%
KCCC	0.0	0.0	0.0	0.0	0%
KDDD	2.1	2.4	0.0	4.5	114%
KEEE	0.0	0.0	0.0	0.0	0%
KFFF	0.7	1.4	0.0	2.1	198%
KGGG	1.4	2.0	0.0	3.4	140%
KHHH	0.0	0.0	0.0	0.0	0%
KIII	1.4	2.0	0.0	3.4	140%
KJJJ	2.1	2.4	0.0	4.6	113%

Note: These calculations are accurate to the best of my knowledge. I gave Arbitron a chance to verify my figures, but was told that "nobody here will take the time to do that."

AT RAB '94 - PART 2

The Small Market Advisory Committee of the RAB had a spirited session in Dallas on February 17. Here is a continuation from last week of our notes on that meeting ...

More Comments from Gary Fries

"We have to stop growing our business by trying to increase our radio pie. We have to start looking at the bigger pie. We need to get into other things, like strategic alliances and line extensions."

"One of the biggest problems in radio has been going after short-term dollars and sacrificing long-term gains."

More Questions for Gary Fries

Bud Walters, The Cromwell Group, Nashville, TN: "What effect have duopolies had on our business?"

Fries: "Ultimately, it's going to be good. Lots of the FCC barriers in small markets will fall. Owning two or three stations will allow you to get back to your roots - to reinvest in your relationship with your listeners. We can get to the point where we take over a community program, like Little League, and do it all."

Bob Doll: "Metro radio groups are very effective. Why don't small market stations in an ADI - which is how customers think - get together and do the same thing?"

Fries: "Good idea. What we've learned from making presentations to advertisers all over the country is, you don't need slide shows, you don't need presentations. Just ask, 'What is your strategic marketing plan and how can radio be more effective in reaching your goals?' Regional broadcasters can do the same thing. If we all did it, we'd all make more money."

In conclusion, Fries said, "It is frustrating that we don't have a larger percentage of small market stations. Of our current membership of 3,472, two-thirds are small market stations - stations in unrated markets. It's a wash for us financially, but we need to see more young sales people and sales managers at these sessions, and they are coming from the smaller markets."

How Good Is It?

Bob Doll commented, "In radio, one third of the operators are making money, one third are losing money, and one third are just getting by. You won't find another industry where it's that good."

## Sales and Promotion Ideas

Several SMAC members contributed to a brainstorming session led by Chairman Cary Simpson. Here are some of the ideas that emerged:

Recruiting advertising prompted several points:

1. Talk to businesses that attend "Career Day" at your local high school and/or college.
2. Educate advertisers to the fact that one radio ad does not equal one print ad. You need OES (Optimum Effective Scheduling) levels to be truly effective. Run the ads 24 hours a day for maximum reach.
3. Make sure you get testimonial letters from advertisers who get results. This will help you sell other businesses.
4. Selling point: radio ads reach out-of-work people at home.

Third-party marketing. Lou Vito, WBLL/WPKO, Bellefontaine, OH, used his station's telemarketing department to sell a third-party bridal show. He made \$50 per booth sold.

Whatever they want. Denny Tincher, WKEY/Q101, Covington, VA, has a unique approach: "We have no retail base, so our sales approach is, 'What do you want?' We do whatever the customer wants. Whenever we hear, 'I wish somebody would ...', we do it!"

Denny's stations run several salutes every year - "Person of the Month," "Business of the Year," etc. - setting up one-hour interviews which are sponsored by the vendors of the person or business being saluted.

Denny says, "If somebody approaches us and we can't figure out a way to make money on it, we'll say, 'We'll give you \$800 worth of advertising; you put our logo on all your stuff.'"

Group ads. Dan Latham, WKKJ/WBEX, Chillicothe, OH, sells sixty-second ads to groups of three businesses that are in the same area but that cannot afford to buy schedules on their own. The ads feature a common open and close, and each business gets 15-20 seconds.

New fast food opportunity. Dave Whipple, Warren, PA, noted that his Beautiful Music station got a McDonald's schedule by going to the store manager during the mid-morning hours and saying, "Let's just sit and watch the people who come in - I'll buy the coffee." It became obvious to the manager, when he took the time to observe, that almost all of his traffic from 9 a.m. to Noon was seniors.

## Duopolies in Small Markets

Various members of the group contributed their experiences with duopolies ...

Champaign, IL: Four stations are combined. The advantages: (1) they pitch one broadcast company - "Radio One" - and they reach everyone in the market with CHR, Country, Classic Rock and Talk; (2) they have picked up a lot of non-radio users; and (3) they have reduced the number of salespeople on the street.

Spencer, IA: Three stations - two previously owned and one new acquisition. Separate sales staffs (one staff for the two original stations and one for the new station), but they anticipate some consolidation. The long-term advantage: reduced sales staff - "People get sick of seeing sales reps."

Bud Walters on duopolies: "Your second or third station will get some buys simply because your people have access to the buyers." On the issue of whether to use separate sales staffs, Bud notes, "It's a distribution issue. It's better to have eight people covering the entire market than four and four - they'll miss something."

### THE LAST WORD: DEATH BY VENDOR

A business consultant I know reminds us that any business must have good relations with four groups: customers, vendors, competitors and employees. We all know how important our customers are - but it's the vendors who can kill you.

A good friend of mine owns several small market radio stations. From Day One he has paid all his bills on time, every time - even when he had to borrow money or forego his own salary to do it - and has always treated his suppliers with respect. Today, banks line up to loan him money and he always gets the best deals on equipment, supplies and services.

A former associate of mine used to own a couple of stations. He routinely used his vendors' money to finance his latest projects. Ultimately it caught up with him when his suppliers joined forces to pull down his house of cards. He is now out of the business.

It is shocking to see how some broadcasters treat their vendors - especially in small towns, where things like that get around ... and where our vendors are also our customers!

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S** Small  
**M** Market  
**R** Radio  
**N** Newsletter

IN OUR  
11TH

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #42 - March 10, 1994

**PERFORMANCE RIGHTS BILL LOOMING**, according to several broadcasters who just returned from NAB briefings and congressional meetings in Washington. According to Tom Anderson, KOAL, Price, UT, "The representatives in the House really don't understand what we're talking about. We're being thrown in with people who are downloading albums and transmitting digitally."

Meanwhile, House Intellectual Property Subcommittee Chairman William Hughes (D-NJ) is testing out compromise language to soften broadcasters' opposition to his original bill. The changes would waive royalties on music offered free to the public - as opposed to subscription services - but would ban the play of more than two consecutive cuts from a single recording. For more on this legislation, see Page 5.

**U.S. COURT OF APPEALS TO REHEAR "SAFE HARBOR" RULING** that was handed down last November. A three-judge panel ruled that the FCC's attempt to limit indecent broadcasts infringed freedom of speech. All nine judges will rehear the matter.

**BEER AD WARNINGS UPDATE:** As of last week, the Senate Commerce Committee seemed ready to pass legislation, but the House was not. Senate Commerce Committee Staff Director John Chambers does not see much interest, yet alone passage of legislation, by the House. Meanwhile, Tom Anderson of Utah heard much the same from Senator Robert Bennett (R-Utah) in Washington last week: Bennett told Tom he felt the bill was dead for now. Utah's other Senator, Orrin Hatch, said he was against the bill altogether.

**COMPARATIVE HEARINGS FROZEN BY FCC** in cases where there are more than one applicant for a channel. The cases are on indefinite hold until the FCC rewrites the rules governing how they decide who gets licenses. The U.S. Court of Appeals has concluded that the current rules are illegal. Until the FCC revises the rules, there won't be any action taken on current cases or on newly opened channels.

**NEW CHILDREN'S NETWORK ANNOUNCED** by Fox - Fox Kids Radio launches May 8 as a weekly Sunday broadcast nationally and overseas. The debut will be a two-hour song countdown chosen by kids; future shows will include teen celebrity interviews.

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Applied For):

ALABAMA (Columbiana) Michael Steinback, 101.5, 6000w, 328'  
ARIZONA (Chinle) Thomas Treland, 107.3, 3618w, 1630'  
CALIFORNIA (Esparto) News Baja, Inc., 97.9, 6000w, 328'  
(Los Molinos) Tehama County Comm. Broadcasters, 101.7, 6000w,  
328'  
(Los Molinos) Redwood Microcap Fund, Inc., 101.7, 6000w, 328'  
FLORIDA (Indian River Shores) Carl Como Tintera, 97.1, 3000w, 328'  
(Indian River Shores) Charles & Debra Shapiro, 97.1, 3000w,  
380'  
(Indian River Shores) Cosmopolitan Broadcasting Co., 97.1,  
3000w, 328'  
(Indian River Shores) Todd Robinson, 97.1, 6000w, 328'  
ILLINOIS (Maroa) Maroa Broadcasters, L.P., 107.3, 3000w, 456'  
MINNESOTA (Roseau) Richard Nelson, 102.1, 50,000w, 367'  
MISSOURI (Moberly) Best Broadcasting, Inc., 97.3, 25,000w, 328'  
NEBRASKA (Hastings) Acgeus, Inc., 94.5, 50,000w, 492'  
(Hastings) Elaine Specht, 94.5, 50,000w, 492'  
NEW YORK (Old Forge) 21st Century Radio Ventures, 99.7, 3800w,  
239'  
TEXAS (George West) Four M.L. Broadcasting, 104.1, 3000w, 249'  
(Sterling City) Lepnel Sanhex & Mark Nolte, 96.5, 50,000w,  
492'

REPORTED SILENT:

MICHIGAN (Grand Rapids) WLAV, 1340

FORMERLY SILENT:

TENNESSEE (Nashville) WMRO, 1560

LOCAL RADIO REVENUE UP 12% IN JANUARY, according to RAB figures. January's local breakdown: the Southwest was up 19%, the Southeast up 14%, the Midwest up 13%, and the East and West up 10%. National revenues for January rose 10%: the Southeast was up 27%, the Midwest up 9%, the East up 8%, the West up 3%, and the Southwest up 1%.

FCC FINE WRANGLING between Sconnix Broadcasting, owner of WLLR, East Moline, IL, and Unidyne Communications, the company that sold WLLR the contest that drew the fine in the first place. The Commission rejected Sconnix's claim that all responsibility should be Unidyne's; Sconnix will appeal the decision, although the FCC lowered the fine in light of the company's clean record.

DICKIE ON THE BIRD. Morning radio legend Dick Purtan is readying his show for syndication, according to his home station, WKQI, Detroit, MI. Unlike other syndicated shows, Purtan's will feature AC music. Delivery will be via NPR's satellite service. For more information, call WKQI GM John Fullam at 313-967-3750.

MONEY PAGE - \$ALE\$ AND PROMOTION IDEA\$

April Fools Promotions for the first of the coming month:

Full Dressed Harley. KRCH, Rochester, MN, last year announced that the 101st caller would receive a "full dressed 1931 Harley." Instead of the expected Hog, the prize turned out to be a station employee named Harley, who was born in 1931. The winner received \$101 in cash, a limo ride and lunch at a fancy local spot with Harley and the two morning guys. This one blew out the local phone system.

Switcheroo I. Pick a noncompeting (in fact, pick an extreme non-competitor) and - with no advance notice - switch morning teams for the day.

Switcheroo II. Arrange with a noncompeting station to switch music playlists for the day or the morning daypart.

Fool Songs. For your April Fools Day planning, here are some records with "fool" in the title:

A Fool Never Learns	Fooling Yourself
A Fool Such as I	Foolish Heart
Everybody's Somebody's Fool	Fools Rush In
Everybody Plays the Fool	Fool's Game
Fool (If You Think It's Over)	I'm a Fool to Care
Fool for Your Loving	Kissing a Fool
Fool in Love with You	Maybe I'm a Fool
Fool Number One	What a Fool Believes
Fool on the Hill	What Kind of Fool
Fool to Cry	Why Do Fools Fall in Love
Fooled Around and Fell in Love	Won't Get Fooled Again

Easter Promotion - Easter Egg Hunt. Invite listeners to show up at a designated location where you've hidden plastic Easter eggs (with your logo on them?). Inside all but one of the eggs, hide small treasures - candy, movie passes, gift certificates from local sponsors. Inside just one of the eggs hide a key that unlocks a box containing a grand prize - a weekend for two, membership to a local health club, shopping spree, anything related to Spring. [Broadcast Programming]

Tax Day Ideas - Since the IRS has taken the shirt off your back, give away station tee shirts to make up for it ... Give away memberships in the Procrastinator's Club of America, P. O. Box 712, Bryn Athyn, PA 19009 ... Let your listeners know where the latest mail pickups are made in your coverage area ... Set up a coffee-and-donuts wagon near the main post office ... Do a contest calling for the most original excuse for filing an extension, awarding as the prize a gift certificate good at a local tax accountant's office.

## \$ALE\$

Innovative ideas to become a better sales person ...

Review it. Take one Saturday morning every three months to go through all your old customer files (whether stored on cards, in files on computer). Take out the names and numbers of customers and prospects you haven't called in at least three months. On Monday morning, call them all. Throw away the ones who are no longer in business, and update the others. You may be losing business simply through lack of contact.

Tape it. Invest in a mini-cassette recorder that has a voice activation switch. Wear it to your next five sales calls (hang it from a belt, shoulder, briefcase - or put it in your pocket). Be sure the voice activation is turned on, then forget about it. Record your sales calls, then listen to them at night. Take notes on what you did right, what you did wrong, to what the prospect responded favorably and to what he/she responded negatively. Now assemble the knowledge you have gained by making a list of things to do on sales calls that get prospects to respond favorably.

Write it. Over the next two weeks take a small notebook with you on all your sales calls. Every time you get an objection, write it down. At the end of the month make a master list of all the objections you have heard and how many times you encountered each one. Now prepare at least three different responses to each objection and you will be well on your way to creating your own personal "objection-killer handbook."

- Personal Selling Power, January/February 1994

Editor's Note: These exercises are even more powerful if all the sales people in your station share the results - especially the one about objections.

Favorite incentives for salespeople. In a recent study by Dr. Kimberly Shinew of Clemson University, respondents at Liberty Life Insurance were asked to rate the "reward value" of six common sales incentive rewards on a scale from zero to 100 ...

Incentive	Value
Personal vacation trips	91.4
Sales conference trips	91.1
Cash	85.7
Merchandise	73.4
Recognition awards	69.4
Status awards	64.7



## ABOUT THE PERFORMANCE RIGHTS BILL

During the 103rd Congress, broadcasters are confronting legislative attempts to establish, as part of copyright law, a performance right in sound recordings for which broadcasters would make royalty payments. These payments would fall most heavily on radio stations. The NAB strongly opposes the creation of such a right.

### Background

Prior to revision of U.S. copyright laws in 1976, several attempts were made to provide a royalty payment to performers and record companies whose records were played over the air. While these proposals were uniformly rejected, the issue remained alive. In 1981, Congressman George Danielson (D-CA) introduced H.R. 1805. That bill would have required radio and television stations to pay a performance royalty based on net receipts from advertising. The NAB estimated that this would have added over \$20 million per year in payments made by broadcasters for music. This was to be a payment over and above the millions of dollars broadcasters pay every year in music fees to ASCAP, BMI and SESAC, who represent the composers and publishers of copyrighted music.

### Legislative History

On July 1, 1993, Representatives William Hughes (D-NJ) and Howard Berman (D-CA) introduced H.R. 2576, the "Digital Performance Right in Sound Recordings Act." This legislation would allow performers and record companies the right to control digital transmission of their works. While this would not affect broadcasters under the current analog broadcasting system, it would have a major impact once radio broadcasters transmit via "digital audio" and TV broadcasters convert to digital high-definition TV in the next few years.

Similar legislation was introduced in the Senate by Senators Orrin Hatch (R-UT) and Dianne Feinstein (D-CA) on August 6, 1993 as S. 1421.

An oversight hearing on the issue of performance rights in sound recordings was held March 25 in the Intellectual Property Subcommittee of the House Judiciary Committee. NAB President/CEO Eddie Fritts and Executive Vice President/Chief Counsel Jeff Baumann participated, and again expressed opposition to including broadcasters in any new copyright scheme involving performers and record companies.

Following the discussion, Representative Hughes - the subcommittee's chairman and sponsor of H.R. 2576 - indicated that

this issue will be the subcommittee's top legislative priority for 1994.

#### NAB Position

The NAB opposes performance rights in sound recordings for a number of reasons:

- Performers and record companies already earn a significant financial benefit from the broadcast of their recordings. Radio and television airplay is the most effective method by which performers' recordings reach the public. In effect, recordings receive free advertising with every broadcast and realize the benefits of this advertising in the sale of prerecorded cassettes, audio disks and albums. While H.R. 2576 would not affect current analog broadcasts, once radio stations begin broadcasting digital audio it would have a serious impact.
- Radio and television broadcasters already pay extremely high copyright license fees for music. For the radio industry, estimates are that over \$150 million is paid to ASCAP, BMI and SESAC in music license fees. (The standard charge is 2.5%-3% of a station's adjusted revenues for music fees.) For television, estimates are that fees paid by local stations and the networks are more than \$170 million. These fees are paid to ASCAP, BMI and SESAC for distribution to their members - composers and publishers of music - many of whom would benefit from a second payment under a performance rights royalty proposal, since many performers also compose their own music and many music publishers also own record companies.
- Proponents of establishing a performance right in sound recordings state that because the United States has no such right, U.S. performers and record companies are denied access to funds generated in other countries where such rights exist. However, history shows that even if the U.S. adopted performance rights in sound recordings, there is no assurance that any money collected overseas would flow to American performers or record companies.
- In addition, many countries that have performance rights in sound recordings do so in an environment without private or commercial broadcasting. Hence, such a system is actually a way for foreign governments to subsidize culture - which is not a system that the U.S. either needs or should create.

Congress should reject again the notion of creating a performance right in sound recordings.

- National Association of Broadcasters

## FROM OUR READERS

In the Winter edition of NAB News, it notes that the FCC has accepted three in-band/on-channel digital systems for testing. It notes that the NRSC is considering two competing systems for FM - USA Digital and AT&T/Amati - and one system - USA Digital - for AM. In-band/on-channel would allow a radio station to broadcast a new digital audio signal simultaneously with present analog programming. The NAB anticipates testing to be finished and standards set in 1995. This is all on Page 26.

Earlier, on Page 21, however, is a little bomb-shell that answers a question regarding how much it will cost to go digital. The answer: best estimates now are that it will cost radio broadcasters between \$20,000 and \$100,000 - \$20K for FM, closer to \$100K or more for AM to get into DAB.

I thought digital was going to be a boon to AM radio! Are the NAB and the FCC trying to shut out AM radio, and in particular small market AM radio, entirely? I don't know of any small-market AM broadcasters who would be ready to finance a \$100K-plus capital "offense" in 1996! Okay, who at the NAB and FCC need to be lobbied to get these numbers under control?

Another nugget that will be of help to small market broadcasters is buried on Page 12. Under the FCC procedural manual, it notes that until recently, the FCC required all broadcasters to place in their public files a copy of the 1974 FCC Public Notice, "The Public and Broadcasting - A Procedure Manual." The NAB notes that after they pointed out to the FCC that the manual did not reflect current FCC rules or procedure, the FCC suspended the requirement to keep a copy in the public file. So during the interim period when the manual is being updated by the FCC, no fines will be assessed against a station for failure to have a copy of the 1974 manual in the public file.

Another interesting note that I only came across as I was closing out our tower move is that this year the FCC has reinstated a requirement that AM stations (yeah, slam AMs again) must complete annually, by June 1, an emissions proof. The emissions proof is now also required whenever one completes a major facilities change.

Our consulting engineer told me that this had been an annual requirement in the past, but had been eliminated a few years ago. The new FCC restored it this year. It requires that the engineer go out to the AM transmitter, measuring day and night strengths, then going out at intervals and repeating the process. (The procedure is defined by the FCC, as is the reporting form.)

The cost of a consulting engineer to do the proof: just under \$700! Or, if can be done by a competent station or contract

engineer who understands the test guidelines. I pass this along because I had not received any notice of this change until I was closing out the tower move.

- Chuck Thornton, WAGE, Leesburg, VA

A thought on automation: Don't let automation interfere with programming your station!

We've had automation since 1968 and the equipment is not here so we can abandon programming.

- Charles E. Wright, WBYS, Canton, IL

#### RANDOM NOTES & QUOTES

When we were threatened with losing the Murray State sports broadcasts because of coverage and network transmission problems, we sought out a big-signal FM station and bought airtime to broadcast the games - delivering increased coverage and a signal that other stations on the net could pick up off the air, eliminating line charges.

- Dr. Sam Parker, WML Communications, Murray, KY

The time to sell is when you can find a good buyer.

- Bob Doll

Retail has gone up 15% over the years, but there's 31% more retail space and 25% more radio stations. That just proves we're not as stupid as the real estate people.

- Bob Doll

There was a study done by a consulting firm some time ago on the cost of errors. They found that it costs five times as much to get a new customer than to keep a current customer ... and if you can identify dissatisfactions, you can keep customers.

- Jim Hooker, WAIT & WZSR, Crystal Lake, IL

If it's worth doing, it's worth promoting.

- Dan O'Day

The station with the most friends wins.

- Dan O'Day

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #43 - March 17, 1994

**RACHELLE CHONG NOMINATED TO FCC.** Chong, most widely known in Washington circles for her common-carrier work, was nominated this week by President Clinton for one of the two empty FCC seats. Speculation is that the nominee for the remaining seat will be Maryland attorney and former broadcast-lending banker Susan Ness.

**FAILING TO GET PERMISSION TO AIR A CALLER DRAWS FCC FINE.** KTBB, Tyler, TX was fined \$5000 when a caller, an office employee for the County Commissioner, complained that she was put on the air without permission. The caller later withdrew the complaint, but the FCC upheld the fine.

**NETWORK AUDIENCES DOWN FROM SPRING '93,** according to RADAR 48 (Fall 1993). Thirteen out of the fourteen networks had an average loss of listenership of approximately 8%. ABC's Genesis Network recorded a decline of 18% or more in three demographics. ABC's Galaxy Network did record a 5.3% increase overall.

**"THE TEAM" IS ON THE BEAM.** The Jones Satellite Network is launching a new all-sports network, called The Team Sports Radio. The programming is produced in conjunction with WTEM, Washington, DC. The network will carry all of WTEM's programming with the exception of morning mouth Don Imus, who is syndicated separately; the network's morning show will feature Bob Berger, who was part of WTEM's morning show until Imus took over.

**RADIO OWNERSHIP RESTRICTIONS MAY BE RELAXED.** If an "information highway"-related bill - concerned with how effectively broadcasters can compete in the world of multi-media - is passed, the FCC will review the current ownership policies for radio and television. The Senate's version of the bill also wants the FCC to look at relaxing the restrictions on cable TV cross-ownership.

**NEW FM TRANSLATER RULES TAKE EFFECT JUNE 1.** At that time, all FM translators must comply with rules concerning ownership and service that were established in the 1990 Report and Order.

**FCC GRANTS APPROVAL** for the sale of KMCD/KIHK, Fairfield, IA to SMRN publisher Jay Mitchell and his group. Now the fun begins.

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Applied For):

CALIFORNIA (Los Molinos) Broad Spectrum Communications, Inc.,  
101.7, 6000w, 36'

FLORIDA (Indian River Shores) Sun Over Jupiter Broadcasting,  
97.1, 6000w, 328'

NEW STATIONS (Granted):

MICHIGAN (Hudson) Mid-America Radio Group, 102.5, 6000w, 328'

MINNESOTA (Ortonville) Tri-State Broadcasting Co., 106.3, 6000w,  
328'

NEW MEXICO (Grants) KKOR/KYVA, Inc., 103.7, 100,000w, 1404'

TEXAS (Benavides) Benavides Communications, 107.7, 50,000w, 492'

AMENDMENTS TO THE FM TABLE (Proposed):

FLORIDA (Sebastian) new, 95.9 C3

OHIO (Van Wert) new, 104.3 A

SOUTH DAKOTA (Belle Fourche) new, 102.1 C3

WEST VIRGINIA (Ravenswood) WRZZ, to 106.1 A Elizabeth

REPORTED SILENT:

ARIZONA (Quartzsite) KBUX, 94.3

OKLAHOMA (Frederick) KTAT, 1570

FORMERLY SILENT:

MAINE (Caribou) WFST, 600

- Courtesy M Street Journal

RAB RESTRUCTURES TOP MANAGEMENT. Effective April 1, Executive VP/Services Wayne Cornils will concentrate on the annual conference, the new RAB-NAB pact, advisory committees and distribution systems. Mike Mahone will be promoted from VP/Training to Senior VP and be responsible for Member Service, Operations, New Business Development and Audio Services. According to RAB President Gary Fries, dramatic increases in membership, increased member demand, and increased conference attendance have "prompted us to redistribute certain areas of responsibility."

NAB QUESTIONS FCC EEO POLICIES. The NAB is concerned about the FCC's intention to apply new EEO standards retroactively - to stations that filed renewals before the policy was announced. Also, will the FCC focus on a station's record-keeping or actual hiring practices? The policy implies that even if a station's practices were in line, they could get slapped with a stiff fine if their paperwork weren't up to snuff. The NAB is seeking changes and clarification.

Quote of the week: "The smaller the market, the more important radio is."

- Jim Champlin, Beck-Ross Communications, Long Island, NY

MONEY PAGE - \$ALE\$ AND PROMOTION IDEA\$

**Arbitron alert:** the Spring Arbitron runs from Thursday, March 31 through Wednesday, June 22. Since this is the one book every year that is used for all the reports Arbitron does, it is a good idea to make sure your air sound and marketing are in shape!

Spring things ...

Lunch on the Lawn. On the first Thursday of each month from early Spring to late Fall, your station sponsors an opportunity for listeners to come downtown to have fun, meet government officials and learn about the community. Each month's meeting has a theme - agriculture, economic development, public safety, recycling, children's issues, etc. Officials involved in a particular field are invited to set up informative booths and displays. Do a remote from the site. [Downtown Promotion Reporter]

Walk with the Mayor. Sponsor the mayor leading walking tours of downtown, pointing out historical sites and providing tidbits of information about them. This also gives the mayor a chance to interact informally with business leaders on the route. Sell this as a remote to some civic-minded nontraditional business in town. [Downtown Promotion Reporter]

Easter services. Issue an invitation to all the churches in your community inviting them to be part of your Easter Church Guide campaign. Produce commercials, each containing 15-second descriptions of three churches. The price: one-third your normal spot rate per church. The spots' opening line can be something like, "In the \_\_\_\_\_ area, a church with a warm heart and open arms is ..." [Broadcast Programming]

Spring Things. Schedule a series of produced pieces reflecting on the glories of spring in words and sound - things like longer days, birds chirping, trips to the park, mowing the lawn, changing wardrobes, etc. (Your staff can brainstorm to come up with lots of good ones.) Sell the series in whole or in part to nontraditional advertisers. [Broadcast Programming]

Spring prize-closet cleaning. If you have a bunch of "almost good" prizes lying around, create a "station janitor" character who is told by the boss to clean out the prize closet. You can create promos where the janitor shows off his/her latest find and gives it away. You can create "prize packs" of smaller items to increase the (perceived) value. [Broadcast Programming]

Spring clean-up. Spearhead the efforts of volunteer listeners to clean up your community. Work a deal with a local hardware store, a supermarket and their vendors to provide trash bags and clean-up tools. (The company that manufactures Glad bags have been known to help.) [WAJI, Ft. Wayne, IN]

MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS\$

Arbitron alert: the Spring Arbitron runs from Thursday, March 31 through Wednesday, June 22. Since this is the one book every year that is used for all the reports Arbitron does, it is a good idea to make sure your air sound and marketing are in shape!

Spring things ...

Lunch on the Lawn. On the first Thursday of each month from early Spring to late Fall, your station sponsors an opportunity for listeners to come downtown to have fun, meet government officials and learn about the community. Each month's meeting has a theme - agriculture, economic development, public safety, recycling, children's issues, etc. Officials involved in a particular field are invited to set up informative booths and displays. Do a remote from the site. [Downtown Promotion Reporter]

Walk with the Mayor. Sponsor the mayor leading walking tours of downtown, pointing out historical sites and providing tidbits of information about them. This also gives the mayor a chance to interact informally with business leaders on the route. Sell this as a remote to some civic-minded nontraditional business in town. [Downtown Promotion Reporter]

Easter services. Issue an invitation to all the churches in your community inviting them to be part of your Easter Church Guide campaign. Produce commercials, each containing 15-second descriptions of three churches. The price: one-third your normal spot rate per church. The spots' opening line can be something like, "In the \_\_\_\_\_ area, a church with a warm heart and open arms is ..." [Broadcast Programming]

Spring Things. Schedule a series of produced pieces reflecting on the glories of spring in words and sound - things like longer days, birds chirping, trips to the park, mowing the lawn, changing wardrobes, etc. (Your staff can brainstorm to come up with lots of good ones.) Sell the series in whole or in part to nontraditional advertisers. [Broadcast Programming]

Spring prize-closet cleaning. If you have a bunch of "almost good" prizes lying around, create a "station janitor" character who is told by the boss to clean out the prize closet. You can create promos where the janitor shows off his/her latest find and gives it away. You can create "prize packs" of smaller items to increase the (perceived) value. [Broadcast Programming]

Spring clean-up. Spearhead the efforts of volunteer listeners to clean up your community. Work a deal with a local hardware store, a supermarket and their vendors to provide trash bags and clean-up tools (The company that manufactures Glad bags have been known to help.) [WAJI, Ft. Wayne, IN]



## \$ALE\$

Changing a "No" to a "Yes." The old saying is, "The sale doesn't begin until the prospect says "No." Here is a six-point guide for getting more appointments, seeing more people and making more sales in the face of the "No"s ...

1. Be competent. Don't wing it or bluff with charm. If you don't know the answer, say so - and say you'll find out.
2. Be prepared. No prospect wants to hear, "Tell me about your business." Do your homework ahead of time.
3. Demonstrate cost savings. Don't talk in vague generalities or use generic examples. Buyers want to know how the purchase improves the bottom line.
4. Stress quality. Today's customers want to know that your product or service is reliable, and that the company is going to last.
5. Become an educator. Concentrate on ways to educate your customers by broadening their understanding, expanding their knowledge and opening their eyes to new possibilities.
6. Be patient. This is the hardest of all, especially when sales are slow. Take time. Answer questions. Show genuine interest. Work for the customer. This is the best way to get the order today!

- John R. Graham, Personal Selling Power, January/February 1994

Staying motivated through the "No"s. A sales mentor of mine once put it this way: "Let's say there's a big book somewhere that has the record of your sales activities - past, present and future. If you could look at that book, you might find that in the next month you're going to get 25 No's in a row, but then you're going to get a bunch of Yes's that make you a lot of money. If you knew that in advance, how would you feel about every No? You'd be excited, because every No would put you closer to those Yes's."

Another way to say it is - in the words of another of my teachers - "Stay in the sales process. Don't worry about whether you make this sale or that sale, just keep doing the steps [five or nine or whatever technique you use] in the process."

I remember a particularly long string of No's. Every day I would drag my tail into this fellow's office and tell him about my unproductive day. Every day, all he would say is, "Make another call." After about ten days, every single prospect I saw that day said Yes! When I rushed into the manager's office with this exciting news, he simply looked at me and said, "Make another call." In other words, stay in the process.

## RUNNING YOUR BUSINESS BETTER

Sales turnover. This observation from Dean Sorenson: "In sales, three months is the crisis point. When new sales people first come on board, we train them, monitor them and companion-call with them ... then after the first month or so, we turn them loose. Then, at about the third month, they wash out - and we wonder why. We have found the solution to sales turnover is to remember that new-hire orientation is a one-year process."

Heading off employee problems at the pass. According to Warren Lotsberg of the Northwestern Public Service Company, Huron, SD, "It is important to document employee problems from the beginning to avoid high unemployment payments. Consider every meeting you have with an employee as the start of a problem rather than the solution. Document every meeting, right from the beginning. Type up your notes and have the employee and the supervisor sign it.

"If you don't follow this course of action, you will think, 'Problem solved' after a meeting ... and by the time you realize you have a big problem requiring action, you won't have enough documentation. This means you will either take action and run the risk of losing a benefits battle, or delay action even further until you have accumulated enough documentation."

Customer feedback. Warren Lotsberg says it is vital to be proactive about soliciting feedback from our customers on an ongoing basis. As he puts it, "We make the assumption that silent people like us." This goes along with something I recommend to radio stations - that the station manager contact every client on the station every three to six months for a "quality assurance" call.

Divide the number of clients you have by the number of business days - 65 or 130 - to see how many clients you have to contact every day. Work up a series of questions to ask each client, refining the questions as you gain experience with the process.

This ensures that you get the true feelings of those "silent people," as well as unearthing any problems between the sales person and the client that might otherwise go unreported. (It is also a great way to find out what and whether your sales people are presenting to the client.)

Your "third customer." It is a good idea to treat your own staff as customers - determining their workplace needs and figuring out how the station can fulfill them. Every three or four months, Jim Hooker, WAIT/WZSR, Crystal Lake, IL, takes his staff to an off-site meeting location, a consultant comes in, and they spend about seven hours talking - no holds barred - about what's going right and what's going wrong. Jim says that part of his stations' mission statement is, "The employees will think this is the greatest place I've ever worked."

## STATION OF THE MONTH - "DISASTER RADIO"

KBET in Santa Clarita, CA found itself smack dab in the middle of it all when the big earthquake hit. Like most stations in the area, KBET was knocked off the air for about 19 hours. Within 24 hours from the quake, KBET became - by city declaration - the "official disaster emergency information station."

According to KBET owner Carl Goldman, "We became more than just a purveyor of information - we became a psychological crutch for the community. Radio is an intimate medium, and lots of people were in shock and needed support; we provided it."

When KBET got back on the air, there was no water, no electricity - no utilities at all in the area. Gone were the two main routes into Los Angeles - the city the area totally relied on.

"We were the sole source of up-to-date information," according to Carl. "We have a local paper, but things were happening so quickly, by the time the paper came out it was like reading Newsweek from three months ago."

KBET became the conduit for the community and the organizations providing emergency services. "We became the station that solved peoples' problems immediately, as they happened." Some examples:

- Red Cross trucks would arrive at odd times, with no way to unload them. The driver would call the station and they would announce something like, "We need 20 strong guys to unload the truck." Listeners would get on their cellular phones and call others, challenging them to pitch in.
- The local public library was totalled destroyed, and 100,000 books had to be boxed and moved before the rains hit. The station put the word out, and within a minute a local high school basketball coach had called to volunteer his team, challenging other teams to volunteer as well. Before long enough teams showed up to get the whole job done that day.
- Local water supplies were disrupted, but some outlying listeners had their own wells and would drive tankers full of water into town. KBET coordinated their efforts, announcing where and when the water would arrive.
- A third-grade teacher called one day to say that one of her students, from a low-income family, was ill and had no heat in his trailer. The station broadcast an appeal and within a few minutes had several electric heaters, the rest of which were distributed to other needy families.
- According to Carl, price-gouging - usually so common in such situations - simply did not happen in the KBET listening

area. Whenever a merchant tried to jack up prices, listeners would call and alert the audience to the problem. Most times the merchant would then go on the air to assure the audience that prices were in line (in other words, he or she backed down). The station would dispatch someone to double-check.

"We did a lot of other things for the community," Carl notes, "like putting on child psychologists to counsel the kids ... and we frequently had on the mayor, other community leaders, representatives from the utility companies and so on."

To demonstrate just how plugged in the station was, Carl offers this example: "Traffic was probably the trickiest thing of all. If there was a traffic pressure point, we knew about it first because people would call us on their car phones to let us know. The sheriff's office and the traffic department listened to the station, and when they heard about a pressure point they would dispatch people to fix it."

Today, life is back to "50% of normal," according to Carl. "We've moved from disaster to rebuilding and recovery. So the station has moved to more of a hybrid format. From 5 a.m. to 8 p.m. we're local, mostly talk - maybe a couple of records an hour in the midday if things are slow - and then we're back to the Unistar format from 8 p.m. to 5 a.m." Carl is operating with more people today than before the quake - he's added three full-timers and six part-timers.

What has all this done to KBET's billing? January was a record-breaking month ... February broke January's record ... and March billing as of the tenth was already double last year's.

"At first the money was artificial," Carl says, "building repair people and like that. Now we're getting good long-term sponsorships coming in. In fact, the quake has probably knocked the area out of its terrible recession with the influx of money and construction and everything else."

Carl is justifiably proud of his station's accomplishment, which was neatly summed up by a friend: "What the Gulf War did for CNN, the earthquake did for KBET."

Editor's Note: By popular demand we are re-introducing our station profiles as a monthly feature. I think we can all learn something from how other people are doing it, and I welcome the chance to present more success stories. If you have suggestions on stations to profile, please let us know!

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P.O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #44 - March 24, 1994

**AD DISCLOSURE AMENDMENT APPROVED BY SENATE**, easing lease-related advertising restrictions. The House passed its version of the measure late last year. The NAB is working with Congresspeople on finalizing the bill and moving it forward, hopefully getting it signed into law in time for the 1995 new car season.

**STRICT FCC ENFORCEMENT AND FINES EXPECTED** as staff finds time on its hands during the current freeze. Radio stations have been hit with fines up to \$20,000 for violations such as EBS equipment not working; documents missing from the public file; operation with excessive power; directional AM stations operating out of tolerance; and using unlicensed operators. [E. Harold Munn, Jr. & Associates - 517-278-7339]

**WAL-MART LOSES ANOTHER PRICE WAR** as Michigan's attorney general extracts an agreement to stop running misleading ads and clean up in-store price comparisons. According to Attorney General Frank Kelley, Wal-Mart hasn't been making fair comparisons: comparing prices on different product sizes; prices on items with accessories and without; and watches with different movements. The retailer pays no fine and admits no wrong-doing.

**SONY INTRODUCES AMAX STEREO WALKMAN**, the first to use the new AM tuner standard - although the standard was introduced two years ago. The Sony SRF-42 AM Stereo/FM Stereo portable features manual tuning, headphone jack and headphones, a removable belt clip and three band selections - FM Stereo, AM Stereo and AM Mono. The unit lists for \$34.95.

**DIRECT DIGITAL RADIO BROADCASTS TO BEGIN THIS SUMMER**. Digital Cable Radio (DCR), which offers 30 channels of music and special programming, will augment its cable television transmission with an arrangement with DBS supplier DirectTV. A limited roll-out will start in April, with nationwide service by mid-Summer.

According to NAB's John Abel, "This will shock the broadcasting industry. This is the equivalent to the guys coming in from Japan with inexpensive cars in the Sixties. It shocked the industry eventually, and it [digital audio via satellite] will do the same for broadcasters. We cannot stop digital." [Radio World]

THE WEEKLY PUBLICATION FOR SMALL MARKET RADIO MANAGEMENT AND INVESTORS

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

At The F.C.C. ....

NEW STATIONS (Granted):

FLORIDA (Gifford) Ameriwave, Inc., 94.7, 3000w, 328'  
TEXAS (Ingleside) BK Radio, 107.3, 3000w, 302'

NEW STATIONS (Applied For):

ALASKA (Houston) Evangel. AK Missionary Fell., 92.1, 6000w, -182'  
(Houston) UBIK Corporation, 92.1, 6000w, 262'  
CALIFORNIA (Esparto) Solo Yolo Broadcasting, 97.9, 6000w, 328'  
FLORIDA (Wabasso) Anthony Deharo Welch, 97.1, 6000w, 328'  
(Wabasso) Treasure Coast Media, Inc., 97.1, 6000w, 328'  
INDIANA (Veedersburg) Veedersburg Radio, 92.9, 6000w, 328'  
LOUISIANA (Amite) Michael J. Bergner, 102.1, 6000w, 328'  
NEBRASKA (Hastings) Kidd Enterprises, Inc., 94.5, 50,000w, 492'  
TENNESSEE (Monterey) Robert W. Gallaher, 104.7, 3400w, 430'

AMENDMENTS TO THE FM TABLE (Granted):

ARIZONA (Buckeye) KMJK, to 106.9 C2 from A  
NEW MEXICO (Silver City) KSCQ, to 92.9 C2 from 94.5 A

AMENDMENTS TO THE FM TABLE (Proposed):

MISSOURI (Jefferson City) new, 104.1 A

REPORTED SILENT:

ARIZONA (Flagstaff) KVNA, 690  
CALIFORNIA (San Rafael) KTID, 1510  
(San Rafael) KTID-FM, 100.7  
NORTH CAROLINA (Charlotte) WCNV, 1480  
SOUTH CAROLINA (Easley-Greensboro) WLWZ, 1360

FORMERLY SILENT:

ALABAMA (Union Springs) WSFU, 94.1  
ARIZONA (Flagstaff) KCLS, 600  
MICHIGAN (Reed City-Big Rapids) WDEE, 1500

- Courtesy M Street Journal

LPTV WINDOW OPENS from April 11 to April 15. Applicants can apply for up to five new facilities in a given window; major changes in existing facilities do count against this number. LPTV applications are not subject to the current freeze on comparative application proceedings and the issuance of further windows.

FCC SETS SPECTRUM AUCTION RULES. One change made from the previous rules is that a minority or female in the applying party must have at least 50.1% of the equity and voting control. Other rules: a required upfront payment of at least \$2500; payment equal to 20% of the winning bid within five days; the remaining 80% payment due five days after the license has been granted; small businesses, rural phone companies and women and minority owned businesses may qualify for installment payments over the term of the license.

MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS\$

Auto-Motion. Here are some vehicle-related promotions ...

Classic Restoration. The station buys an old used car, preferably a classic car, then invites a number of auto aftermarket businesses to take part in restoring it - auto body shops, paint shops, window tinting, stereo equipment, muffler, transmissions, engine rebuilding. All the participating businesses contribute services in exchange for a free mention.

The station keeps listeners updated on the progress of the car, week by week, promoting individual sponsors as they do their part. After the car is completely remodeled, they have eight weeks of live remotes at which they display the car.

Listeners are told where the car is being displayed, and are invited to come down and fill out entry forms to take a chance on winning the car. At the end of the eight weeks the station draws 102 (the frequency) names; the finalists are invited to a station party held at a participating restaurant. This boosts the restaurant's business, and at the end of the night the station announces the winner.

One station has doubled its client roster every year since starting to run this promotion three years ago; not only do they get lots of repeat business from year to year, but they attract brand-new, nontraditional advertisers as well.

Scavenger Hunt. A car dealer donates a brand-new car or truck; listeners search for the vehicle title, hidden somewhere in town, guided by clues broadcast on the station and posted at the dealership and participating sponsors (convenience stores, hardware stores, pizza shops and a mobile home dealer).

To promote traffic, the dealership offers extra clues and tips not found anywhere else. Listeners look all over town for the title; the one who finds it takes it to the station to claim the prize.

The station and the dealership award the car in a big presentation at the dealership, broadcast live on the air. They give away smaller prizes at the remote as well, to build traffic.

Thankful Tankful. Every Saturday at noon the station announces the Thankful Tankful location - a participating gas station. The first 102 (or whatever is your station's frequency) cars to show up with station bumper stickers receive \$10.20 worth of gas free.

Both the station and the gasoline company have courtesy folks on hand, passing out popcorn and discount coupons, as well as policing the line of cars.

## \$ALE\$ - A DOZEN BASICS

1. Set personal and professional goals. Write them down and review them daily. (Napoleon Hill and others have found that only about 3% do this - the same 3% that super-succeeds!)
2. Manage your precious time. Plan your day, your week, your life.
3. If you build it, they will come. Know your product and BELIEVE IN IT. Believe that it's beneficial to your client.
4. Use the Consultant Sell. Know your client and your client's business. That means asking questions, reading and researching to learn all you can.
5. Be prepared before a sales call. Know how to handle objections and have solutions.
6. Have a well-structured presentation, both verbal and written. Know what the client wants to hear. Have more than one plan. ("Financial sizing" teaches to have three plans - conservative, moderate and aggressive.)
7. Sell results, not spots. Have a plan to help the client bring customers to buy the product or service.
8. Be equipped to negotiate. Never give up anything without getting something in return.
9. Know the competition. It's NOT the other stations. Know the advantages and disadvantages of all other media (and all other ways your prospect can spend or invest his or her money).
10. There is no sale without a close. Start closing when you say "Hello." (Never forget to ask for the order - it's not a sales call unless you do.)
11. Provide ongoing service after the sale. Everything being equal, the service-committed person is the WINNER.
12. Get to know as much as possible about radio. Talk to veterans. Read the trades. And LOVE radio!  
- Radio Sales Today, NAB (annotated)

### Quote of the Week

"I don't care if it costs \$100 a spot, if it brings in three people it's worth it. I'm interested in results, not prices."  
- Jack Deitz, Danielson Motors, Fairfield, IA



## MANAGEMENT: TOP NINE GM/SM QUALITIES

These are the qualities that Norm Feuer, President/CEO of Force II Communications, looks for in a general manager or sales manager:

1. Smart/intelligent - This is something you can't teach or help people with. They are either smart or they're not.
2. Organized - GMs and SMS have a lot on their plates, especially with the limited time available to accomplish what has to be done. Un-organized people will waste that time.
3. Able to communicate - Owners and GMs, too, have a lot on their plates. They rely on their managers and sales managers (respectively) to communicate with them quickly and efficiently. If a GM or SM can do that, they will be able to communicate effectively with their staff on the station's missions and goals.
4. Motivated - You cannot motivate people; they are either motivated or they aren't. All you can do is set a work environment for them that allows their motivation to work best.
5. Have a business mind-set - You need people who understand this is a business, not a hobby, and that every decision they make must have a return on investment and will lead to a successful business conclusion.
6. Are leaders - You want winners - people other people want to work for ... who have the ability to read their personnel ... hire the best people ... and maximize the potential of their staffs.
7. Have high energy levels - You can tell successful people by the way they walk down a hallway. High-energy people tend to get their staff members to achieve at higher levels simply because of their own high energy.
8. Have track records - While it's nice to find people with winning track records on all, or most, of their assignments, we know that no one is born a GM or SM. As a result, we'll always look at an applicant's past achievements to assess future successes.
9. Are honest and have integrity - It is absolutely crucial that you be able to trust your managers, and to know that they won't try to make excuses or place blame on others. These may be the hardest traits to determine up front, and may only become apparent after some time.

- Radio Business Report

## EARTH DAY (April 22)

In our biggest mistake to date, last week's issue contained an extra copy of page 3 (no additional charge for this bonus), which meant we omitted these messages. We apologize for any inconvenience.

\_\_\_\_\_ invites you to observe Earth Day. The Earth gives us oxygen, but nowadays we have less oxygen because pollution destroys it and we have fewer plants to restore it. \_\_\_\_\_ says that by planting shrubbery, trees and flowers around your home you'll not only be adding beauty but restoring oxygen too.

As part of the observance of Earth Day, \_\_\_\_\_ asks, How many times in your life have you seen someone cut down a tree? How many times have you seen someone plant one? You've probably seen more trees cut down than planted. Plant a tree. It takes only a little time, but \_\_\_\_\_ says, trees live a long time.

If we don't have the Earth - we don't have a place to live. \_\_\_\_\_ reminds you that we're observing Earth Day so you and others will remember this simple but important fact. Smoke, gaseous fumes, litter, trash - these things are choking the Earth. \_\_\_\_\_ says, do your part in cleaning things up.

As we observe Earth Day, \_\_\_\_\_ reminds you that future generations - our children and grandchildren - may not be able to survive because we weren't concerned enough to clean things up. Look around you. Do your part - and support those who support the environment. A message made possible by \_\_\_\_\_.

On Earth Day, \_\_\_\_\_ reminds you that if we wait for the other person to start the fight, the fight may never get started. That's why all of us need to make a contribution. Start by demanding clean air and clean water. Start by making sure your cars don't pollute. Take care of trash so it doesn't leave a mess. An Earth Day message from \_\_\_\_\_.

As we observe Earth Day, \_\_\_\_\_ reminds you that preserving the earth is done by one person at a time. Like the guy who picks up a piece of litter every day. Or the family that leaves their campsite like they found it. Or the woman who plants flowers and trees to help restore oxygen to the air. Yes, it all starts with one person. This message made possible by \_\_\_\_\_.

Smoke, gaseous fumes, litter, trash - all of these things are choking the Earth. During Earth Day, \_\_\_\_\_ reminds you that it's time to get concerned enough to do something about cleaning things up. Start where you live. Support environmentally friendly businesses and lawmakers. \_\_\_\_\_ reminds you we have only one Earth. It deserves our care.

## BUSINESSES YOU CAN START FOR UNDER \$500

Whether it is to expand your own business interests or to help your customers do so, here are seven businesses that you can run out of your home with an investment of \$500 or less:

1. **Credit-repair service.** Customers usually seek this service after being rejected for a home or car loan. You would resolve their credit disputes, set up payment schedules with credit-card companies, etc.

Key: Screen potential clients. You want those you can actually help. To be eligible for your services, problem accounts must have been paid off for at least one year, preferably three or four. Guarantee clients an overall improvement in their credit.

Cost: \$500 for office expenses, placement of ads in area newspapers, research of credit record-keeping and reporting laws. Earning potential: \$100,000 a year.

2. **Drop shipper.** You publicize, take orders for and accept payment in full for a small manufacturer that produces consumer products such as books, garden tools, gourmet foods, etc. In effect, you are acting as a middle man.

First you negotiate a reduced price for the product with the manufacturer. When the orders come in, you forward them to the company along with half the negotiated price plus postage. The company then ships the orders with your mailing labels. You pay the balance of what you owe the company after your customers pay up.

Don't compete with established direct-mail businesses. Find a niche and work with specialized manufacturers.

Cost: \$50 to \$250 to publicize a product, process orders and print labels. Earning potential: \$3,000+ a year, part-time.

3. **Estate sales.** Visit estate sales and study the business before soliciting clients of your own. You will need to learn how to price antiques and how to draw up a contract with clients.

Key: Letting clients know that you will take care of everything.

Cost: \$200 to \$300 to advertise your service in daily newspapers and shoppers. The clients pay to advertise sales. Earning potential: 25% of sales.

4. **Map-maker.** Create colorful, informal community maps featuring advertisements for local businesses. Market each as a community promotional piece.

Calculate costs of hiring an artist and printing. Charge businesses to appear on the map, plus \$35-\$40 in production costs. When the maps are printed, deliver to each business 35 to 40 maps, which they can sell for \$1, recouping this cost.

Cost: \$500 or less to solicit businesses. Earning potential: \$11,000 or more per project.

5. **Meeting planner.** Put together events, meetings, and conventions for clients.

Key: Pay attention to details. Thoroughly research hotels, restaurants, meeting facilities and travel arrangements you make for clients. Your business will grow through word-of-mouth referrals.

Cost: \$500 for office expenses, yellow pages ad. Earning potential: \$30,000+ a year.

6. **Self-publisher of booklets.** Research, write and have printed - either at a copy shop or on a desktop system - informative booklets on specialty topics.

Your writing must be accurate, authoritative and clear. Most popular: "How-to" booklets on money, self-help, self-improvement, special skills.

Cost: \$200 to \$500 for first printing, classified ads. Earning potential: \$5,000+ a year.

7. **Tradespeoples' referral agency.** Screen and schedule top-notch painters, carpenters, plumbers and electricians to do everything from small repairs to major remodeling. Solicit tradespeople to list with you for free. Take 10% of the fees for the jobs you book.

Key: Familiarity with construction basics, reliability, commitment to quality.

Cost: \$500 for a phone line, answering service, classified ads, flyers. Earning potential: \$65,000 to \$100,000 a year.

- Bottom Line Personal

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 · FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #45 - March 31, 1994

**NAB CONVENTION SETS NEW RECORD** at 71,082, up more than 10% from 1993. International registrants totaled 14,669, up 27%.

**NAB CRYSTAL SCORE: MINNESOTA 4, SMALL MARKETS 2.** The winners of this year's Crystal Awards, announced last week in Las Vegas, included only two small market stations (out of ten) - KOJM-AM, Havre, MT and KBHP-FM, Bemidji, MN. The state of Minnesota swept the ceremonies with four winners - KBHP; KSJN-FM, St. Paul; WCCO-AM, Minneapolis; and WWTC-AM, Minneapolis. The other winners: KCBS-AM, San Francisco, CA; KLBK-AM, Austin, TX; KPSN-FM, Phoenix, AZ; KRMG-AM, Tulsa, OK; and WXYV-FM, Baltimore.

**PETER COORS CALLS FOR RADIO SUPPORT** as anti-alcohol interests move the battlefield to local markets. Speaking at the NAB/RAB luncheon in Las Vegas, Coors thanked radio for its help against the "SAFE [Sensible Advertising and Family Education] Act," but warned that the measure represented "the tip of the iceberg of misguided solutions." According to Coors, "Activists are trying to restrict the distribution and marketing of alcohol, and to restrict your programming freedom."

Coors suggests that broadcasters act now in the following ways: (1) "Keep doing what you're doing" to support responsible behavior; (2) Involve employees in substance abuse education; (3) Work with local brewers and bottlers on community education; (4) Use programming and PSA time to stress "prevention, not control"; (5) Refer to the NAB booklet on under-age drinking for good ideas; and (6) Personally call Senators Thurmond and Kennedy and tell them their constituents will resist "efforts to curb free speech." On the last point, Coors emphasized, "You cannot delegate this. You have to do it yourself."

**HOLY COW! HARRY CARAY INDUCTED** into the Broadcasting Hall of Fame at the NAB/RAB luncheon in Las Vegas. After reminiscing about his 50-year sportscasting career, Harry led the audience in a rousing rendition of "Take Me Out to the Ballgame."

**RADIO NEWS PEOPLE BEWARE:** The Reading, PA Eagle and Times is suing local stations WAGO & WIOV for copyright infringement, alleging that the stations too closely paraphrased or directly read its news copy on the air.

AT THE FCC

NEW STATIONS (Applied For):

CALIFORNIA (Point Arena) Point Broadcasting, 102.3, 828w, 1663'  
MINNESOTA (Roseau) Jack Swanson, 102.1, 50,000w, 285'  
TENNESSEE (Monterey) New Hope Radio, 104.7, 1300w, 672'  
TEXAS (Midland) Jerry Birden, 95.1, 3000w, 89'

NEW STATIONS (Granted):

ARKANSAS (Waldo) Tello, Inc., 99.1, 6000w, 328'  
FLORIDA (Alachua) Eve Ackerman, 92.5, 3000w, 328'  
GEORGIA (Mount Vernon) John Swinson & Judi Baker, 101.7, 6000w,  
328'  
MINNESOTA (Proctor) Frank Bofera, 107.7, 770w, 812'  
NEW YORK (Lake George) Entertronics, Inc., 98.5, 370w, 1289'  
NORTH CAROLINA (Harrisburg) Intermart Broadcasting of NC, 92.7,  
5300w, 348'  
OREGON (Myrtle Point) K/S Riggs Broadcasting, 94.1, 2222w, 374'

AMENDMENTS TO THE FM TABLE (Granted):

NEW MEXICO (Central) KNUW (CP), to 95.3 C1 from C2

REPORTED SILENT:

FLORIDA (Kissimmee-Orlando) WMJK, 1220  
MAINE (Fort Kent) WLVC, 1340  
(Madawaska) WSJR, 1230

FORMERLY SILENT:

FLORIDA (Bushnell) WKFL, 1170  
(Chattahoochoo) WBCD, 105.3, WUMG silent  
(Indian Rock Beach-Tampa) WXYB, 1520  
TEXAS (Georgetown-Austin) KWTR, 1530, KOPY silent

FINES:

CALIFORNIA (Chula Vista) KURS, \$20,000, operating at night with  
daytime power levels (reducing them at sunset but  
increasing them again after the local FCC office closed)  
NEW MEXICO (Las Vegas) KBAC, \$20,000, main studio location  
outside primary city-grade contour  
PENNSYLVANIA (Mountaintop) WBHT, \$3500, airing taped conversation  
without prior permission (reduced from \$5000)

- Courtesy M Street Journal

**FINES TOO SEVERE, SAYS FCC CHAIRMAN.** Speaking to an NAB audience, Hundt said recent fines were excessive. He has directed Mass Media Bureau Chief Roy Stewart and General Counsel Bill Kennard to review the issue and to report back within 60 days. The FCC is also busy reviewing radio and TV ownership rules.

**INDIANA SMALL MARKET STATION GOES ALL SPORTS.** On April 1, WXVW, Jeffersonville, IN is switching from Oldies to all sports, provided by the American Sports Network in Colorado Springs.

## MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS

The Small Market Idea Swap at the NAB convention yielded many excellent ideas. We'll be featuring them in this and future issues.

The Other Shopping Center. Dan Latham, WBEX/WKKJ, Chillicothe, OH, sells three downtown sponsors in one 60-second ad, each one paying one-third the price. The umbrella tag is, "Downtown Chillicothe, the other shopping center." Each advertiser is allowed one copy change per month.

Placemats. Phil Weiner, WUPE/WUHN, Pittsfield, MA, sells ad space to 12 clients, plus room in the center for the radio station. For \$700, clients also receive sixty 30-second ads, 5 a.m.-Midnight, to be used within a specific time frame. 50,000 placemats are printed and distributed to local eateries. The package nets Phil \$8500-9000 every time he does it.

Back to School Quiz. Small market group owner Larry Roberts, Sunbrook Communications, Spokane, WA, sells this to 20 clients at \$300/month for three months. 93 (the station's frequency) quiz questions are printed, front and back, on an 8-1/2 x 11 sheet. The questions are about academic topics, about the radio station and about the clients ("What color is the fountain at Mel's Drug Store?"). Quizzes are distributed via P.O.S. at the sponsor locations. The winning student receives a computer.

Out-of-Market Opportunities. Richard Wartell, Manhattan Broadcasting, Manhattan, KS, cultivated out-of-town business by selling remotes to two advertisers in Tucson, AZ - where a Manhattan team was playing in a championship game. The remote was broadcast in Manhattan, targeted to the listeners who would be attending the game in Tucson. He also sold sponsors in Manhattan to be part of a bus trip to the game, following the team bus. The station was asked by a local TV station to take a video camera and tape the trip, thus giving the radio station additional exposure.

Check Your Fax. A suggestion from the audience: be sure you know how good your fax transmissions are - nowadays it's a big part of your station image. Fax something from your station machine to a friend, then collect the fax and check the quality.

Success Stories. Another audience suggestion: every Thursday, have a "Success Story" meeting - what client had the most success this week? Sales people quickly figure out why we're in business!

Friday Night Scoreboard. Dan Latham follows his Friday night football game with a scoreboard feature - including scores, trivia, and phone interviews with area coaches. Dan sells advertising to merchants in the competing team's town as well.

## \$ALES - "WAL-MART WARS"

At the Las Vegas convention a team of RAB executives outlined the challenges of getting Wal-Mart dollars for radio.

Understanding the Culture. RAB President Gary Fries began the session by emphasizing that our dealings with the retailer was first and foremost a "culture situation" - the world's largest retailer is run as a small-town business, in modest quarters, in a town inaccessible by plane.

From the moment you arrive in Bentonville, Arkansas, you step into "Wal-Mart-Ville," and you realize what drives the company. Outside their local superstore are soda machines offering Coke and Pepsi cans for only 35 cents - a price dictated by the "Sam's Cola" machine nearby. The entire corporate culture is driven by their slogan, "Always the low price."

This is a company that is extremely responsive to its stockholders, and in a unique way: Since practically everybody in Bentonville owns stock, the corporate executives come into contact with their stockholders every day. They see them in church on Sunday. They play ball with them every weekend.

Wal-Mart's VP of Marketing, Paul Higham, is a former radio guy - but radio is not in the program as of now. The problem is, the company only spends 1% of its gross on all marketing, and their goal is to take it to zero. In addition, Wal-Mart has no regional media departments except for ethnic markets.

Part of radio's problem with Wal-Mart is our own doing. At first, store managers had discretionary dollars to spend - on the order of \$1000-3000 per month - for Walk-A-Thons, Little League uniforms and so on. Some of that money was used to buy local radio for one thing or another.

But as Wal-Mart grew, the marketing people at the home office saw that the local managers were not buying radio effectively, so home office started making the decisions as to what stations to buy. Then the hassles began: They had to buy a large number of stations to cover a region. Stations would call and "tell us how stupid we were" for not buying them.

Worst of all, it took 30 days longer to get co-op affidavits back from radio stations than from other vendors. When they contacted the stations about this, the traffic managers spouted station policy instead of customer service ... and Wal-Mart simply took its business elsewhere.

Today, there is still discretionary money available to the local store managers - but they must get approval from their regional managers, who bump it up to headquarters, and the requests are



nearly always rejected. (As of the time of the RAB/Wal-Mart meeting, no such requests had been granted for the past 60 days.)

On the other hand - according to another RAB source - a small market station, WKMX, Enterprise, AL, did recently get some discretionary dollars, selling the local Wal-Mart manager on the idea of a Saturday-afternoon "Tent Sale" remote. It can be done - with persistence and luck. (For more information, call Doug Wynn at 205-347-2278.)

Another thing standing in our way: nowadays, Wal-Mart doesn't believe in co-op. Their philosophy is, "If you have a co-op program, just give us the money and drop your price." Again, the only thing that matters to the company is "Always the low price."

There are, however, some rays of hope. There is some turnover occurring in the company and some fresh viewpoints are coming in. (Higham, for example, came from Target.)

Also, it turns out that about 60% of the stockholders in Wal-Mart also own stock in Home Depot, and the latter company is looked upon as a model for the future of Wal-Mart.

Home Depot recently signed as their agency The Richards Group in Dallas, a true friend of radio (as in the Motel 6 campaign); Home Depot will surely use more radio in the future, and that might be good for our relationship with Wal-Mart down the road.

Right now, Wal-Mart is hitting its growth numbers simply by opening new stores, but when they reach a saturation point their strategy will have to change. As it does, radio might play a bigger part.

Most encouraging of all, Higham did invite Fries and his team back in a year for further talks.

Facts and Figures. RAB Executive VP George Hyde noted that Wal-Mart is "number one and growing" - its revenue has increased 15 times in the last 10 years, 56% in the last three years. In same-store sales, the chain is number three and moving up. The company leads in average sales per square foot (one-third more than its nearest competitor) and number of visits per customer.

Wal-Mart is a "category killer" in health and beauty aids - meaning it is unwise for other retailers to attempt to compete in this category - and tops in sporting goods and hardware. The company's near-term growth is in "supercenters" (combined discount and grocery stores) and in their recent takeover of 122 Woolco stores in Canada.

Next week: How customers perceive Wal-Mart; their strengths and weaknesses; and how other retailers can compete.

## CREATING AN EFFECTIVE EEO PROGRAM

Be thoroughly familiar with the FCC's EEO Rules and Policies. The FCC's EEO Branch reviews the EEO compliance of stations whose EEO profiles are deficient. Even if a station's EEO profile is within the processing guidelines, the staff reviews the station's EEO record to determine whether the licensee used its "best efforts" in recruiting, hiring and promoting minorities and females.

Adopt a written EEO program that complies with FCC requirements. Review the FCC Form 396 ("Broadcast Equal Employment Opportunity Program Report") filed with your last license renewal. The answers are "continuing promises." Use the NAB's "Equal Employment Opportunity Guidebook" has an example of your program.

Designate an EEO Officer to implement your EEO program. Develop a plan to keep familiar with Federal, state and local EEO laws. Take advantage of EEO-related seminars and publications.

Inform employees about your EEO policy and program. Get their help in efforts to recruit, hire and promote qualified women and minorities; and to refer minorities and females candidates for existing and future openings. Review your employment application form and delete any language that may suggest or imply that you consider non-job-related factors in hiring decisions.

State on your employment application, in bold print, that discrimination is prohibited, and that persons who believe they have been discriminated against may notify the FCC, the EEO Commission or the state or local EEO agency. Include a copy of your EEO program in personnel manuals and employee handbooks.

Place employment ads in publications with a significant circulation among, or of particular interest to, minorities and women. Make certain you maintain records of all such ads placed. Note in every help-wanted ad that you are an equal opportunity employer. Word ads carefully so they do not indicate in anyway, a preference for one sex over another.

Consider establishing an on-the-job training program to upgrade the skills of current employees. Also, consider offering internships to minority and female students.

Establish a network of valid sources for minority/female referrals. The key is "valid" sources. Examples include, but aren't limited to, local schools with large female/minority enrollments, government job placement programs, and local minority and women's organizations and industry groups.

Send an introductory letter to new sources with a stamped, self-addressed postcard. When openings occur, send each source a letter and a stamped, self-addressed, return postcard. Establish

a contact at each source and follow up with documented phone calls that list the person to whom you spoke.

Consider replacing any source that has not made a referral in the last six months. The FCC assumes that a licensee would recognize when current sources are not working and substitute new ones. The Commission prefers a few sources that refer valid referrals as opposed to a great number of sources that refer none.

Seek referrals for all job openings. This should apply to all openings from GM on down. An occasional opening may be filled from within without contacting outside sources, but only if your station has a consistent policy of posting notices of all openings on employee bulletin boards, and has a record of promoting females and minorities.

Keep careful records of your EEO efforts. For each job opening:  
(1) Document efforts made to contact referral sources. Send a letter to each for each opening. If a contact is made in person or by phone, write a letter to confirm it. Maintain a file of these letters and response postcards and document each phone call made. Also, include copies of all print ads for the opening, the applicant data form and all correspondence with applicants. Maintain a recruitment summary sheet for each job opening which lists all recruitment methods used (minority/women's groups, job vacancy notices posted at the station, announcements broadcast and ads placed in publications).

(2) Post job openings on the station employees' bulletin board for at least 72 hours. A copy of the notice should be placed in a file which you maintain for each job opening.

(3) Document all efforts to assure that minorities and women are given due consideration in promotions, including any special efforts to encourage them to qualify and apply for advancement.

(4) Have a written record of job offers, either as a letter offering the job to the applicant or as a memo for your files. If the offer is rejected, make a written notation of the reasons.

Review your EEO program periodically. Simply implementing these procedures isn't enough. Review at least every quarter to ensure they are working, and revise them if they aren't. Keep track of whether your station's profile meets the FCC's guidelines. Note if there has been a downward trend in the percentage of minorities and females hired. Check your referrals and sources to make sure they are still valid. Make sure that sources are contacted for every opening. And determine if there have been minority and female applicants and interviewees for each hiring opportunity. If you uncover deficiencies, take corrective action!

- Erwin Krasnow; Verner, Liipfert, Bernhard  
McPherson & Hand; Radio Business Report, 3/7/94

FROM OUR READERS

"You and your readers might like to see how we have expanded SMRNewsletter's event planner. The Economic Development Commission is printing and distributing them; town merchants and commercial centers use them to plan their advertising."

- Chuck Thornton, WAGE, Leesburg, VA

Editor's Note: Chuck has taken the 1994 Promotion Calendar which appeared in SMRN in January - which had columns listing all the special months, weeks and days in the year - and added columns for "Scheduled Community Events" and "Merchant's Specials." This is a good way to help the community get organized!

"I would like you to incorporate in your newsletter in the future a profile of a working station manager; also, the profile of a deejay and the profile of an announcer - I think many of your subscribers would be amazed at the difference."

- Gormon Collins, WDOC, Prestonsburg, KY

"Since you're looking for comments on ways to improve your publication I thought the enclosed [a copy of the newsletter Bottom Line Personal] might give you an idea or three ...

"Note that when they quote something they give the full address where you could buy the service.

"Notice they often do book reviews. This is helpful information to the reader.

"When you quote somebody at a radio station it would be helpful if you gave their address along with their phone number and fax number."

- John Frew, WYXC, Cartersville, GA

Editor's Reply: We always try to give phone numbers (when available) for services and products we write about, but have held back on giving that sort of information about readers who write us - because we don't know how they would feel about getting calls and mail. By the way, if you want further info about what appears in SMRN, just call and we'll try to help.

"What happened to you reporting FCC fines?"

- Jerry Spencer, KWSH, Wewoka, OK

Editor's Reply: We report fines when they occur, but effective with this issue we're changing the format to be easier to read.

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
R

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #46 - April 7, 1994

**NATIONAL RADIO REVENUE UP 20% IN FEBRUARY**, according to RAB figures. February's national breakdown: Southeast +37%, Midwest +23%, Southwest +17%, East +16%, and West +11%. Local revenues for February rose 10%: Southwest +13%, East +12%, Southeast and West +10% each, and Midwest +8%.

**FCC CHAIRMAN REED HUNDT THREATENS MORE REFORM** during his address made at the NAB convention. Among the issues: examination of enforcement policies and the system used to assess fines; license renewal procedures; and elimination of outdated rules.

**INDECENCY "SAFE HARBOR" REVISITED**. The U.S. Court of Appeals in Washington is allowing the full nine-judge court to reconsider the recent ruling striking down the FCC's Midnight-6 a.m. "safe harbor" (which was originally mandated by Congress). To recap: Congress wanted it; the FCC instituted it; a three-judge Court of Appeals panel ruled against it; and now the full court will rule on it.

**PARK SELLING OUT**. The board of directors of Park Communications has voted to sell its 89.6% share after its founder Roy Park died last October. There is no deal yet to sell the company. Park Communications owns 22 radio stations, nine TV station, and more than 100 newspapers.

**RAB'S CERTIFIED RADIO SALES MANAGER SEMINAR** will be held in Denver on May 20-22. This is the first of three CRSM seminars to be held in 1994. The cost is \$695 for members, \$795 for non-members (includes all meals, lodging, class materials and diploma). For information or registration, call 1-800-RAB-SELL.

**LAWYERS ALERT BROADCASTERS TO EEO REGULATIONS** at the NAB, even though there have been comforting promises made by the Chairman. It is predicted that public interest groups will be putting in overtime when license renewals come due.

**SPORTS PROGRAMS HIT THE ROAD**. Premiere Radio Networks has traded off five of its sports programs to Major Networks. The shows are "Coast to Coast with Bob Costas," "John Madden's Sports Calendar," "John Madden's Sports Quiz," "Inside Sports Magazine" and "Flashback."

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

AT THE FCC

NEW STATIONS (Applied For):

CALIFORNIA (Point Arena) Del Mar Trust, 102.3, 1200w, 1417'  
NEW YORK (Alfred) Pombrook Pines Elmira, Ltd., 101.9, 1280w, 699'  
TEXAS (Jacksboro) Albert L. Crain, 93.7, 6000w, 210'

NEW STATIONS (Granted):

TEXAS (Idalou) Triumph Communications, Inc., 105.7, 6000w, 328'  
(Junction) Robert L. Meadows, 93.5, 2720w, 318'

AMENDMENTS TO THE FM TABLE (Granted):

ALABAMA (Warrior) WLBI, to 98.7 C3 from A

REPORTED SILENT:

CALIFORNIA (Taft-Bakersfield) KMYX, 1310  
NEW YORK (Warwick-Middletown) WTBQ, 1110

FORMERLY SILENT:

FLORIDA (Century-Pensacola) WKGT, 105.1  
MAINE (Presque Isle) WEGP, 1390, WTMS silent  
MICHIGAN (Zeeland-Grand Rapids) WISZ, 640  
MONTANA (Hardin) KKUL, 1230  
TEXAS (Odem-Corpus Christi) KKHQ, 98.3

FINES:

IOWA (Muscatine-Quad Cities) KFMH-FM, \$12,500, indecency fine for two sexual jokes which aired in August of 1991  
TEXAS (Dallas) KNON-FM, \$12,500, indecency fine for playing several overtly sexual references as well as prohibited words as per the "Seven Dirty Words" decision

- Courtesy M Street Journal

**BILLBOARD DATA SYSTEMS TO RELEASE "BILLBOARD ONLINE" FOR HOME COMPUTER USERS**, allowing them to search through Billboard's publications, charts and other entertainment-related data. The user must buy software to access the system and will be charged a per-minute usage fee. Telescan, Inc. will administer the system.

**NAB TO HOLD LICENSE RENEWAL SEMINARS** in preparation for the 1995-98 license renewal filings. Seminars will be announced 13 months before the renewal deadline for each region of the country. Seminars are free for first person from a member station, \$35 for the second person, and \$50 for the third. Non-member fee is \$300. Here are the dates and locations of the seminars:

Charlottesville, VA - May 10, for DC, MD, VA, WV  
Charleston, WV - May 17, for DC, MD, VA, WV  
Charlotte, NC - July 14, for NC, SC  
Orlando, FL - September 22, for FL, PR, VI  
Columbus, GA - November 17, for AL, GA

For more information or registration, call Christina Griffin at 202-775-3511.

MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS

May Business Opportunities include the following businesses, whose sales in the month are above average:

Appliance Stores	Fast Food
Auto Dealers (New Domestic)	Florists
Auto Dealers (New Import)	Hardware Stores
Auto Dealers (Used)	Hotels/Motels
Auto Parts Stores	Lawn & Garden Stores
Auto Repairs	Mobile Home Dealers
Beer	Real Estate (New Houses)
Bridal Market	Real Estate (Resale Houses)
Building Supply Dealers	Restaurants
Camera Stores	Supermarkets
Carpet Stores	

- RAB's Top 40 Business Survey

May Promotional Opportunities - Events & Holidays

Months

Better Sleep Month  
Correct Posture Month  
Mental Health Month  
National Barbecue month  
National Bike Month  
National Good Car-keeping Month  
National Hamburger Month  
National Photo Month  
National Physical Fitness and Sports Month  
Older Americans Month

Weeks

May 1-7 - Be Kind To Animals Week  
May 1-7 - Carpet Care Improvement Week  
May 1-7 - National Family Week  
May 1-7 - National Pet Week  
May 2-8 - Public Service Recognition Week  
May 6-12 - National Nurses Week  
May 8-14 - National Hospital Week  
May 8-14 - Small Business Week  
May 15-21 - National Police Week  
May 15-21 - National Transportation Week

Days

May 1 - May Day  
May 3 - National Teacher Day  
May 7 - Kentucky Derby  
May 8 - Mother's Day  
May 15 - Peace Officer Memorial Day  
May 21 - Armed Forces Day  
May 30 - Memorial Day

## \$ALE\$ - "WAL-MART WARS" II

What Drives Wal-Mart's Media Spending. RAB Senior Vice President Mike Mahone noted that Wal-Mart's mission statement says, "Serve the customer through low prices"; they have done lots of research on their EDLP (every day low price) policy - so it is not suprising that consumers perceive them as the low price leader.

Because of that single focus, all of Wal-Mart's media strategies center on price. When they buy media, they go for simple, cheap and efficient. Their biggest expenditure is circulars, followed by spot TV and cable, then network TV. Their philosophy is that more media expenditures will not result in a better bottom line.

Radio and Wal-Mart. Radio is undeniably in the back seat at Wal-Mart. Of the \$93 million they spent on marketing in 1992, we got a whopping \$18,000. Here is how radio is used by Wal-Mart:

- Grand openings
- Special events
- Record buys (through record-company co-op)
- Targeted campaigns (ethnic, Paul Harvey, etc.)

Local managers have some discretionary funds, but local radio purchases are rarely approved.

When Wal-Mart Arrives. Here is what typically happens in a community when the retailer comes to town:

- Employment increases by 240-270 people.
- Tax revenues increase.
- They support local charities, activities and events.
- The opening is a community event in itself.
- There is an impact on local retail - negative and positive.

Consumers like it when the store comes to town. They like Wal-Mart's large selection, low prices, and convenient hours.

Retailers, on the other hand, respond far differently to the advent of Wal-Mart:

- They fear loss of business.
- They cut costs, including advertising and promotion expense.
- They try to compete head-to-head on price (and always lose).

But there are a couple of benefits to the local retail community when Wal-Mart comes to town:

- Wal-Mart traffic will benefit nearby stores.
- Since Wal-Mart does not service what it sells, that creates service-contract opportunities for other merchants.



How does a Wal-Mart opening affect the fortunes of other media besides radio? Typically, print does well - Wal-Mart makes a splash for its grand opening and runs frequent FSIs (free-standing inserts) ... but they, too, face the loss of other retailers in the town. In fact, the print industry is just as concerned as radio about what Wal-Mart does to a community.

Television and cable fare better, in that Wal-Mart spends healthy amounts in these outlets without robbing them of other business, since the smaller retailers do not spend that much on TV anyway.

How Can Radio Help Local Retailers? The bottom line, according to Mike Mahone: "We've got to stop selling and start marketing." He draws the distinction between the two in this way:

- In selling, we're saying, "You've got to buy" - a vendor/station-focused approach.
- In marketing, we position ourselves uniquely so the customer wants to buy - a prospect/client-focused approach.

When we're selling, we are viewed as a commodity against all other media. When we are marketing, however, we are valued as a problem-solver or consultant. Mike quoted from Steven Covey's The Habits of Highly Successful People: "Don't tell me what to do unless you understand me." Or, as Mike said, "Our customer's perception is his reality; it must also be our reality."

The consultant's role:

- Understand the prospect's industry
- Identify unique problems
- Position the station as a (logical, documentable) solution

How Retailers Can Compete. RAB Executive Vice President George Hyde cited examples of retailers who were able to compete and thrive when Wal-Mart came to town. Here's what it boils down to:

- Scout the competition.
- Conduct a hard-nosed analysis of the business.
- Drop the health and beauty aids category (you can't win).
- Upgrade or go upscale with housewares.
- Upgrade the tools and automotive categories.
- Focus on apparel, but don't compete on price - offer "fashion at low prices" or better goods.
- Extend hours; open earlier on Sunday.
- Implement a liberal returns policy.
- Emphasize service and rentals.
- Talk to customers through a customer panel.

Next week: How Charming Shoppes used "complementary retailing" against Wal-Mart, plus Dr. Kenneth Stone's "Wal-Mart Survival Guide."

## \$ALES AND PROMOTION BONUS

More from the Small Market Idea Swap at the NAB convention .....

Sales Blitz. Phil Weiner, WUPE/WUHN, Pittsfield, MA, runs a sale every February, generating \$17,000-25,000 in one day by picking rates "the clients can't turn down."

The sales people show up in casual dress and stay in all day - lunch and snacks provided, "a real party atmosphere" - on the phone with a set of low-priced packages. The packages are 25-38% less than the station's lowest rate, available on that day only, and only from 8 a.m. to 5 p.m. ("If it's 5:01, no go"). Spots run within a specified 2-1/2-week time frame - no exceptions.

When a sale is made, the sales person logs it on the board, rings the bell and goes into Phil's office. Phil has a pair of big fuzzy dice which the sales person rolls; Phil pays the score on the die, in cash, on the spot. (The dice are vitally important to the success of the blitz, according to Phil.)

Packages are numbered as they are sold; at the end of the day, Phil draws some numbers and the sales people who sold those packages get double the spiff for them. The highest biller for the day gets a clothing trade. If he has an even number of people on staff, Phil will set up teams to compete for prizes; if not, he sets individual goals for prizes.

Station Calendar. Larry Roberts, Sunbrook Communications, Spokane, WA, has a local artist do a local scene with the logos of participating sponsors worked in, as well as the station logo (artist fee: \$1,000). He then prints up 5,000 copies (cost: \$2,000 for a four-color job).

Larry sells the calendar promotion to 15 sponsors for \$300/month for 12 months; each sponsor gets 250 calendars to distribute, as well as a three-hour remote. This promotion generates \$90,000; cost of sale: 3%.

Couch Potato. Richard Wartell, Manhattan Broadcasting, Manhattan, KS, sets this up with the local university for basketball games. During the week preceding a game, the station takes the nth caller to qualify for the prize; they announce the winner during their pregame remote broadcast.

The winner receives the coveted "couch potato"; he/she and friends are installed on an actual couch on the arena floor. During the game they have the use of a cellular phone; and they are served pizza, soda and other snacks. The couch is provided by a furniture store for mentions (they also buy a schedule). Participating sponsors (Pizza Hut and Coke) get their logos displayed at the game, and promos and spot schedules on the air.

## PROGRAMMING: DON'T FORGET THE BASICS!

One day I went out on the street with a camcorder and interviewed people, asking them, What radio station do you listen to? ("Oh, the one just below 100 on the dial. I don't know the call letters. I think it's just called 100.") Was it AM or FM? ("It must be AM. I think my radio only picks up AM.") Name a personality on the station. ("No, I never pay attention to things like that.") What an eye-opener!

We are not important to the listener. We are only a tiny piece of the media bombardment they receive daily. I invite you to try my "man on the street" test. You will find enough confusion about your station to re-examine the way you do the basics.

In an article called "The Lost Cume," Rob Balon explained that stations lose diary mentions not because they don't have listeners but because the listeners don't know what station they are listening to. The article said that if you simply make everyone listening to your station aware of its identity, your ratings can increase without any other outside promotion.

1. Call letters or station name up front in the break, not buried somewhere as an afterthought. In morning radio, call letter emphasis, lots of time, short weather summaries, and traffic are crucial.
2. Include the newly arriving listener in what you are doing. The bit you started at 6:45 is a mystery to everyone at 7:10 unless you do a quick summary for everyone whose clock radio just went off.
3. Keep your bits quick and concise and know how they will end.
4. The fewer thoughts per set the better.
5. Keep listeners hanging on by telling them about great things coming up soon.

I bet you've read a forecast or explained a contest and two minutes later someone calls and says, "Hey, what's the weather going to be today?" or "How are you gonna give away those concert tickets today?" Once each half-hour won't service your constantly changing morning audience.

Don't misunderstand me. I don't believe that a morning show with strong basics will beat a fun, compelling, entertaining morning show across the street. But I do believe that when two or more equally entertaining morning shows are going head-to-head, the one with the strongest basics has a better chance of winning.

- Rob Conrad, WMJJ, Birmingham, AL, in The Morning Mouth

## THE LAST WORD: IT'S ALWAYS THE MESSAGE

I was looking through some old copies of a computer magazine I subscribe to, and I happened to notice the very first ads ever run by a company that became a Top Five computer hardware retailer. Those initial ads were small and amateurish - but they got the message across, and the company grew quickly.

These days, that same computer company runs several full-page ads in every issue of every major computer publication, including a fold-out back-page spread. The ads are glossy and slick, with clever headlines set in clear, sophisticated typefaces.

And the company is in trouble. They have failed to stay competitive in research and development, and their product line is out of step with the times. What's worse, the messages in their ads are muddled and out of step.

A friend of mine, a direct marketing specialist, once shocked me by saying, "Anything worth doing is worth doing badly." His (and my) point is this: it's okay to go with what you've got, even if it's not perfect, even if it's not 100% First Class, if the message is worthwhile. To quote the Nike ads: "Just do it."

If you want a station presentation printed, you may not be able to afford the four-color glossy job. Go for the photocopier-on-its-last-legs look if you must - just make sure the message is clear and powerful. As you grow, you can spend more on your "look" - but never forget the message.

You may not be able to afford the latest or best-quality equipment, or recordings, or whatever. But as countless operators will attest, if the message is in step with the market, you will succeed. As you grow, you can replace your equipment, recordings, whatever - but by all means stay in step with the community.

This very newsletter is a case in point. When it began, the reproduction quality was, by all admissions, awful. But SMRN thrived because of Bob Doll's mission and message. As we have grown, we have improved the quality - but we have never forgotten that our readers are loyal and supportive because of the message.

Dean Sorenson likes to say, "It worked so well we quit doing it." Whatever needs to be done, do it as well as you can - but do it. And as you grow, never forget what caused you to grow in the first place. Never quit doing what worked so well!

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR

11TH

2

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #47 - April 14, 1994

**NATIONAL RADIO REVENUE UP 20% IN FEBRUARY**, according to RAB figures. February's national breakdown: the Southeast was up 37%, the Midwest up 23%, the Southwest up 17%, the East up 16%, and the West up 11%. Local revenues for February rose 10%: the Southwest up 13%, the East up 12%, the Southeast and the West up 10%, and the Midwest up 8%.

**STATION CRITICIZED FOR AIRING JUROR INFORMATION.** KWBW, Hutchinson, KS, decided to broadcast the names, ages and home addresses of jurors at the conclusion of a sensational triple murder trial. (The defendant was convicted of second-degree murder and voluntary manslaughter.) Although local police and the jurors were upset with the station, GM Dan Deming responded by saying, "People just basically have the right to know."

**LOOKING FOR PROGRAMMING?** Here is what's out there:

- "Sports Tales" is a comical behind-the-scenes two-minute daily show about past and present sports figures. Available as 100% barter. Contact Steve Harper at 513-232-2216.
- The Sports Collector's Radio Show Network has a two-hour show on Sundays, 8-10 p.m. EST, providing the latest news and information on sports memorabilia and comic books. Contact Set Deitobman at 212-573-8100.
- "Live At The Sagebrush Roundup" is coming back, available live 7-9 p.m. EST. Contact Rohn Sievenz at 304-623-1013.
- "All Funked Up" is a weekly one-hour show featuring funk from the 60's through the 80's. "Starlight" is a weekly half-hour show with competition between rising comedians and musicians. Contact Abrams/Dawson at 303-755-5286.
- "On The Road" is a nationally syndicated automotive talk show on Saturdays, 10 a.m. to 2 p.m. Available on a barter basis. Contact On The Road at 813-579-9022.
- "NatureWatch" is a daily 90-second feature on environmental and natural issues. Contact Lila Miller at 914-397-1514.

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

AT THE FCC

REPORTED SILENT:

NEW YORK (Sandy Creek) WSCP, 1070, technical trouble, can't say when they'll be back

OKLAHOMA (West Klamath) KWSA, 1070

OREGON (Altamont) KCHQ, 101.3

FORMERLY SILENT:

ILLINOIS (Morris) WCFL, 104.7

MINNESOTA (Brooklyn Park-Minneapolis) KBCW, 1470

- Courtesy M Street Journal

FCC SHUTS DOWN PIRATE RADIO STATION in Chicago which was being operated by a 15-year-old and his father. The 5-watt 87.9 mHz station had been on the airwaves for more than two years. A local high school filed the complaint.

ASCAP TO RELEASE AN ON-LINE DATA SYSTEM called "ASCAP Clearance Express" (ACE) this summer. It will offer song titles, the writer, the publisher, and recording artist information.

RADIO BUSINESS CONFERENCE, sponsored by Billboard Magazine and Airplay Monitor, will be in New York, September 8-10. Session topics include changes in the radio and record business due to LMAs; duopolies; new formats; as well as specific format panels. The Billboard Radio Awards will also be presented.

TOM LEYKIS TO THE BIRD via Westwood One. The Tom Leykis Show will broadcast from Los Angeles from 3-7 p.m. Pacific time starting May 9.

ASSOCIATED PRESS TO ANNOUNCE 24-HOUR NEWS NETWORK. As of press time, AP has not disclosed any official details, but it is likely to be a format which can be localized, allowing stations outside large markets to go All News.

OPERATOR CERTIFICATION COURSE will be offered by the Society of Broadcast Engineers. The SBE has started this course for jocks to learn transmitter operation basics. Cost: \$35 for course book and exam. The next exam will be given at the NAB in Los Angeles in October. For information, call 317-253-1640 or your local SBE chapter.

ATTENTION READERS: Is anyone receiving Broadcast Media Listings? It is a publication that lists sales of radio station. One of our fellow readers subscribes to it, but hasn't received the last six issues. He's tried calling them in Los Angeles but couldn't get a response. SMRN tried the phone number several times and got an answering machine which didn't identify a company with it. We left a couple of messages, but did not receive a call-back. Has anyone else had this experience with them?

MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS\$

Still more ideas from the Small Market Idea Swap at the NAB ...

Color Radio Weather. Dan Latham, WBEX/WKKJ, Chillicothe, OH, says that the success of his weather sponsorships - they account for 15-20% of his annual revenue - are based on "a way of thinking." His stations have a color radio system in the studio - "WeatherCheck" from WeatherBank, Inc. (801-530-3181) - constantly monitored by the announcers. According to Dan, "The color radio positions us as the weather authority. Area schools, highway departments and other official agencies rely on us for weather information."

The weather sponsors receive two weather reports per day - one between 12 Midnight and 12 Noon, the other between Noon and Midnight. The sponsorships are written up at five times a week, but Dan runs them seven times a week to avoid worrying about make-goods.

The package is designed for smaller accounts; Dan has 18 to 24 sponsors on the air at any given time, for six- or twelve-month runs. This concept can also be used for news and other types of sponsorships.

Radio Auctions. Phil Weiner, WUPE/WUHN, Pittsfield, MA, conducts three auctions per year, on a Saturday from 9 a.m. to 3 p.m. ("It's the only time we simulcast our AM and FM," Phil says.)

Participating merchants trade merchandise at retail prices for air time priced at "retail" (higher than normal); the spots run 6 a.m. to Midnight.

Merchandise includes cars, lawn mowers, restaurant certificates, even a load of concrete - "you name it, we'll use it." The merchandise is on display at the participating merchants' stores before the auction, so people know what they are bidding on. The station also prints up 1500 copies of a booklet listing the merchandise and what stores contributed it.

During the auction broadcast, listeners bid for the merchandise; the highest bidder buys the item with Visa or MasterCard. (Note: be sure to check out local laws regarding sales tax and whether a licensed auctioneer is required.) Phil says, "It's good money and the listeners have a ball."

Larry Roberts, Sunbrook Communications, Spokane, WA, also runs auctions - on his AM, but he promotes them on his FM. He says the winning bids usually amount to 40-50% of the item's retail price.

He requires that a client be running at least \$200-300 per month in advertising to participate in the auction.

### \$ALE\$ - "WAL-MART WARS" III

To conclude our three-part series on the RAB presentation at the Spring NAB convention in Las Vegas, we offer our notes on how one successful Wal-Mart competitor did it ... on Dr. Kenneth Stone's "Wal-Mart Survival Guide" ... how radio can benefit competing retailers ... and what retailers can learn from radio. Representing the RAB: Senior VP Mike Mahone and Executive VP George Hyde.

There ARE Ways To Compete with Wal-Mart, and one of the most successful examples to date is a retailer called Charming Shoppes. The first thing Charming Shoppes did - as the RAB recommended during the Wal-Mart session at the Las Vegas NAB show - was take a hard look at its business. From that hard look came this strategy:

- Women are time poor.
- Women do most of the grocery shopping.
- Supermarkets are usually in strip centers.
- Wal-Marts are usually in strip centers.
- Charming Shoppes should be in strip centers.

This is the principle of "complementary retailing" - locate your business next to other businesses that draw traffic; offer merchandise that complements rather than competes with that of the other businesses.

Wal-Mart Survival Guide. Here is a series of points from Dr. Kenneth Stone of Iowa State University in Ames - things that retailers can do to compete more effectively with the giant:

- Stay open longer. Open earlier on Sunday.
- Know your customer. Conduct "customer panel" meetings (informal focus groups) to home in on customer needs and desires.
- Give cash refunds. And do it cheerfully.
- Be smart on pricing. Wal-Mart actively competes on price with 600 items - avoid them. Use different brands, and/or go upscale, to avoid head-to-head comparisons.
- Don't reduce advertising! Stress service ... delivery ... on-site maintenance - things that Wal-Mart doesn't have or do.
- Be different. Stock unusual products, unusual sizes.



- Use creative displays.
- Stress customer relations. Many small shops ignore or slight customers without realizing it. Send employees to a customer-relations seminar.
- Rethink employee relations. Keep lines of communication open and flowing. Meet regularly with your people. Listen to their ideas, suggestions - and complaints. Share your company's mission with them and get them to buy in. Remember that Wal-Mart's employees are motivated - they are stockholders!
- Form alliances. Get together with other retailers to buy in greater quantities for lower prices. Tap into industry associations for information and counsel.
- Visit your competition frequently. Keep an eye on what Wal-Mart is doing at all times. Anticipate their moves and be ready (to quote hockey great Wayne Gretzky, "Go where the puck is going to be").

Radio Can Help. For retailers who are fighting Wal-Mart, radio is the perfect marketing tool. Our advantages:

- Targeting specific market segments
- Building a strong business image
- Selling the product today (often this hour)
- Presenting the sales message in a receptive environment
- Offering promotional expertise

Retailers Can Learn From Radio. Retailers facing the threat of Wal-Mart are in a similar position to radio facing many threats over the years. We have learned to survive and thrive by ...

- Narrowing our targets - becoming more niche-oriented
- Developing the skills necessary for survival
- Capitalizing on those skills for growth
- Managing our businesses more wisely for prosperity

For More Information and assistance, call RAB at 800-232-3131. Helpful member services include Instant Backgrounds on retail industries; a clipping service from various trade publications; Simmons research; new business development resources; and same-day fax response from the RAB Service Hotline.

INCREASE THE EFFECTIVENESS OF EVERY AD YOU SELL  
by Chris Lytle

Recently, I asked a group of 12 radio reps from 4 different Northwest markets to tell a war story about the most successful ad they had ever sold.

The purpose of this exercise was to find the common elements in all of the ads.

We found seven elements showing up in ad after successful ad. Use the following "success checklist" with advertisers and copywriters to develop successful ads of your own:

1. Ask the consumer to take a specific action. All of the ads asked for the order. All contained at least one specific product or service with a price.
2. Put a time limit on your offer. Phrases like "this week's special," "today only," and "from 2 until 6 p.m. only," add a sense of urgency. The consumer not only knows what to do, he/she knows when to do it.
3. Make truthful, simple statements about the product or service that you are advertising. Words like "best," "biggest," "super," "fantastic," and "number one" are overworked - and lose.
4. Be aware of the timing of the ad. Is the merchandise or service in demand now? One very successful ad asked people to call for a free estimate on fence repairs the day after heavy winds caused millions of dollars of damage to the Portland area.
5. Use a theme or "hook" to make the ad more understandable. "Don't get caught with your fences down" was the theme of the fence company ad. A waterbed store held a "Sleepstakes."
6. Repeat the message often. Ten ads per day was an average number for the group's successful radio ads. Print and TV reps should look at the role of frequency in their media.
7. Be consistent. A one-shot deal can work, but the best results come from long-term commitment to a campaign using the above six principles.

Check new copy for these seven elements to give each ad a better chance for success.

## GRADUATION MESSAGES

Graduates, \_\_\_\_\_ extends best wishes for a graduation full of memories to last a lifetime. \_\_\_\_\_ wants this to be one of your best times ever - a prelude to a lifetime of success. Celebrate with style! Leave drugs and alcohol out.

As you get ready for prom and graduation activities, \_\_\_\_\_ reminds you members of the Class of '94 that your future is on the line. Don't blow it with alcohol or drugs. \_\_\_\_\_ says, celebrate with style - leave drugs and alcohol out.

The most important part of any community is the people who live and work there, particularly its young people. \_\_\_\_\_ knows this is a particularly special time for the graduating seniors of our area schools. \_\_\_\_\_ believes these graduates are our community's real future. That's why they send their best wishes and congratulations to the Class of '94.

The members of the Class of '94 can be very proud of their accomplishments. \_\_\_\_\_ shares this pride. Congratulations and best wishes to you all from \_\_\_\_\_.

\_\_\_\_\_ extends best wishes to the Class of '94. They hope that you'll carry pleasant memories of school days and graduation time the rest of your life. \_\_\_\_\_ says, celebrate with style. Leave drugs and alcohol out.

The Class of '94 will be remembered for a long time as one of our very best. Congratulations to every graduating senior on your outstanding accomplishments. Best wishes from \_\_\_\_\_. We're proud of you at \_\_\_\_\_.

\_\_\_\_\_ hopes every graduating senior will enjoy the graduation activities with style by leaving alcohol and drugs out. Best wishes for the graduation season and the future from \_\_\_\_\_.

\_\_\_\_\_ believes graduation time is more than just receiving a diploma. It's a turning point when young people become adults.

\_\_\_\_\_ believes the future is bright, because our schools have prepared our young people to make the most of it. To each member of the Class of '94, here's hoping that your every wish comes true from \_\_\_\_\_.

\_\_\_\_\_ wants this to be the best, safest graduation season ever. That's why they bring you this message, "Celebrate with class. Leave drugs and alcohol out." \_\_\_\_\_ believes graduation time is too special to mar it with an accident. Congratulations and best wishes.

FROM OUR READERS: GUILTY WITH AN EXPLANATION

I am smarting from the responses to an article which ran in the March 24, 1994 issue of SMRN - "Businesses You Can Start for Under \$500." Here are some of the printable ones:

"I have been a subscriber since 1984 and I have always appreciated SMRN ... but I have a complaint about the "Businesses You Can Start for Under \$500" article you ran. Five of the seven businesses were commercials for print, telemarketing - anything but radio. I am worried that some of our media competitors might get wind of this article appearing in a radio publication and use it against us."

- Bill Purkis, KARE, Atchison, KS

"Why don't you quit the radio newsletter. Your "Businesses You Can Start for Under \$500" didn't need radio advertising at all."

- Gil Poese, KBRX, O'Neill, NE

"Do you also print a 'Small Market Newspaper Newsletter' and you got the back page mixed up? Surely you couldn't be so stupid as to send me reasons why I should get out of radio and into print.

"We get pages of lofty messages about understanding and relating to our client's business. On Page 4, Item 3, it says "Know your product and believe in it." Congratulations - your product is print and you obviously believe in it because you used two pages of your RADIO newsletter to suggest the use of it.

- Bill Taylor, KQSS, Miami, AZ

Abashed Editor's Note: This one completely slipped by me. The intention of reprinting this article from Bottom Line Personal was to provide ideas to the many entrepreneurial small market station owners among our readers, who own other businesses to complement radio's strengths - and to provide ideas to pass on to your clients as well.

We ran the article as written, but each and every one of those business ideas could certainly use radio instead of the media given. I believe I made two mistakes: first, I did not edit the article or at least preface it with the comment that radio can and should play a part; second, I did not write a letter to Bottom Line Personal promoting radio's role in such enterprises.

The latter thing I will do, and I invite you to do the same. Send it to Martin Edelston, Editor, 330 West 42nd Street, New York, NY 10036. And to all, a heartfelt apology for my insensitivity.

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
AR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Ecb Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #48 - April 21, 1994

**SMALL BUSINESS ADMINISTRATION PROPOSES FINANCIAL ASSISTANCE** to eligible radio and TV stations. The NAB encouraged the proposition and will be filing comments. Broadcasters are urged to file comments, which are due by May 20; mail to John Cox, Assistant Administrator for Financial Assistance, Small Business Administration, 400 Third Street SW, Washington, DC 20416. Refer to the "Business Loan Policy - Media Policy Rule." For more information, call NAB Legal at 202-429-5430.

**DUOPOLIES/LMAS EXPERIENCING GROWTH.** According to Radio Business Report, of the 9,992 U. S. commercial radio stations, 1,718 (17.2%) are involved in either a duopoly or LMA - up from 14.7%.

**STUDY REVEALS 1 OUT OF 6 RADIO STATIONS HAVE NO LOCAL NEWS.** Conducted by the Radio-Television News Directors Association and the University of Missouri School of Journalism, the study questioned 307 stations. Of the stations that did have a local news operations (254 stations), 24% did not have a full-time news person, and 45.7% had only one. Only 3.1% of the stations had six or more full-timers.

**LOWER PRICES ON CLASSIC RADIO SERIES** are offered to small market stations by Charles Michelson Incorporated. The normal small market rate is \$20 per half-hour program (minimum 13 programs per series) ... but if two or three stations agree to bicycle program tapes, Michelson will cut the fee to \$10 per station per program. For details, call 1-800-648-4546.

**NAB COMPLETES REVISION OF LEGAL GUIDE.** The Legal Guide to Broadcast Law and Regulation is approximately 600 pages and presents all aspects of the FCC regulations in plain English, as well as duopoly and LMA rules and updates on indecency, EEO and main studio rules. The cost is \$229; call 1-800-368-5644.

**EQUIPMENT SHOW SLATED FOR MAY 5** in Richmond, IN, sponsored by Harris Allied. "Expo '94" features hands-on equipment demonstrations from a number of vendors, including AirCorp, AKG/Orban, Arrakis, Auditronics, Belden, Beyer, Comrex, Fidelipac, Gentner, Moseley, Otari, Sony, Tascam, and Wegener. The day will also include training seminars. And it's all free, including lunch. For more information, call 317-962-8596.

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

AT THE FCC

NEW STATIONS (Applied For):

MAINE (Isleboro) Christopher T. DiPaola, 105.5, 25,000w, 199'

NEW STATIONS (Granted):

ARKANSAS (Mountain Pine) Mark Jones dba Advanced Comms., 101.9,  
6000w, 328'

ILLINOIS (Oregon) Farm Belt Radio, Inc., 106.1, 3000w, 328'

MISSOURI (Kennett) Eagle Bluff Enterprises, 104.3, 6000w, 328'

WISCONSIN (Iron River) Capital Broadcast Services, 107.3,  
50,000w, 380'

REPORTED SILENT:

ALABAMA (Citronelle-Mobile) WHXT, 102.1, pending upgrade

PENNSYLVANIA (Hughesville) WMRE, 1190

(Salladasburg) WFRY, 95.5

FORMERLY SILENT:

FLORIDA (Jacksonville) WPDQ, 690

GEORGIA (Columbus) WTMQ, 1270

KENTUCKY (Greenville) WWHK, 105.5

- Courtesy M Street Journal

AP'S 24-HOUR ALL NEWS NETWORK will actually be two networks - "The News Station," a market-exclusive service, fully produced with sounders; and a second channel, not market exclusive, presenting national/international news, sports, business news and features in a more generic format. An AP representative told SMRN that this approach comes in response to member stations who were concerned about a market-exclusive service making use of member contributions.

WESTWOOD ONE AND UNISTAR CONSOLIDATE. The networks will now be known as Westwood One Entertainment and Westwood One Networks. "Entertainment" will feature all current syndicated music shows, The Source, sports programming, Larry King, Bruce Williams, Jim Bohannon and Tom Leykis. "Networks" will include NBC, Mutual, Power, Super, CNN Plus and CNBC Business Radio - as well as the Unistar personality shows (Don Imus, G. Gordon Liddy, and Don & Mike) and the seven Unistar full-time satellite music formats.

SESAC PROPOSES NEW SPANISH-LANGUAGE MUSIC LICENSING. According to music licensing consultant Jon Marcus, "The growing size of its Spanish language repertory has inspired SESAC to seek a substantial increase in the fees that stations must pay to play their music - a station where 27% of its music comes from the SESAC Spanish repertory will face an increase in fees of 800%."

Marcus suggests that Spanish language broadcasters respond by uniting to negotiate with SESAC, as well as to obtain corresponding reductions in ASCAP and BMI licensing fees.

## MONEY PAGE - \$ALE\$ AND PROMOTION IDEA\$

### Mother's Day promotion ideas ...

Words to Mom. Give listeners a chance to go on air and wish their mother the best on her day. You can give the caller a small prize, as a gift for Mom, from a local sponsor.

Listen for Your Song. As a one-week lunch time feature, listeners call in and dedicate a song to their Mother. When the song is played, the listener wins a lunch for two at a local restaurant. Or, if the Mother hears the song, she can call in and win. (You might want to feature a different restaurant every day.)

Queen for a Day. Have listeners write or call in a 25-words-or-less essay on why their mom should be "Queen for a Day." The winner's mother receives a prize package: breakfast in bed, a \$500 shopping spree, dinner out for two, a housekeeper for a day, candy, flowers, perfume, etc.

Baby Derby. Have expecting Mothers register at a participating sponsor. The first one to give birth at or after 12 a.m. on Mother's Day wins a package: a year of diaper service, a case of Similac, a three-month fitness club membership, etc.

### Other ideas ...

Spring Flags. You can combine Flag Day and Memorial Day with this idea. Sponsor a contest with a local hardware store in which listeners can win full-size American flags - or give away small flags to listeners seen driving around town with your station's bumper sticker on their car.

Spring Cleaning. Acquire some merchandise, including useless stuff, from a local merchant. Place the merchandise in a garbage bag and fill four other garbage bags with clean trash. Give the listener a chance to select one of the bags by number, emphasizing that the sponsor is "spring cleaning." The listener wins whatever's in the bag. Get more than one sponsor to contribute merchandise. The more sponsors, the more bags. You may want to make sure every bag has at least one item of value. Run the promotion until all the bags are gone.

Memorial 500. Have listeners call in with their top five favorite songs of all time. Tabulate the results and play them in countdown form on Memorial Day weekend.

How Hot Is It? Invite listeners to guess the time and date that the temperature will match your station's frequency.

The Lawnmower Challenge. Work a trade or buy a lawnmower to give away. Invite listeners to register at the retailer's location. The winner of the drawing not only wins the lawnmower, but the morning team cuts the winner's lawn the first time out.

## \$ALE\$ - THE IMPORTANCE OF GOAL-SETTING

Surveys show that most people who set goals don't keep them. In fact, some people don't even set goals because they know they won't keep them.

Goals, as Brian Tracy points out, are dreams with a deadline. They enable us to chart our course. After all, to paraphrase Yogi Berra, if you don't know where you're going, you'll probably end up someplace else.

Setting goals increases your likelihood of success. Consider these results from a study by the Ford Foundation:

- 23% of the population has no idea what they want from life and as a result they don't have much.
- 67% of the population has a general idea of what they want but they don't have any plans for how to get it.
- Only 10% of the population has specific well-defined goals, but even then, 7% of the 10% reach their goals only 50% of the time.
- The top 3%, however, achieved their goals 89% of the time. That's a .890 batting average!

Like us, the researchers wanted to know what accounted for the dramatic difference between that top 3% and the others who also set goals. They found that of all the possible variables, the only difference between the top performers and the rest was that the top 3% wrote down their goals.

So why not become part of the 3%? Write out your goals and then resolve to achieve them. Make a plan for the actual steps you'll take and post your goals prominently where you'll see them often through the course of each day.

Don't be put off if you don't achieve them right away. A goal or resolution is like a moving target, and every day offers us plenty of opportunities for target practice. If you continually shoot for your dreams, eventually you will hit the bulls eye!

- Paul & Sarah Edwards, Making It On Your Own

When do salespeople give up? Too soon! A recent study by the Dartnell Corporation found that most salespeople give up after:

- First contact. . . . . 48%
- Second contact . . . . . 25%
- Third contact. . . . . 12%
- Fourth contact . . . . . 5%
- Fifth contact. . . . . 10%



FROM OUR READERS

"April 1, K-Lite's Bob Johnson Morning Show offered listeners a chance to read the weather forecast live on the air, while the show broadcast live from an area diner. Johnson said, 'Our meteorologist had the day off, and I thought that since April 1st is a day for some fun, we'd let our listeners deliver the weather forecasts.'"

- Eric Straus, WELV & WWWK, Ellenville, NY

"I just had a glance at the front page of SMRN dated March 31 ... what a "Who cares?" most of us SMALL market stations have for what COORS has to say. Get yourself a grand total of ad dollars spent by Coors on small market radios in the past 20 years and see how appreciative we'd all be to do a public service for Coors."

- Fred Cox, WLNC, Lenoir, NC

"We use our mascot - a gorilla named 'Bananas' - frequently. Now, when people see him they immediately associate him with Classic 103!

"For St. Patrick's Day, Bananas was dressed in green. We traded out 200 green carnations and hand-delivered them to area businesses - advertisers and non-advertisers. This is an annual event that goes over BIG!

"For Groundhog Day, we had Bananas come out of a cardboard 'cave' downtown and look for his shadow. We got a picture and caption in the paper for that one.

"We also got print coverage for our 'Valentine Vows' promotion, which we considered a very successful first-year event. On Valentine's Day, we broadcast a wedding live from a local restaurant; one couple was married and 20 others renewed their vows. Our morning personalities hosted the event, and participating merchants offered door prizes for the hundreds who attended.

"Your newsletter is informative and helpful. We always route it to the entire staff. Thank you for the good work!"

- Cyndi Helling, WJEQ, Macomb, IL

"Your April 7 Small Market Newsletter was the best I've seen yet ... and I've seen a lot of good ones. Keep up the good work! We need you."

- Norman Worth, WRNJ, Hackettstown, NJ

Grateful Editor's Note: Thanks, guys, I needed that.

MEMORIAL DAY (May 30)

Memorial Day is a busy day. It marks the start of summer; the end of the school year; sporting events and picnics. But \_\_\_\_\_ asks you to stop to remember why we observe this day. Pause and reflect on the sacrifices made by American men and women in defense of the nation's liberty. \_\_\_\_\_ says, let's rededicate ourselves to things for which they sacrificed.

\_\_\_\_\_ believes Memorial Day is a day to celebrate liberty, but more important, to remember the sacrifices that made liberty possible. Please join \_\_\_\_\_ in paying tribute to the men and women of our area who sacrificed so much in the nation's wars.

It's about a dream - the American dream - and the men and women who made it possible. \_\_\_\_\_ hopes you'll join them this Memorial Day in paying tribute to Americans who answered the call of duty when freedom was threatened. \_\_\_\_\_ believes they are special people who deserve special thanks.

\_\_\_\_\_ hopes you'll join with them in pausing this Memorial Day to remember its real meaning. We live in freedom today because of yesterday's sacrifices. This message from \_\_\_\_\_.

Six times in just over a century, American men and women have been called upon to defend freedom. \_\_\_\_\_ reminds you that Memorial Day is observed in their honor. Let's give thanks for those we honor.

What would life be like without the brave men and women who answered when liberty was threatened? \_\_\_\_\_ asks you to join them in paying tribute to the many Americans who answered the call. \_\_\_\_\_ is pleased to join with you in recognizing the real meaning for the Memorial Day holiday.

Since the Memorial Day holiday was first observed in the Civil War, 600-thousand men and women have made the supreme sacrifice. \_\_\_\_\_ asks you to join in thinking about the true meaning of this holiday. \_\_\_\_\_ believes this is the ideal time to rededicate ourselves to the principles of the men and women we honor this weekend.

\_\_\_\_\_ asks, what would life be like if it were not for the brave men and women we honor this Memorial Day weekend? They answered the call when our liberty was threatened. Join \_\_\_\_\_ in reflecting upon them this weekend.

\_\_\_\_\_ hopes you're enjoying a happy holiday weekend. They hope you will take just a moment to reflect upon the sacrifices of the men and women who fought and died for our freedom. That's the true meaning of the holiday. \_\_\_\_\_ asks you to join them in rededicating ourselves to the cause for which they served.

STATION OF THE MONTH: "ON AGAIN, OFF AGAIN"

Ely, Minnesota, 120 miles from Duluth, has what is probably the worst financial history of any small radio market in the country. Its first station - WYEA, an experimental rig started by a local electrician - was built in 1936. But he and his partner saw little future in it, so they let the license expire in 1937.

In 1947, during the post-World War II station building boom, an area advertising man built a station there, but then left it after deciding Ely wasn't ready for a radio station. A series of other ownerships and managements followed. The station went out of business in the early 1950s.

Ely got a third chance to have its own radio station when Charlie Persons left Minnesota's Arrowhead Network. Persons built WELY and later the town's first cable system. But six years later, he sold out. The cable system deteriorated; the radio station went up for sale again in 1976. (Charlie and June, in their eighties, now own and operate KVBR in Brainerd, Minnesota.)

Jeanie Larson had entered the radio business by accident in Manistique, Michigan. She and her late husband were operating a small retail business when the Manistique station owner, David Kelly, told Mrs. Larson he needed somebody to do a woman's program. "I got hooked on radio quickly. I decided I wanted my own station, so we sold the retail business and I wrote to several brokers. A Colorado firm had the Ely station listed."

"When I drove over, I was enthralled with the beauty of the area. And the station was in the basement of a nice story-and-a-half house. Getting a station and a nice place to live was ideal."

Shortly after Mrs. Larson bought the station, the Ely economy - never flourishing - took a turn for the worse. New regulations concerning outboard motors hurt the tourism business, and ore mining in the area suffered a steep decline. Ely's population dipped from 5200 in the mid-70s to 3700 in the 1990 census.

By 1984, Mrs. Larson and her radio station were "deep in the hole." She says, "All I could do was go silent." The town's people were shaken over the loss of the station. Mrs. Larson called the FCC to see if she could operate with a combination of advertising revenues and listener donations. She was told that no rule prohibited her from doing that. The initial fund-raising effort quickly brought in \$10,000 cash. "That got my bills caught up and we went back on the air."

When the Docket 80/90 list was published, it included an FM allotment for Ely. "A group of out-of-town speculators with a female front got the CP. For years they kept getting extensions. Finally I called the FCC and found that the CP holders were on

their last extension, so I filed and got the license."

"The original plans," Mrs. Larson says, "were to provide separate programming." She went on satellite, but found no buyers for advertising. "In an area this small and economically depressed, businesses don't spend much on advertising. What they were willing to spend on radio, they wanted on the 'old station.'"

The AM-FM became a simulcast a year after the FM went on the air. The FM has meant additional coverage - 35 miles to the AM's 10. Mrs. Larson believes that will make a difference over time.

WELY operates 16 hours a day with only three employees. Mrs. Larson does all the selling. "I've found out that it's too easy for businessmen and women to tell a station employee 'No.' It's much harder for them to turn down a fellow business owner who is struggling just like they are."

Additionally, she writes most of the copy, and gathers and broadcasts four community calendars and four local newscasts a day. "For 10 years I didn't take one vacation or one day off," she says. "Now I take almost every Sunday off."

In addition to her station responsibilities, she was the manager of the local chamber for six years and owned and operated the town's wireless TV system. "The cable had gone under. The wireless system that replaced it got into financial trouble. The local people, particularly seniors and the poor, needed it to get television. The bank [impressed with her success at keeping the radio station going] sold it to me for what was owed. I sold it at a large enough profit to build the FM."

WELY's most unique service, thanks to a long-standing FCC waiver, is broadcasting direct messages. Four times each day the station carries "Emergency and Personal Messages": "Jim Smith of Minneapolis, please call your office," or "The godparents of Jimmy Jones are notified that his baptism has been postponed because of the storm."

It has been a long, hard winter in Northern Minnesota. "We folks in business here are praying for a good summer season. We really need it. A lot of people buy radio stations with the idea of making a lot of money. I never expected that. Like most people in business here, it's a matter of just surviving. If you can do that while you're doing something you like to do, that's a good way to spend your life. Tomorrow will be better." Mrs. Larson is 65 years old.

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #49 - April 28, 1994

**PRESIDENT CLINTON PROPOSES THAT ALL OF THE FCC'S BUDGET COME FROM USER AND APPLICATION FEES**, which could mean at least \$138 million and possibly as much as \$167.4 million in 1995. FCC Chairman Reed Hundt originally proposed a \$167.4 million fiscal '95 budget, of which \$95 million to come from fees. Money that was budgeted to go to the FCC would fund prisons for illegal alien felons. NAB President Eddie Fritts urges broadcasters to contact their Congress and Senate members.

**NAB OPPOSES PERFORMANCE RIGHT FEES**, which have gained the Administration's endorsement in a bill pending in the House. The Recording Industry Association of America is promoting legislation that would create a new performance right for digital transmission of sound recording, which would mean another copyright payment for broadcasters. The NAB is ready to fight any performance right bill that includes broadcasters.

**THE FAIRNESS DOCTRINE IS NO LONGER INCLUDED** in the language of either version of the Campaign Reform Bill. Radio will also avoid the lowest-unit-rate charges that the Senate is aiming at TV. Senators do not wish to give up their 50% discount for TV ads.

**FCC PROPOSES MORE EEO RULES**. The FCC, after directed by Congress to study its EEO policies last year in the Cable Act, has also decided to study radio and television EEO practices. Here are the FCC propositions: stations to be totally liable for EEO compliance for the entire seven-year license term; FCC's right to conduct random on-site EEO audits; and stations to be required to conduct a certain percentage of their business with females and minority vendors.

**FREE ONE-DAY BROADCAST TECHNOLOGY EXPOSITION**, sponsored by Harris Allied, will be held May 5 at the Leland Hotel in Richmond, Indiana. Thirty-two leading manufacturers will feature products, and two training seminars will be held. The exposition will be a more casual environment than the NAB, allowing broadcasters the opportunity to discuss their requirements in detail with the manufacturers. For info, call 1-800-622-0022.

AT THE FCC

NEW STATIONS (Applied For):

NEVADA (Fallon) Sierra Nevada Christian Music Assn., 101.3,  
6000w, 248'

AMENDMENTS TO THE FM TABLE (Proposed):

ARKANSAS (Russellville) KCJC, to 101.3 A from 100.9 A

REPORTED SILENT:

FLORIDA (Fort Walton Beach) WNUE, 1400

FORMERLY SILENT:

TEXAS (Hutto-Austin) KIKY, 92.1

- Courtesy M Street Journal

MINORITY FELLOWSHIP AWARD APPLICATIONS are now available and will be accepted through May 13. The award is sponsored by NAB Human Resource Development, NAB Radio, and the Broadcast Capital Fund. It will be presented at the NAB Executive Management Development Seminar for Radio Broadcasters at the University of Notre Dame, South Bend, IN, June 11-17. Applications must have a current resume and registration form included. For information, call Lori Long at NAB Radio at 202-429-5402.

LOOKING FOR PROGRAMMING? Here's a sample of what's out there:

- "Fabulous Sports Babe" Nancy Donnellan, will host the ABC Radio Networks sports radio talk show The Babe. It will air weekdays 10 a.m. to 2 p.m. EST.
- "Home Care" will be hosted by Jeff Williams and will air Saturdays and Sundays. Contact American Entertainment Network for information at 619-754-3333.
- "Nutz & Boltz" is a Saturday morning fix-it car show, hosted by Dre Brungardt. Contact American Entertainment Network for information at 619-754-3333.
- "Lowell Ponte At Large," the former Reader's Digest editor will air on Saturday and Sunday evenings. Contact American Entertainment Network for information at 619-754-3333.
- "The Stan Major Show" airs late night, brought to you by Talk America. For information, call 305-473-9523.
- "On California" and "D-day Remembered" are two syndicated specials by On Travel. Contact Jennifer Forrest for information at 714-493-7988.
- "Not From This World" is a show which discusses UFO phenomena on Sunday nights, 10-11 p.m. EST. Contact Greg Barman for information at 303-744-0479.

## MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS\$

Here are some thought-starters for lawn and garden promotions:

Keep [your city] Green. This can be a multi-pronged promotion involving ...

- Arrange with participating lawn and garden store(s) to donate a seedling, shrub or flowers to your city parks department or Arbor Day committee with every \$10 purchase on a given weekend.
- In arid or drought-stricken regions, sponsor workshops on Xeriscaping (low-water landscaping).
- Call your parks department and local environmental groups and ask where they need help. Invite representatives to a promotion brainstorming session.

Gardening Tips. Create a special advertising vehicle for a sponsor by offering a gardening tips feature. A 60-second donut could include this sponsor's open, 30-second tip, and sponsor's close.

Co-opportunities. There's a lot of co-op money available in the lawn and garden category - much of it probably going to your local newspaper! Show your advertisers how to use the co-op dollars available to them to help cover the cost of their spring advertising campaign on your radio station.

Here are just a few of the well-known manufacturers who offer lawn and garden co-op plans:

- American Honda Motor Company (Lawn Mowers)
- Greensweep Liquid Fertilizer
- Northrup King
- Rainbird Sprinklers
- Toro Mowers and Tillers
- Vigoro Products
- Yard Man
- Monsanto
- Ortho
- Snapper Mowers
- True Value Hardware
- Weedeater
- Chevron Chemical

Don't overlook rental shops! Many gardeners who only use a tiller once or twice a year probably rent rather than purchase.

## \$ALE\$ - THE ULTIMATE OBJECTION

Clients and prospects often give new sales people objections that are hard to overcome. Try this approach instead:

Instead of countering the objection with a statement that your radio station is good/better/best, listen carefully to the client's objection. Then restate the objection as a question.

For example, the client says, "Your radio station is not right for me." The salesperson says, "Why do you think my station is not right for you?" The client says, "I'm not satisfied with radio's results." The salesperson says, "Why are you not satisfied with radio's results?"

If the client goes through three or four objections and the salesperson refuses to overcome the objections but instead asks a question each time, the client will continue to define and redefine his objection, coming closer to his ultimate objection.

Once the salesperson finds out what the real stumbling block is, he/she can counter the objection in a low-key manner and help bring the sale closer to a positive conclusion.

Letting the client define and redefine his objection through a series of statements allows the client to vent a bit, and gives the salesperson more information for a successful sale.

Remember, there is only one ultimate objection. It is, "I do not believe that if I buy this advertising from you, it will do me enough good to justify the expense." If the salesperson can help satisfy this objection, presenting a logical way in which to help the client sell goods and services, that salesperson's close ratio will increase significantly.

- Peter Rinaldi, KAIN, Natchez, MS

Taking It Away. Recently I accompanied one of our sales people to a prearranged appointment with an auto dealer. The decision-maker - the sales manager - was downright rude, saying "You're the eighth radio station in here today, you're not right for us, I don't have time for this."

Rather than fighting with him, I told him, "I agree. I don't think we're the right medium for you," and told him why. I then encouraged him to consider two or three of the other stations who had called on him, thanked him for seeing us, and went to leave.

His tone changed completely. He followed us out, saying this was a bad time but we should talk further. In other words, by taking it away - by taking away his defensive objections - we got his attention and respect, and positioned ourselves as marketing consultants instead of spot peddlers like everyone else.



## NEWS ABOUT COMPUTERS

Here are some good reasons to upgrade - or take the plunge - into near-state-of-the-art computer hardware and software.

Hardware is getting less expensive all the time. You really should not consider getting anything less than a "486" PC - as low as \$1200 or so, that type currently has the best price/performance ratio. For printing, you want to put your station's best foot forward: get an ink-jet, laser or color ink-jet. Some ink-jets list for under \$350; the street prices on lasers are now under \$500; and the color Hewlett Packard DeskJet 550C lists for \$719 and sells for around \$430.

Business cards are costly and usually end up being not used or thrown out - especially in radio, where the turnover is a bit higher. If you have a laser or ink-jet printer, you can use a new product from Avery-Dennison to print out just the business cards you need - and give everyone in your station some cards. A box of sheets which make 250 2" x 3-1/2" cards, including a guide booklet, lists for \$4.95. You can have your logo, name and address professionally printed on a bunch of sheets, and then add staff names and titles via the laser printer, generating only as many as you need at a time.

Scheduling of air talent can be made easier with the help of a program called Adaptive PeopleScheduler from Adaptive Software. The program makes it easy to schedule shifts - straight or split, full-time or part-time - and to adapt schedules to personal preferences or emergencies. A Scheduler Window graphically shows starting and ending times, assignments and breaks. For more information, call 714-851-1230.

Create your own station calendars with Calendar Creator Plus for Windows from Softkey International. You can insert information into dates of the month and include logos, photos, clip-art and other graphical elements. You can customize the calendars with choices of type fonts and colors. With a color printer you can create, in-house, attractive value-added and promotional items for local businesses, the Chamber, and so on. For more information, call 1-800-826-0706.

Do your own tees, signs and embroidery. The "STiKA," from Roland Digital, takes your on-screen type and graphics and cuts them into vinyl tape for logos, banners and iron-ons. Price: \$499 including software. For more information, call 1-800-542-2307.

Then there is the "Huskygram" from Viking Husqvarna - a computer-controlled embroidery machine. With the Huskygram, you can crank out commemorative jackets, ball caps and tee shirts in-house - as many as you want, as often as you want. Price: \$1,699. For more information, call 216-252-3300.

## SCHOOL'S OUT SAFETY

\_\_\_\_\_ reminds motorists that school is out! Be careful as you drive. Children can suddenly appear from behind a tree, a parked car, or from a playground. Join \_\_\_\_\_ in making this a safer summer.

School's out. \_\_\_\_\_ hopes you'll remember that when kids don't watch for you, you must watch for them. This time of year, stay extra alert. \_\_\_\_\_ says, watch for the kids. Let's have a safe summer.

A child's broken body is hard to fix. \_\_\_\_\_ believes it's worth the extra time and attention it takes to drive more carefully. School's out! Watch out for the kids. A reminder from \_\_\_\_\_.

\_\_\_\_\_ hopes you'll join them in supporting traffic law enforcement. They urge you to join them in watching your speed and keeping an eye out for the kids. \_\_\_\_\_ says, let's make it a safe summer.

If a child darts suddenly into the path of your car, could you stop? \_\_\_\_\_ says, your best chance is if you're driving at the speed limit. \_\_\_\_\_ reminds you to make this the safest summer ever - drive with care.

\_\_\_\_\_ reminds you that in the summer time a speeding car can take a life. Children are out of school. You're sharing the streets with them. \_\_\_\_\_ says, let's be extra careful.

\_\_\_\_\_ reminds parents that it's time to talk safety with your youngsters. Remind them to carefully look both ways before crossing the street; not to run into the street or abruptly ride a bike into the street. \_\_\_\_\_ says, the safest kids watch out for motorists.

\_\_\_\_\_ reminds you that youngsters are out of school. The chances of hitting a child are higher than any other time of the year. Pay extra attention while driving. \_\_\_\_\_ wants this to be the safest summer ever.

\_\_\_\_\_ reminds motorists that school's out. The kids are on the street. Motorists like you and me must slow down and watch out. \_\_\_\_\_ wants the kids to have a safe summer - let's watch out for them.

\_\_\_\_\_ calls your attention to two very important statistics. One, there will be more bicycles on the streets and roads than ever. Two, more bicycle riders than ever will be injured and even killed this year. \_\_\_\_\_ says, motorists, please watch out for youngsters on bicycles.

## TECHNICAL: SPRING CHECK-UP

Spring is in the air, and so are the FCC's field inspectors. Now, with the weather turning warmer, is an excellent time to do a self-inspection of your station to ensure that all facilities are in compliance with applicable FCC rules and regulations.

The first step in reviewing your station's technical operation is to quickly check the areas where FCC inspectors most often issue violations. You should also consider performing a complete inspection of your transmission facility, including the tower. Use the checklist below as a guide. Specific Rule sections are included to aid in further investigation if deficiencies are found.

- All towers are correctly painted (§17.50)
- AM towers are properly fenced (§73.49)
- All current station authorizations (including auxiliary) are posted (§73.1230(a))
- Chief operator is designated in writing and posted (§73.1230(a) & (b))
- Contract chief operator agreements are on file (§73.1870(b)(3))
- Chief operator's and all duty operator's licenses posted (§73.1230(a) & (b))
- AM monitor point descriptions are correct (§73.158)
- Chief operator is making weekly station log review (§73.1870(c)(3))
- Station logs for the past 2 years are available and complete (§73.1840)
- All station logs indicate a weekly EBS test sent and received (§73.961)
- Remote control and metering operational and calibrated (§73.1410)
- Most recent equipment performance measurements available and complete (§73.1590)
- Transmitted signal meets FCC specifications and is in accordance with station license (§73.44, 73.317)

- Operating power within limits (90%-105%) (§73.1560)
- Modulation within limits (100%) (§73.1570)
- Operators are properly trained (§73.1860)
- EBS receiver working and tuned to proper station (§73.932)
- EBS test transmissions okay
  - Both EBS tones present (§73.906)
  - Each tone modulates transmitter at 40% (§73.906(c))
  - Tone duration 20-25 seconds (§73.906(d))
- EBS Encoder is FCC type accepted (i.e., no tones on cart) (§73.942(a))
- EBS checklist with authenticator envelope at operator duty position (§73.908)

For more information on complying with FCC rules and regulations, see The NAB Guide for Broadcast Station Chief Operators, and the NAB Legal Guide to Broadcast Law & Regulation, both available from NAB services at 1-800-368-5644.

- Reprinted with permission of the National Association of Broadcasters, copyright 1994. All rights reserved.

FROM OUR READERS: ALL IN A DAY'S WORK

"Some days crime doesn't pay. WZEP AM 1460 was broadcasting from Jail 'N Bail to raise funds for the North Walton chapter of the American Cancer Society.

"The Taylor twins were in the cell to raise local funds. Ron works for the Walton County Sheriff's Department; Don is chief investigator for the DeFuniak Springs City Police. They were dialing when they heard a name paged in Wal-Mart that they both recognized; they had a warrant for his arrest.

"As the person answered the page, he was greeted by two officers in the Jail 'N Bail black-and-white stripes. The warrant was served, the arrest was made, and the Taylors went back to jail to raise more funds. All in a day's work!"

- Arthur F. Dees, WZEP, DeFuniak Springs, FL

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #50 - May 5, 1994

**NATIONAL RADIO REVENUE UP 18% IN MARCH**, according to RAB figures. March's national breakdown: West +22%, Midwest +21%, Southeast +20%, East +11%, and Southwest +11%. Local revenues for March rose 13%: Southwest +17%, Southeast +14%, West +13%, Midwest +12%, and East +10%.

**U.S. SUPREME COURT REFUSES TO HEAR LISTENER'S APPEAL**, without comment, on grounds that listeners do not have legal grounds to ask the FCC to take action against broadcasters. The case originates from a listener who complained about the language used during a radio interview with reputed mobster John Gotti. The FCC found the program to be about a current, news-related issue; the U.S. Circuit Court dismissed the listener's appeal.

**RADIO MERCURY AWARDS TO BE EMCEED BY GARY OWENS**, June 15 in New York. Legendary personality Wolfman Jack will also appear.

**DIFFICULTIES WITH EEO REQUIREMENTS** were discussed last week by the NAB radio board and the FCC staff. The main topic was the difficulties small stations and smaller markets have in meeting the FCC's recruitment requirements. A point was made by the broadcasters that some markets have limited revenues, low salaries, and have difficulty getting applicants. SMRN subscribers participating included Douglas Williams, KWOX-FM, Woodward, OK and Jeff Lyon, KSNM, Las Cruces, NM.

**NAB OPPOSES SPECTRUM ROYALTY FEE** being proposed by the Clinton Administration. The funds from the fee would support programs unrelated to radio, such as the new General Agreement on Tariff and Trade agreement. It has been reported that the fee would raise \$4.8 billion over five years. NAB President Eddie Fritts has written letters to the FCC, the Office of Management and Budget, and the House Energy and Commerce Committee, stating that this fee is not in accordance with radio's public interest obligations and is a reversal of recent policy decisions.

**RADIO IS ATTRACTING MORE LISTENERS**, according to a Katz Radio Group study. In 1993, 96% of the population listened to radio every week, compared to 95.3% ten years ago. The study found substantial growth by men 25-34, 35-44 and 45-54. Women 25-34 and 35-44 also showed growth.

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

AT THE FCC

NEW STATIONS (Granted):

INDIANA (Walton) Christian Friends Broadcasting, Inc., 93.7,  
6000w, 328'  
TEXAS (Jacksboro) Albert Crain, 93.7, 6000w, 210'  
VERMONT (Marlboro) Dynacom Corporation, 101.5, 2600w, 344'

NEW STATIONS (Applied For):

MINNESOTA (Hermantown) Hermantown Radio Partners, 92.1, 4000w,  
302'  
OHIO (Athens) Esquire Communications, Inc., 6000w, 328'  
(Athens) William Benns, 95.9, 6000w, 328'  
OKLAHOMA (Stillwater) Ralph Meister, 105.5, 6000w, 328'

FORMERLY SILENT:

NEW MEXICO (Farmington) KRAZ, 96.9

- Courtesy M Street Journal

FCC COULD CREATE A MORE EFFICIENT, LESS COSTLY EBS SYSTEM offering savings to broadcasters, according to the NAB. NAB President Edward Fritts expressed his concerns about the cost impact of the new EBS rules on small market radio broadcasters. Fritts also suggested amending the rules on automation and unattended operation.

AMERICANS WITH DISABILITIES ACT REQUIREMENTS for stations with more than 15 employees becomes effective July 26. Stations with 25 or more employees are currently covered under the law. Call 202-429-5350 for information about a station's responsibilities.

RAB MEMBERSHIP AT AN ALL TIME HIGH by passing the 3,400 mark, according to President Gary Fries. RAB's Managing Sales Conference was a big success in 1994, and MSC '95 is being planned to be at the Anatole in Dallas, June 16-19.

**MORE PROGRAMMING opportunities:**

- Independent Broadcasters Network is offering the following:  
"Off the Wall" with David Paul, 10 p.m. to Midnight, Monday-Friday; "Talk America" with Rick Gaidi, Midnight to 5 a.m., Tuesday-Saturday; "LifeTalk" with Michael Mathews and Kathy Low, 11 a.m. to Noon, Monday-Friday.
- Westwood One Radio Network is offering the following:  
"Acoustic Country starring Billy Dean," June 24-26; "Acoustic Country starring Collin Raye," July 29-31. Both shows run 90 minutes.

DICK HARRIS HONORED as the 1994 recipient of NAB's National Radio Award. The retired chairman of Group W Radio was recognized for his significant contributions and a lifetime of service to radio.

MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS\$

June Business Opportunities include the following businesses, whose sales in the month are above average:

Appliance Stores	Hardware Stores
Auto Dealers (New Domestic)	Hotels/Motels
Auto Dealers (New Import)	Lawn & Garden Stores
Auto Dealers (Used)	Mobile Home Dealers
Auto Parts Stores	Movie Theaters
Beer	Real Estate (New Houses)
Bridal Market	Real Estate (Resale Houses)
Building Supply Dealers	Restaurants
Camera Stores	Sporting Goods Stores
Fast Food	Supermarkets

- RAB's Top 40 Business Survey

June Promotional Opportunities - Events & Holidays

Months

Adopt-A-Shelter-Cat Month  
Dairy Month  
National Frozen Yogurt Month  
National Iced Tea Month  
National Pest Control Month  
National Rose Month

Weeks

June 5-11 - National Safe Boating Week  
June 12-18 - National Flag Week  
June 13-19 - National Little League Baseball Week  
June 20-26 - Amateur Radio Week

Days

June 1 - Pat Boone's Birthday (1934)  
June 4-5 - Children's Miracle Network Telethon  
June 6-12 - International Country Music Fan Fair (Nashville)  
June 9 - Donald Duck's Birthday (1934)  
June 11 - Belmont Stakes  
June 14 - Flag Day  
    Burl Ives's Birthday (1909)  
June 15 - Waylon Jennings's Birthday (1937)  
June 17 - Barry Manilow's Birthday (1946)  
    Dean Martin's Birthday (1917)  
June 18 - Paul McCartney's Birthday (1942)  
June 19 - Father's Day  
    Garfield the Cat's Birthday (1978)  
June 20 - Lionel Richie's Birthday (1949)  
    Brian Wilson's Birthday (1942)  
    Chet Atkins's Birthday (1924)  
June 21 - Summer Begins

## \$ALE\$ - TIPS FROM THE TRENCHES

I recently took our sales department to a "New Salesperson Seminar" conducted by Sorenson Broadcasting Corporation. Here are some points to ponder from that course:

- In sales, the difference between amateurs and professionals is preparation.
- Radio sales is like the medical profession: first we diagnose, then we prescribe.
- Here is percentage the sales person contributes to the buying decision for various products or services:
  - Automobiles . . . . . 11%
  - Farm Machinery . . . . . 20%
  - Large appliances . . . . . 23%
  - Pianos. . . . . 40%
  - Buying homes. . . . . 42%
  - Listing (selling) homes . . . . . 80%
  - Life insurance, education, radio advertising . . . . . 81%
- If you don't have ideas, your clients won't have money.
- Lots of people can say "No." Only the decision-maker can say "Yes."
- Vow never to give a prospect a fact without a related benefit.
- The next time a client has a poor response to an event and says, "My advertising didn't work," ask, "What do you think you did wrong?" He or she will usually respond with a more reasonable and accurate assessment.
- Great copy ideas come from the question, "What is the biggest misconception the public has about your business?"
- 75% of all advertising dollars are spent to promote sale-price merchandise ... but only 25% of a business's profit comes from sale-price merchandise. Isn't it more logical to spend 75% of the ad budget to promote full-price and 25% to promote sale-price?

Sorenson Broadcasting conducts New Sales Person Seminars twice a year for their own stations, but they also make room for others in the region to send their new sales people. The next course will be held in Watertown, SD, October 2-5. It is an intensive, thorough course in the basics that will get your new sales people off to the right start. For more information, call Dean Johnson at 605-886-8444. Highly recommended!



## HIGH SCHOOL BASEBALL OPENING

It's high school baseball time! \_\_\_\_\_ says, come on out for the opening home game when [home team] meets [visitors].  
\_\_\_\_\_ says, there's nothing like a Spring afternoon at a ball game. Enjoy the [home team]-[visitors] opening home game at [field], [day] afternoon at [time].

How will the [home team] do this season? Part of the story will be told this [day] afternoon at [time]. That's when [home team] meets [visitors] in the opening home game of the season.  
\_\_\_\_\_ says, come on out for a great afternoon of high school baseball. \_\_\_\_\_ hopes you'll join them in supporting [home team] for a great season.

\_\_\_\_\_ reminds you that it's great entertainment and it's great for the young people on the [home team] team. Come on out for the opening home game when [home team] meets [visitors]. Game time is [time] on [day]. \_\_\_\_\_ says, support [home team].

\_\_\_\_\_ believes that you can help make this a great season for [home team]. Come on out for the opening home game with [visitors]. It'll be [day] at [time]. \_\_\_\_\_ says, let's make this a great season for [home team]. See you opening day.

Let's make this a great season for [home team]. \_\_\_\_\_ says you can be part of it by being at the games often. Opening game is with [visitors] on [day] at [time]. \_\_\_\_\_ is going all out for [home team]. How about you?

Baseball is America's great past time, and there's a great tradition of great teams and winning seasons right here in [city]. \_\_\_\_\_ says, this year be part of that tradition. Be at the opening home game with [home team] on [day] at [time].  
\_\_\_\_\_ says, "Let's play ball."

\_\_\_\_\_ reminds you that [home team] will be opening its home season with [visitors] on [day] at [time]. Follow the team often this year - it's always a great afternoon. A reminder from \_\_\_\_\_ - behind [home team] all the way.

If you're looking for a great spring afternoon, \_\_\_\_\_ says you don't have to look any further than [field] Field. That's where [home team] will be playing its opening home game on [day] at [time]. \_\_\_\_\_ says, come on out for [home team]-[visitors] game on [day] at [time].

\_\_\_\_\_ hopes this will be one of the great seasons in history for [home team]. Be part of it. Be at the opening home game on [day] at [time]. [Home team] will be meeting [visitors].  
\_\_\_\_\_ reminds you it's high school baseball time.

## RUNNING YOUR BUSINESS BETTER: ELIMINATING CLUTTER

Papers - mail, faxes, printouts, interoffice memos, notes - can seem so overwhelming that many otherwise confident decision-makers shunt them aside. Result: Stacks of desk clutter.

There are only four things you can do with a piece of paper: Toss it ... Refer it on to someone else ... Act on it personally ... or File it. The initials of these words form the acronym TRAF, which is also short for traffic - keep paper moving!

Toss: When in doubt about whether to throw something away, ask yourself: If I should need this document, is it available elsewhere? Or can I capture the essence and then toss the paper?

- Example: Jot the time and place of a meeting on your calendar, and throw the memo away.
- Recommended: Create a "halfway house" drawer to stash uncertain papers. Check it weekly. Most papers can be tossed after a week or so.

Refer: Pass the paper to someone who can handle it better.

- Examples: Forward a request for information to someone who has the information. Pass an assignment to a staffer, or an address change to your assistant so he/she can update his/her records.
- Recommended: Make separate discussion folders for your boss, your subordinates, key colleagues. As discussion items cross your desk, drop them into that person's folder. Then go over all open matters at the same time.

Action papers must be personally attended to.

- Example: A speaker at a conference you hosted has requested a testimonial letter.
- Recommended: When possible, jot a reply directly on the letter or memo. If you wish, photocopy your reply. Handle the top two priorities from your stack when you are freshest. Then take care of the rest of the pile.

File: The trick to retrieving what you file is to assign your folders broad headings. Important: It's better to have relatively few fat files than lots of thin files.

The TRAF system provides a simple framework for making decisions about paperwork. It can be a tremendous boon for managers who sometimes feel their desks are taking over their lives.

- Stephanie Winston, in Bottom Line Personal

## GOVERNMENT VS. ADVERTISING

Some current efforts by various state and local governments to curb advertising freedoms [Advertising Age, 4/25/94]:

A group of Idaho legislators recently withdrew a bill proposing to fill revenue gaps left by eliminating property taxes with advertising tax dollars. Five legislators sponsored a bill to extend the state's 5% sales tax to advertising and other services. Advertising and media reps met with lawmakers and explained their opposing position, citing Florida's disastrous experience. As a result, sponsors have indicated they would exclude advertising taxes, though they intend to tax services such as commercial art and photography, video and film production, copywriting, and voice-overs for radio and television commercials.

The Wisconsin General Assembly recently voted to eliminate \$3 billion in school system funding from property tax revenues. Although Wisconsin's Democratic-controlled Assembly did not designate an alternate source of funds, the state's Legislative Fiscal Bureau issued a report estimating that the gap could be filled by extending the state's 5% sales tax to include currently-exempted goods and services - including an estimated \$73.5 million from a tax on advertising. Advertising and media sources in the state report the legislature is unlikely to institute a service tax this year, because the Republican-controlled Senate is not expected to pass the proposal.

In Maryland, Governor William Donald Schaefer recently signed an executive order banning ads for tobacco and alcoholic beverages from state-operated bus and rail agencies. The ordinance will go into effect by the end of 1994. Since Maryland pays subsidies to the District's mass transit system, Governor Schaefer's ban could potentially ban tobacco and alcohol ads on public transportation in the District and parts of northern Virginia.

In a related development, the Washington, DC City Council recently introduced a proposal prohibiting cigarette and alcoholic beverage advertising in publicly visible locations. The ordinance would ban signs, posters, placards, devices and graphic displays for such products. Exceptions would include Metro vehicles and signs adjacent to interstate highways. No action is currently scheduled on this proposal.

In mid-March, the California Senate's Revenue and Taxation Committee passed a bill eliminating the state's tax deduction for the advertising and promotion of tobacco products by a 5-3 vote. The bill will be considered next by the Senate Appropriations Committee, although no hearing date has been set. Advertising representatives in California are organizing a letter-writing campaign to oppose the measure.

## FROM OUR READERS

"Read your paper with interest today about how few radio stations have news departments. It's no wonder, with the FCC allocating stations like it is going out of business. In the past, the Commission required stations to have enough reserves to keep a station going if it didn't make a dime. Now you can get a station if you have just one chew of tobacco in your overalls. Radio has depreciated to glorified Seeburgs playing 200 records run by high school students. Radio stations have become as numerous as outhouses, and perform the same function."

- Gormon Collins, Sr., Prestonburg, KY

## THE LAST WORD: WHO IS FUNDING WHAT?

We have all been concerned by the news that the President himself wants the FCC to be fully "self-funded" - which means you-and-me-funded, of course. The fine-mania which has resulted from this mandate is hitting small market broadcasters particularly hard.

While we certainly feel that stiff penalties are appropriate for flagrant rule violations by irresponsible operators, we decry such fines being issued for minor infractions by conscientious broadcasters with good records.

Unfortunately, small market broadcasters are in a double-bind. First, with limited staff and resources, it is more difficult for them to stay abreast of changes in the rules and more difficult for them to monitor their own compliance.

Second, when the FCC issues a fine to a small market broadcaster, the hardship is disproportionately large. A \$10,000 fine is far different for a station billing that amount every week (or four) than it is for a station which bills it every day (or hour).

It is the old trickle-down theory: the FCC is under pressure, and they in turn pass that pressure on to us. The current fiscal pressure put on the FCC is a major threat to the well-being of small market broadcasting.

As an ironic post-script to this editorial, I recently found the business card of an FCC inspector while cleaning out a desk drawer at my new radio station. The card is engraved, on the finest card stock, and printed with gold leaf! GPO or no, this is sheer extravagance - and a sad commentary on how much respect our government regulators have for our money.

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
11TH  
YEAR

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
Jay Mitchell - Publisher and Co-Editor  
Lori Morgan - Associate Editor

VOLUME XI - Issue #51 - May 12, 1994

**ALCOHOL AD WARNING BILL COMES TO VOTE ON MAY 17**, so this is your last chance to voice your opinion. The bill's author, Senator Strom Thurmond, is confident of its passage by the Senate Commerce Committee. For info on how to help or whom to contact, call NAB's Government Relations Hotline, 1-800-424-8806.

**NAB URGES BROADCASTERS TO COMMENT ON EEO REGULATIONS** (MM Docket 94-34) by May 23. Tell the FCC the difficulties you have attracting qualified applicants; address William F. Caton, FCC, 1919 M St. NW, Room 222, Washington, DC 20554.

**THE INTERNATIONAL BROADCASTERS IDEA BANK** held its convention April 7-10 in Greensboro, NC. SMRN subscribers awarded: Ray Reich, WDXY/WIBZ, Sumter, SC won the Herb Scott Memorial Promotion Award. Dan Latham, WBEX/WKKJ, Chillicothe, OH received the Marketing Management Achievement Award; MMA runner-up was Dan Keister, Mid America Radio Group, Martinsville, IN.

**PRESIDENT CLINTON'S PROPOSED SPECTRUM USE FEE** would take 1% of gross revenues, minus network revenues, in year one and increase by a percentage point each year for five years. Broadcasters would be assessed 84% of the proposed tax; other spectrum users would make up the other 16%. Here is an estimated breakdown, assuming a 5% growth rate, excluding network revenues:

YEAR	ESTIMATED RADIO REVENUES (\$ BILLIONS)	TAX RATE (% OF REVENUES)	ESTIMATED COST TO RADIO (\$ MILLIONS)
1	10.143	1	101.43
2	10.65	2	213
3	11.183	3	335.49
4	11.742	4	469.68
5	12.329	5	616.45
TOTAL			1,736.05

- Source: Radio Business Report, May 9, 1994

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

AT THE FCC

NEW STATIONS (Granted):

FLORIDA (Jupiter) Jupiter Radio Partners, 105.5, 3000w, 302'  
IOWA (Decorah) Sun Communications, Inc., 104.7, 4500w, 211'  
NORTH CAROLINA (Wrightsville Beach) Wrightsville Beach Radio  
L.P., 93.7, 3000w, 328'

NEW STATIONS (Applied For):

ILLINOIS (Taylorville) Lakeside Broadcasting, Inc., 94.3, 4400w,  
380'  
MINNESOTA (Hermantown) Lakeside Broadcasting, Inc., 92.1, 1000w,  
804'  
OHIO (Athens) David Ringer, 95.9, 2850w, 482'

AMENDMENTS TO THE FM TABLE (Granted):

ILLINOIS (Morrison) WZZT, to 102.7 A from 95.1 A  
IOWA (Clinton) KCLN-FM, to 94.7 A from 97.7 A  
WISCONSIN (Lancaster) WGLR-FM, to 97.7 C3 from A

AMENDMENTS TO THE FM TABLE (Proposed):

FLORIDA (Quincy) WTPS (CP), to 100.7 C3 Midway from 100.7 A  
Quincy  
MISSISSIPPI (Bude) new, 104.3

REPORTED SILENT:

CALIFORNIA (Capitola-Monterey) KMBY, 1540  
(Seaside-Monterey) KMBY-FM, 107.1  
GEORGIA (Alma) WULF, 1400  
NEW YORK (Cape Vincent) WKGG, 102.7  
TEXAS (Lubbock) KJBX, 580, pending sale

FORMERLY SILENT:

FLORIDA (Quincy-Tallahassee) WWSD, 1230  
NEW YORK (Watkins Glen) WGME, 1490

- Courtesy M Street Journal

FCC GETS FIRST INTERFERENCE TRACKING VEHICLE, one of ten ordered, designed to search out pirate stations and monitor the radio spectrum. The vehicle contains a GPS receiver linked to a CD-ROM map of every U.S. street. The vehicle's computer has a list of all licensed transmitters and their frequencies.

RAB RADIO SALES DIPLOMA CORRESPONDENCE COURSES will begin June 27; registration deadline is June 16. The Associate Course is for sales people with 2 years experience or less; the Masters Course, for experienced sales people; and there is a Managers Course for Sales Managers. For information, call 1-800-255-9853.

PROGRAMMING OPTIONS include a 24-hour AC/Jazz format from Target Radio; call 1-800-THE-LYTE. And "Blues Power" is a 2-hour program from Jabbr D. Productions; call 205-774-5330 or 205-616-0097.

## MONEY PAGE - SALE\$ AND PROMOTION IDEAS\$

Lawn & Garden Olympics. Here's an idea for a promotion to run in conjunction with a local lawn and garden show. It's also a way to attract advertising dollars from local nurseries, landscapers, or home and garden stores. Events can include precision hedge trimming, weeding races, leaf raking and bagging races - even fertilizing, seeding or sodding contests. Invite pros from local lawn and garden retailers to participate and offer demonstrations. Encourage them to donate equipment and materials such as seeds or sod.

A way to combine community service with the project would be to contact the local parks department about areas that need sprucing up. Another way is to use the Olympics to start a community garden. Such a garden could be an ongoing project the station is tied into (especially with a station billboard nearby), and the food produced could be donated to local food shelves.

Live from Jail. Work with a grocery store and a product supplier to build an enclosure out of the product (a "jail"). Do a live remote from inside the jail until all the product is sold.

Needle in a Haystack. Build a haystack out of safety pins at a sponsor store or mall. Hide a number of colored pins in the stack. Listeners register at sponsor stores for the right to spend [dial position] seconds hunting for the colored pins. Ahead of time, tie certain pin colors to specific prizes and post them on a sign near the haystack.

Battle of the Merchants. Lay down a removable stripe of paint on the sidewalk or street between two competing merchants. Record a series of commercials from the merchants in which they play the competition up out of proportion - each boasting better prices, longer guarantees, etc. Do a live remote on the final day of the sale.

Money Grovel. At a remote, lay out a roped-off contest area about 12 x 15 feet. Lay at least \$100 worth of nickels, dimes and pennies on the floor of the contest area. Select qualifiers by entry blank or nth caller; have them come to the remote and spend [dial position] seconds picking up as many of the coins as they can.

Where in the World. Someone at a distant radio station puts the station's bumper sticker on his or her car. On your station, that distant person gives on-air clues about where in the world the car is - facts about the state, city and/or country. The first person to guess the location correctly wins a trip to that location, and/or prizes associated with the place from participating sponsors. You can also arrange it so you and the distant radio station are doing the contest at the same time.

## \$ALE\$ - WHAT WE BELIEVE

Here is a list of beliefs about radio sales that can form the foundation for a sales mission statement:

- We believe in advertising as an investment, not a cost.
- We believe in long-term marketing partnerships with our clients, not selling ads.
- We believe radio is a primary advertising medium.
- We believe in planning and preparation, so we know ahead of time whom we are going to see, why we are going to see them, and what we are going to present to them.
- We believe there are seven steps in a successful radio sales transaction - Preparation, Attention, Interest, Conviction, Desire, Close, and Follow up.
- We believe in seeing all of our customers and hot prospects every week. We know that our competitors will be there.
- We believe in monitoring what we can control - the number of calls we make and the written sales coming from those calls.
- We believe in setting high but believable weekly goals. We know the difference between goals, which we strive for, and projections, on which we base our business planning.
- We believe in making calls. The more qualified sales calls we make, the more business we do. It's that simple.
- We believe in personal calls. There is no substitute for face to face contact.
- We believe in the "4-4-4 Plan" as a key to success: every day a salesperson makes four presentations, four service calls and four appointments.
- We believe that a salesperson should make his or her presentations in the morning, when he/she is freshest. We know that later in the day is better for service calls, setting up appointments, and paperwork.
- We believe in getting an early start. The earlier a salesperson gets to work, the earlier he can hit the street.
- We believe in business respectability and community involvement. We want our salespeople to enjoy a high standard of living and be a part of what is going on in the community.



AD EXPENDITURES - HOW DOES RADIO STACK UP?

The 1993 McCann-Erickson Advertising Volume Report, from Advertising Age, 5/2/94:

MEDIUM	\$ MILLIONS	% OF TOTAL
Newspapers - National	\$3,620	2.6
Newspapers - Local	28,405	20.6
<b>Newspapers - Total</b>	<b>32,025</b>	<b>23.2</b>
Magazines - Weeklies	2,850	2.1
Magazines - Women's	2,009	1.4
Magazines - Monthlies	2,498	1.8
<b>Magazines - Total</b>	<b>7,357</b>	<b>5.3</b>
<b>Farm Publications</b>	<b>243</b>	<b>0.2</b>
Television - Four networks	10,209	7.4
Television - Big Three networks	9,369	6.8
Television - Cable networks	1,970	1.4
Television - Syndication	1,576	1.1
Television - National spot	7,800	5.7
Television - Local spot	8,435	6.1
Television - Cable non-network	594	0.4
<b>Television - Total</b>	<b>30,584</b>	<b>22.1</b>
Radio - Network	458	0.3
Radio - National spot	1,657	1.2
Radio - Local spot	7,342	5.3
<b>Radio - Total</b>	<b>9,457</b>	<b>6.8</b>
Yellow Pages - National	1,230	0.9
Yellow Pages - Local	8,287	6.0
<b>Yellow Pages - Total</b>	<b>9,517</b>	<b>6.9</b>
<b>Direct Mail</b>	<b>27,266</b>	<b>19.8</b>
<b>Business Papers</b>	<b>3,260</b>	<b>2.4</b>
Outdoor - National	605	0.4
Outdoor - Local	485	0.4
<b>Outdoor - Total</b>	<b>1,090</b>	<b>0.8</b>
<b>Miscellaneous</b>	<b>17,281</b>	<b>12.5</b>
<b>GRAND TOTAL</b>	<b>138,080</b>	<b>100.0</b>

LITTLE LEAGUE WEEK (June 13-19)

Each year, beginning with the second Monday in June, by Presidential proclamation, we observe "Little League Week." \_\_\_\_\_ salutes the Little League program in [town]. By teaching sportsmanship, building character, \_\_\_\_\_ believes Little League coaches are making a great contribution to the future of our community.

\_\_\_\_\_ believes we hear too much about youngsters who go wrong - and not enough about youngsters who work hard to excel in endeavors like Little League. This week is "Little League Week," by Presidential proclamation. \_\_\_\_\_ sends best wishes to Little Leaguers in [town]. Have a great season.

Little League teaches sportsmanship, promotes strong healthy bodies, and teaches good citizenship. \_\_\_\_\_ reminds you that the success of the Little League program is dependent on support from adults. \_\_\_\_\_ says, during National Little League Week, attend a game. Find out how you can help.

Little League players learn the importance of teamwork and individual effort. \_\_\_\_\_ believes the lessons learned in Little League will profit youngsters all their lives and make our free enterprise system work better. The Little League is important to the future of our community, and \_\_\_\_\_ believes it deserves our support.

Little League baseball takes young people off the street and onto the baseball diamond. It fills idle hours with memorable experiences. \_\_\_\_\_ believes in Little League. \_\_\_\_\_ urges you to see a Little League game this week. Ask how you can help.

During Little League Week, observed by Presidential proclamation, \_\_\_\_\_ urges you to give your support. See a game this week. You'll enjoy it - and, by attending, you'll be helping to make the Little League experience more meaningful to young people in our community. \_\_\_\_\_ believes in Little League.

Bringing America's past time to the young people of the community. \_\_\_\_\_ reminds you that's what Little League does. \_\_\_\_\_ reminds you that Little League fights delinquency by getting youngsters into a healthful, satisfying team sport. Little League deserves your support.

\_\_\_\_\_ says, instead of being troubled about the kids who go bad, think about the kids who go right. You'll see a lot of them in action on the Little League baseball diamond. \_\_\_\_\_ says, come out to a game this week during Little League Week. You'll have a good time - and you'll show your support for the good kids.

## WHAT FCC INSPECTORS LOOK FOR

With the rise in inspections and stiff fines, it might be a good idea to play FCC inspector yourself and see how well your station does. Here is a list of things to watch out for:

### Public Inspection File

Location of Files - If the main studio is in the community of license, the public file must be at the studio. If, prior to July 16, 1987, the station obtained FCC authorization to maintain its studio outside the community of license, the file may be at the studio or within the community of license. For all other stations, including combined facilities licensed to more than one community, the file must be located at any publicly-accessible place within the community of license. In all cases, it must be available for public inspection during regular business hours.

The file's location must be disclosed upon request, including phone inquiries, and the entire contents of the file must be made available without asking the requesting party for any information beyond name and address. The contents of the file must be made available for copying if a party asks for permission to make copies and pays for the copies.

Applications - The file must contain copies of all applications, exhibits, letters, initial and final decisions in hearing cases, and other documents pertaining to the station which were filed with, and are open to public inspection at, the FCC.

Ownership Reports - The public file must contain copies of the annual ownership reports filed with the FCC, including all associated exhibits, letters and other documents. The exception is sole proprietorships. Non-commercial stations should add any changes in board members or officers. Radio stations must retain this material in the file for seven years.

Political Ads - A complete record of all requests for broadcast time made by or on behalf of candidates for public office, along with an appropriate notation of the disposition by the licensee of such requests, and the charges, if any, if the request is granted. Records of any free time given to candidates must be in the file. All records should be placed in the file ASAP and retained for two years.

Employment Reports - Radio stations with five or more employees must include copies of the FCC Form 395 employment (EEO) report. They must be retained for seven years.

Letters from the Public - The public file of commercial stations must contain all written comments and suggestions received from the public regarding the station's operation unless the writer

requested the letter not be made public, or the station feels that it should be excluded because of the nature of its content (defamatory or obscene comments). All letters must be held for three years from receipt.

Issues-Programs Lists - All stations (except some non-commercial stations) must maintain a list of programs that address of the most significant community issues during the preceding three months. The list for each calendar quarter must be filed by the 10th of each succeeding calendar quarter (e.g. April 10 for Jan.-Mar.). It must include a brief description of the issues addressed and the programming which addressed them. The descriptions should include the time, date, duration and title of each program in which the issue was treated. These lists must be retained for the term of the license.

Time Brokerage Agreements - The public file must contain a copy of every agreement or contract involving time brokerage of the licensee's station, or of another station by the licensee, with confidential or proprietary (usually the monthly payments) information removed. The copies must be retained as long as the agreement/contract is in force.

#### Transmitter Duty Operator

Operator on Duty - A station must have at least one person holding a commercial radio operator license or permit on duty and in charge of the transmitter during all periods of broadcast operation. The operator must be on duty at the transmitter, a remote control point, an automatic transmission system monitor/alarm point, or a place where extension meters are installed. The operator may be employed for other duties if they will not interfere with proper operation of the transmission system.

Training and Observations - The licensee is responsible for ensuring that each operator is fully trained and capable of performing all required observations and adjustments of the transmitting system. At minimum, each operator must be able to turn off the transmitter and make the necessary observations and calculations for determining compliance with the station's operating power, and, if applicable, AM directional parameters. The operator must also be able to conduct authentications of EBS activations and associated programming as well as, to initiate EBS activations.

- Radio Business Report, 3/14/94

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

**S**mall  
**M**arket  
**R**adio  
**N**ewsletter

IN OUR  
 11TH  
 3

FIRST CLASS MAIL  
 U.S. POSTAGE PAID  
 Fairfield, IA  
 Permit No. 5

Bill Taylor  
 KQSS  
 P. O. Box 292  
 Miami AZ 85539

ADDRESS CORRECTION  
 REQUESTED

ISSN 1074-0082

Bob Doll - Co-Editor  
 Jay Mitchell - Publisher and Co-Editor  
 Lori Morgan - Associate Editor

VOLUME XI - Issue #52 - May 19, 1994

FCC ISSUES EEO FINES to several stations for failure to contact enough minority sources for open positions. Here's the list:

Station	Fine	Renewal
WBNR/WSPK, Beacon-Poughkeepsie, NY	none	full-term
WZSH, South Bristol, NY	none	full-term
WQEW/WQXR-FM, New York, NY	none	full-term
WINS, New York, NY	none	full-term
WHCU/WYXL, Ithaca, NY	\$ 6,250	full-term
WLVL, Lockport, NY	12,500	full-term
KUSC, Los Angeles, CA	17,500	full-term
KMZQ-FM, Henderson, NV	18,750	full-term
KFSD, San Diego, CA	18,750	short-term
KISN/KISN-FM, Salt Lake City, UT	18,750	full-term
KMAJ/KMAJ-FM, Topeka, KS	18,750	full-term
WOR, New York, NY	23,750	full-term
KTKT/KLPX-FM, Tucson, AZ	25,000	short-term
KFMS/KFMS-FM, Las Vegas, NV	25,000	short-term
WGHQ/WBPM, Kingston, NY	25,000	short-term
WSEN/WSEN-FM, Baldwinsville, NY	25,000	short-term
WOW/WOW-FM, Omaha, NE	25,000	short-term
WIBW/WIBW-FM, Topeka, KS	30,000	short-term

ALCOHOL AD WARNING BILL WILL NOT BE VOTED ON this week. Senator Strom Thurmond has pulled it due to a lack of votes necessary to pass the bill. However, it may be re-introduced in the next Congress.

P. O. Box 1285 • Fairfield, Iowa 52556 • (515) 472-4087 • FAX (515) 472-6457

AT THE FCC

NEW STATIONS (Applied For):

CALIFORNIA (Templeton) Earlimart Educational Foundation, 100.5,  
1050w, 751'  
MISSISSIPPI (Potts Camp) Olive Sisk, 95.9, 6000w, 328'  
NEW YORK (Grand Gorge) Sound of Life, Inc., 105.3, 340w, 1340'  
(Minetto) Minetto Radio Partners, 106.5, 5700w, 328'  
OHIO (Athens) Lakeside Broadcasting, Inc., 95.9, 6000w, 328'  
OREGON (Bonanza) B and B Broadcasting, Inc., 102.9, 785w, 882'  
(Keno) The Jesuit Mission, Inc., 98.5, 1470w, 656'  
(Merrill) Dennis M. Crepps, 105.7, 112w, 2201'

AMENDMENTS TO THE FM TABLE (Proposed):

MINNESOTA (Nashwauk) new, 101.9 C3

REPORTED SILENT:

CALIFORNIA (Bakersfield) KOQQ, 99.3

FORMERLY SILENT:

NEW MEXICO (Farmington) KRZE, 1280

- Courtesy M Street Journal

**THE FCC HAS REVISED FORM 316**, Application for Consent to Assignment of Broadcast Station Construction Permit or License or Transfer of Control of Corporation Holding Broadcast Station Construction Permit or License. The new Form 316 eliminates the need to file the Fee Processing Form 155. The old forms will be accepted through June 30. For forms, call 202-632-FORM.

**RADIO LISTENER LOYALTY HIGH.** According to a Radio Ink-Vallie/Gallup Radio Poll, 30% of all respondents have been listening to their favorite radio station for 11 years or more. 10% have been listening 10 years, while another 10% have been listening five years.

**NAB SUPPORTS FAIR USER FEES FOR TOWER SITES ON FEDERAL LANDS LEGISLATION.** The bill will more than double the typical broadcast site fee; other proposals want to increase tower fees by 8,000%. The legislation would help Western states serve their local and rural communities.

**SMRN TO FEATURE INFORMATION ON STORECASTING AND THE COPYRIGHT LAW** for exemptions for small businesses in upcoming issues.

**REMINDER: JUNE 30 DEADLINE FOR AM STATIONS** to comply with Section 73.44 of the FCC rules on emission requirements. The deadline will not be extended.

**CORRECTION:** RAB's Managing Sales Conference for 1995 will be February 16-19 at the Anatole in Dallas and not June 16-19 as reported in SMRN May 5, 1994.

## MONEY PAGE - \$ALE\$ AND PROMOTION IDEAS

Add more kick to Grand Openings. Every Grand Opening is a solid, basic public relations opportunity for downtown. That's true of the opening of a fine new store, a library, an office building or a parking lot. The trick is how to maximize the positive, image-enhancing impact of the event.

Here are six ideas for injecting extra "kicks" into Grand Openings:

1. Get a celebrity. Nothing generates more excitement and pick-up. Do you have a great local person, one who's gone on to fame and fortune and could symbolize the program in a very upbeat way?
2. Have a parade. This is a great device for focusing attention on a Grand Opening. Parades can be big or not so big, but they are exciting, festive, and you can put it where you want it. A little kids parade is great - linking the opening, kids and the future.
3. Give awards. Use the opening as an opportunity to honor people who have made big-time contributions to the area and the city - perhaps targeting people active in community beautification.
4. Print a souvenir program. If your station promotes this, you can sell ad space to other sponsors - including vendors to the new business.
5. Present a laser light show. Instead of cutting a ribbon, have the ranking dignitary wave a wand which triggers a laser light show. There is probably someone in the area who knows how.
6. Present a fireworks display. This is the greatest dazzler of all - they are always exciting and successful. The ranking dignitary or celebrity can "light the fuse."
7. Do a radio remote. The remote will add to the Grand-Opening excitement, and deliver a saturation advertising schedule to boot.

- Adapted from Downtown Promotion Reporter, May 1994

Flower Display Competition. Also from DPR: The Los Altos [CA] Village Association invited all downtown businesses to enter a window and facade flower display competition. Prizes were awarded in four categories: (1) Best seasonal theme, color and presentations; (2) Best presentation using store product lines; (3) Best use of the theme, "Flowers In The Village"; (4) Best eye-catching views from the sidewalk and street.

## \$ALE\$ - CREATING WOW!

Many companies say their most important job is satisfying the customer. We don't. We believe that satisfying the customer is simply the minimum requirement for staying in business. Therefore, we don't seek merely to satisfy our customers; we seek to WOW them.

What do we mean by Wow? Wow means creating customer enthusiasm and delight. It means giving customers dramatically more value than they expect - whether measured by price, performance, quality, features or service. We know we're succeeding when we inspire our customers to go out and tell others about our company.

Common sense tells us no one knows more about what our customers want than the customers themselves. So we employ a variety of programs to better understand what our customers need and expect. Here are a few examples:

Follow the customer. We often use a technique we call "Follow Me Home." Representatives from our product development teams visit a new customer in their home to observe them using our products for the first time. Our representative pretends to be a "fly on the wall," watching the customer open the box, install the product, and start to use it. By getting our team members face to face with real customers, we're able to make the products easier and more intuitive.

Customer advisors. Our Customer Advisory Panel is a group of customers who meet regularly to provide feedback on a variety of product and marketing issues. Our product teams and marketing staff develop ongoing relationships with this core group of customers, to better understand their needs over time.

Customer Advocate. Everyone in our company considers it his or her job to Wow our customers, but our Customer Ombudsman spends all his time focusing on customer understanding and satisfaction. He collects and analyzes customer suggestions so the product teams can use the information in making product improvements.  
- QuickNews, Intuit Corporation, Spring 1994

Editor's Note: The foregoing reflects the philosophy of one of the top computer software companies in the world. It seems to us there is plenty here that can be applied to your business, and to those of your customers as well.

\* \* \*

"You cannot satisfy your customers ... you cannot please them ... you must delight them."

- Warren Lotsberg, NW Public Service Company, Huron, SD



SAFE BOATING WEEK (June 5-11)

\_\_\_\_\_ thinks it's odd that people who would never take a drink before getting behind the wheel of a car, think it's okay to take a drink when they're out in a boat. In your boat, your safety and the safety of others depends on quick decisions made with a clear head. \_\_\_\_\_ says, think before you drink. Be a responsible boat operator.

Here's a reminder to all boaters from \_\_\_\_\_: Sun, wind, glare, motion, vibration, and noise cause fatigue that slows you down physically and mentally. Adding alcohol to that fatigue can be deadly. \_\_\_\_\_ says, Don't drink and boat.

Here's a boating safety tip from \_\_\_\_\_. Listen! It may save your life. High performance boats demand responsive, high performance skippers. A skipper who is not sharp, alert and prepared to react to sudden emergencies could cause a sad ending to a most enjoyable day. \_\_\_\_\_ says, Boater, think before you drink.

Boating is more fun than driving, isn't it? No speed limits, no traffic signals, no lane markers, no potholes. \_\_\_\_\_ says, if you think operating a boat under the influence of alcohol is safer than drinking and driving, you could be dead wrong. For safety's sake, on your next boating outing, pick a designated boat operator - a sober skipper.

\_\_\_\_\_ reminds you that drinking and operating a boat is just as dangerous as drinking and driving a car. Alcohol reduces your ability to observe and react to what's happening around your \_\_\_\_\_ reminds you to practice common sense safety at the helm.

\_\_\_\_\_ reminds you that to get the most out of your outing on the boat, be sure to follow the rules of safe boating - including courtesy. Be sure your boat has the proper safety equipment and that it's in good working order. Boating is great fun. \_\_\_\_\_ says, Don't let carelessness spoil the fun.

Here's a sobering statistic for boaters from \_\_\_\_\_: More than half of all boating fatalities involve alcohol. \_\_\_\_\_ says, Don't drink and boat. The helm is not the place for a "drunken sailor."

\_\_\_\_\_ reminds boaters that high performance boats demand responsive, high performance skippers. A skipper who is not sharp, alert, and prepared to react to sudden emergencies could cause a sad ending to any enjoyable day. \_\_\_\_\_ says, Boater, please think before you drink.

## FLAG DAY (June 14)

[day] is Flag Day. It's a special day, set aside to pay special honor to the flag of the United States and all it stands for.

\_\_\_\_\_ urges you to fly the flag on Flag Day to honor the men and women of this community who fought and died so the flag might fly in freedom. On Flag Day, [day], \_\_\_\_\_ says, "Show you're true to the red, white and blue." Fly the flag!

\_\_\_\_\_ urges you to "Show you're true to the red, white and blue." Fly the flag on Flag Day, [day]. Remember, millions of men and women have fought and died so the flag might fly in freedom.

\_\_\_\_\_ says, show you care! Fly the flag on Flay Day, [day].

The original flag, adopted by the Continental Congress, flew first on June 14, 1777. It had 13 stars. The present 50-star flag first flew on July 4, 1960, when Hawaii became a state.

\_\_\_\_\_ reminds you that [day], Flag Day, is the birthday of the stars and stripes. \_\_\_\_\_ urges you to fly the flag on Flag Day.

\_\_\_\_\_ reminds you that it is easy to take for granted the freedom and opportunity we enjoy in the United States. It is too easy to forget the sacrifices that have kept our flag flying in freedom. \_\_\_\_\_ asks you to join them in showing that you remember and appreciate American freedom. On [day], \_\_\_\_\_ urges you to fly the flag.

\_\_\_\_\_ reminds you that the flag is a symbol of the sacrifices made to maintain our freedom as American citizens. It deserves respect. When handling the flag, never let it touch the ground. When it flies with other flags, it should enjoy the place of honor above them. \_\_\_\_\_ reminds you that [day] is the birthday of the American flag - Flag Day. Fly the flag.

America is still the greatest land of all. \_\_\_\_\_ reminds you that our flag is a symbol of that greatness, and the sacrifices that have made it so. \_\_\_\_\_ reminds you that [day] is Flag Day - a good time to remember. A time to give thanks. Fly the flag. Let everyone know that your heart beats true for the red, white and blue.

It's easy to take for granted the good things we enjoy as American citizens. It is easy to forget those who have sacrificed to give those things to us and those who follow. The flag is a reminder. \_\_\_\_\_ urges you to show you care. Fly the flag on Flag Day. \_\_\_\_\_ reminds you that Flag Day is the birthday of the stars and stripes. Show your appreciation for the things for which it stands.

## STATION OF THE MONTH: ONE OF A KIND???

When Madison County's WEKY, Richmond, Kentucky got into financial trouble, it was purchased by Bob Spradlin, owner of WKXO AM/FM in the county's other city, Berea. "It's part of the consolidation that's going on in the radio business," Spradlin says.

"Less than a year after acquiring WEKY," he continues, "we're still experimenting, trying to get the most out of this. We're exploring new ground, so a lot of it is by trial and error. There's more error than I'd like right now."

Both the AM/FM combo and stand-alone AM WEKY are on satellite much of the day. WKXO AM/FM carries a satellite-delivered Modern Country format. WEKY carries a satellite-delivered Adult Contemporary format. Both operations carry heavy local news and community involvement features.

"Both operations have a good history of serving their local markets." Richmond, a university town, has a population of about 25,000. Berea has a population of 8,500. The county has a population of 50,000. There is a competing AM/FM combination in Richmond. The market lies 25 miles south of Lexington. "There's a lot of competition for listeners and advertisers from the big Lexington stations."

There is one innovation, undertaken since the merger, that seems to be a winner. What may be the only morning show of its kind in the country is getting enough local attention that the county's daily newspaper recently devoted an entire page to it.

Spradlin, watching the success of morning teams on large market stations, had wanted to do one for a number of years, "but, the economics of small market radio didn't seem to justify it on one station." When he acquired WEKY, he decided to give it a try.

"Both stations had good morning men, so I decided that rather than forcing listeners to make a choice, we'd put them together." The result is the "Morning Mix."

Newsman Michael Bryant and disc jockey Rich Middleton operate out of the WEKY studios at Richmond. A second disc jockey, Kyle Sowers, is 13 miles away at the WKXO AM/FM studios at Berea. The commercials on the two stations are different as is the music.

Through careful planning and scheduling, "the three-man morning team" offers listeners a combined flow of jokes, games, and local color, but the music is Adult Contemporary on WEKY and Modern Country on FM.

The three morning team members admit they thought the idea "was off the wall" when it was first proposed, but now that it's been

on the air for several months, all agree it's a great idea. As Sowers says, "It's a lot more fun than opening up by yourself."

Sowers believes the real winners are the listeners. "All three of us have other duties at the stations. Those duties take us out into communities all over the county. Three bodies are bound to come into contact with more people and more happenings than just one. Really, there isn't much going on around here that we miss."

From a business standpoint, Spradlin believes that keeping each operation on its own format during the special programming is necessary. "With so many stations, people tune into your station for their favorite kind of music. You can't afford to disappoint them."

Another consideration is running the WEKY ads and the WKXO ads on the individual stations. "We sell advertisers on the distinctive audience to each of the formats. I want to stay away from combo selling. More often than not, you end up with two operations and only one billing. That doesn't make much business sense."

After 40 years in the small market radio business, Spradlin sees the biggest challenge now as the rating system - "the small size of the sample in small markets, particularly those under the umbrella of a large market. The chains and the franchises, which are taking so many dollars out of town, are not good radio advertisers. When they do advertise, they most often make their buying decisions, as they say, 'by the book.' When you point out the shortcomings of 'the book,' they don't disagree, but it's easy. The matter is not important enough to warrant the extra time and effort that understanding the local stations requires."

Spradlin believes the future of his operation, and others like it, is dependent on taking advantage of the technology available to operate with a few good people. "It also means consolidation like we've done here in Madison County. I think you also have to do a lot of things inexpensively and look for things you can do inexpensively to get attention - like our Morning Mix. Despite all those glowing figures coming out of RAB, the McCann-Erickson Advertising Volume Report (SMRNewsletter May 12, 1994) shows that last year radio got only 6.8% of all advertising - no better than when I got into this business - although there are three times as many stations. In any town in the United States, the biggest businesses are not good radio advertisers - or radio advertisers at all."

About buying another station in the same community, Spradlin says, "It's not perfect, but you'll be better off than you were."

---

THE SMALL MARKET RADIO NEWSLETTER IS PUBLISHED WEEKLY BY JAY MITCHELL ASSOCIATES, INC., AND MAILED FIRST CLASS TO SUBSCRIBERS IN ALL 50 STATES, U.S. POSSESSIONS AND CANADA. SUBSCRIPTION RATES: 1 YEAR \$109; 26 WEEKS \$57; 13 WEEKS \$33. ADDRESS: P. O. BOX 1285, FAIRFIELD, IA 52556. PHONE: 515-472-4087 • FAX 515-472-6457.

---

# Small Market Radio Newsletter

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor: Bob Doll  
Associate Editor:  
Lori Morgan

Published by  
Jay Mitchell Associates  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
515-472-6457  
CompuServe 73627,2120

Subscription rates:  
1 Year - \$109  
26 Weeks - \$57  
13 Weeks - \$33

Copyright © 1994  
Jay Mitchell Associates  
All rights reserved

IN OUR 12TH YEAR

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS  
CORRECTION  
REQUESTED

ISSN 1074-0082

VOLUME XII - Issue #1 - May 26, 1994

**RAB REVISES DUES STRUCTURE** to a system that will be based on a station's gross revenues. Each station will be categorized into one of twelve revenue classifications. The new dues structure is effectively immediately for new members; existing members will convert to the new structure the first of next year.

**FCC NOMINEES WIN COMMITTEE APPROVAL.** Susan Ness and Rachelle Chong were approved by the Senate Commerce Committee by voice votes with no dissenters. The full Senate will vote on their nominations within the next few weeks.

**SPECTRUM ROYALTY PROPOSAL DRAWS BIG INDUSTRY GUNS.** The NAB has sent a letter to all members of the Congressional committees deliberating the GATT treaty, the international trade agreement producing the shortfall to be made up by the increased taxes on broadcasters. The letter, from NAB Executive VP/Government Relations Jim May, says that the spectrum royalty plan is "an ill-conceived and unfair tax on broadcasters ... Unless this proposal is dropped out of the implementation package for GATT, we will have little alternative but to oppose ratification of the treaty itself."

**KIDS' RADIO LISTENING MEASURED.** Arbitron and the Children's Satellite Network have released results from a pilot study measuring the radio listening habits of 2-11 year olds. The study was conducted in the Minneapolis metro area from October 7 to November 3, 1993. Of those surveyed, 91% listen to the radio and spent an average of 7 hours a week listening. Peak listening hours are Monday-Friday 3 p.m. to 7 p.m. and Saturday-Sunday 10 a.m. to 3 p.m. The children listened to, in order of preference, AC, CHR/Top 40, AOR, Country, Children's Format, Oldies, News/Talk, and "Other."

**MARCONI ENTRY KITS** should have now been received by all NAB member stations. Entry deadline is June 13. For more information, call B. J. Cohen at 202-775-3510.

AT THE FCC

NEW STATIONS (Granted):

FLORIDA (Ponte Vedra Beach) Emision de Radio Balmaseda, 106.5,  
3000w, 328'  
IOWA (Audubon) Stephen O. Meredith, 96.5, 100,000w, 522'  
MISSISSIPPI (Union) Double B Broadcasting, 104.1, 50,000w, 492'  
WISCONSIN (Kaukauna) 103.1 Partnership, 103.1, 25,000w, 325'

AMENDMENTS TO THE FM TABLE (Proposed):

IOWA (Muscatine) new, 93.1 A  
MINNESOTA (Roseau) new, 103.5 C2  
OHIO (Richwood) (CP), to 104.3 B1 from A  
SOUTH CAROLINA (Bamberg) WWBD, to 95.7 A from 92.1 A

AMENDMENT TO THE FM TABLE (Granted):

MONTANA (Butte) new, to 106.9 A from 91.5 A

REPORTED SILENT:

FLORIDA (Port St. Joe-Panama) WMTO, 93.5  
KANSAS (El Dorado-Wichita) KSRX, 1360

FORMERLY SILENT:

ILLINOIS (Morris) WCFL, 104.7  
NEW YORK (Corinth-Glens Falls) WZZM-FM, 93.5

- Courtesy M Street Journal

**KING OUT, BRENNER IN.** After 16 years, Larry King is giving up his radio program. Comedian David Brenner will replace him on the afternoon Westwood One program; WW1 plans a radio simulcast of CNN's "Larry King Live" evening show. The changes will take place after May 27, the date of King's last afternoon radio broadcast.

**PRE-PRODUCED HOOKS INCLUDED WITH NEW CD SERVICE.** Broadcast Programming has announced its "Chartbreakers" weekly hit CD contains pre-produced musical hooks for CHR, AC, Country and AOR formats. As an introductory offer, BP is providing the service for four weeks at no charge. For more information, call 1-800-426-9082, or fax 206-441-6582.

**NEW AC/SMOOTH JAZZ FORMAT** is being introduced by Target Radio Satellite Networks. "theLyte" is available satellite-delivered either twenty-four hours a day or in selected dayparts. For information, call 1-800-843-5983.

**ABC COMPLETES HEADQUARTERS MOVE TO DALLAS** with the relocation of finance, research and information services. Top executives will either remain in New York or split their time between New York and Dallas. The network will move its NYC offices out of the Cap Cities/ABC building to another midtown location, but the radio news operations will stay in that building.

MONEY PAGE - THE BEST OF THE BEST SALES & PROMOTION IDEAS

For our 11th Anniversary Issue, we present a special two-page round-up of some of the best ideas from the pages of SMRN ...

**"NEW RESIDENT MAILER"** - Source of new resident lists can be the local electric utilities, which obviously have to "turn on the juice." The mailer gives newcomers information about the community, services and programming on the station, and coupons for new comers, which are sold by the station.

**"FINANCIAL QUESTION BOX"** - Listeners can get answers about financial questions by visiting the main office or a branch office of a local bank. At each location there's a box where questions can be placed for an answer by the bank president on a weekly financial information program.

**"YOU NAME THE STARS"** - Sold to a movie rental outlet, listeners "call to win." The caller is asked to identify the voices of the stars of a movie being featured at the store. The voices are recorded from the movie audio. Correct answers win a free movie rental from the store.

**"WAKE UP CALL"** - Morning show listeners register to win a "Wake Up Call." Registration blank says "Call me at [time]." Listener specifies time and lists his/her name, address, phone number, occupation. Station makes calls at specified times. Allow six rings. Prize can be small. Sell it to a grocery store which also supplies a pound of a featured coffee.

**"SPEAK THE WORD"** - Deejay puts 2 listeners on the air. The first is told "the word." He then engages the second caller in a conversation of 60 seconds or less. If he gets caller #2 to speak the word in conversation, both get a prize.

**"STUMP THE STAFF"** - Listeners call in with a question, any question. The station staff answers the question. If the staff can't, the station awards a certificate for a free pizza.

**"MUSIC MENU"** - In conjunction with your favorite local drive-thru fast food restaurant, put together the (call letters/business name) Music Menu giveaway. A printed menu insert, picked up at the restaurant or stuffed in every bag of food over a 2-week period, contains a list of the special songs that will air each of the selected hours for the next month. When the listener hears the "song of the day from the \_\_\_\_\_/WXXX Music Menu," they win a prize if they are the first caller.

**"FARM FIELD DAYS"** - Stage this one day event with your local County Agent's Office. The event takes place on a farm where modern farming techniques are in use. Serve lunch. The station

broadcasts from the farm throughout the day. Farmers and farm experts are interviewed along with agri-business people who sponsor the broadcast.

**"PARKING TICKETS"** - When you spot a vehicle bearing your bumper sticker, place a "Parking Ticket" under the wiper. The listener takes the ticket to the station for a prize.

**"MEDICAL TIPS"** - A local hospital sponsors one-minute daily medical advice features, presented by local medical officials.

**"FANTASY FOURSOME"** - On each of a station's two afternoon drive-time sports shows, two members of the foursome are named, for example, "Jack Nicklaus and Gary Player." The other two are given on the other sports show. On the following morning, on the morning drive-time sports show, the sportscaster asks for listeners to, "Name yesterday's Fantasy Foursome. If you are correct and are the Nth caller, you'll win \_\_\_\_\_." For the prize, how about 18 holes of golf at an area golf course?

**"PROMO POSTCARDS"** - This can be a good door-opener for non-traditional advertisers. Mail out a postcard with an attractive graphic on the "picture" side, saying, "General Hospital and WXXX suggest seat belts - a healthy habit for you and your family." Tie it into an on-air ad campaign.

**"METER MAN"** - Have a station staff member don a colorful costume and run around town putting coins in meters which have expired. He also puts a card under the windshield, of course, telling the car owner that the WXXX Meter Man (or Woman) saved the day. Advertiser tie-in: the card states that the WXXX Meter Person is a service of \_\_\_\_\_; on-air promos mention the sponsor; sponsor participation is part of a long-term ad contract.

**"MIXED-UP TOWN"** - Mix up the letters of a town name to form a new (usually nonsense) word that you give, and spell, on the air. Listeners try to unscramble the word, identify the town and win a prize. Could be an excellent door-opener in those towns, or a way of getting some add-on business.

**"MOBILE UNIT"** - If you do a lot of remotes and use vans, try adding a not-so-traditional unit - a golf cart outfitted with remote broadcast gear called the WXXX "Broadcast Buggy" (for example). It is able to go anywhere, is a real attention-getter, is economical to operate and maintain.

**"PUTT FOR PRIZES"** - Decorate your miniature golf course to look like a PGA course. Have categories for men, women, boys and girls. Have a station personality emcee the event and provide a station tee shirt for each entrant. Tie-in local sporting goods stores and beverage bottlers.



## SALES - TWO LISTS

In the first month of operation - back in 1983 - Bob printed two "15" lists for salespeople that remain relevant to this day:

### 15 Mistakes Radio Salespeople Make

1. Not asking for the order. Most radio salespeople do not ask for the order on every call.
2. Forgetting that anybody can say "No," but only a few people can say "Yes." Call on the right person.
3. Not selling radio first and then selling your station. If the customer doesn't like radio, he or she won't buy your station - or any other station.
4. Giving up too quickly. Don't give up too soon. Few sales are made on the first call.
5. Coming back with the same pitch. Present new ideas. Let the customer say "No" to your ideas, not to your station.
6. Not finding the customer's "buy button." He or she has one!
7. Talking when you should be listening. Give the customer a chance to say "Yes."
8. Forgetting the rest of the team. Don't try to be a star - ask for help from the rest of the station.
9. Using "Just passing by" as an opener. Every busy person hates this statement. Have a reason for every call.
10. Forgetting the law of attrition. Even in good times, the average business loses 20% of its customers every year.
11. Ignoring your customer's customers. Talk about them!
12. Neglecting available facts and figures - sales tools like those provided by the RAB.
13. Rationalizing away sales failures - finding excuses for why the customer didn't buy that are not the real reasons.
14. Saying "But my market is different" or "It won't work in my town." Any idea can be adapted to your type of station and market.
15. Forgetting that most radio advertising is sold between 9 a.m. and 11 a.m. GET OUT EARLY!

## 15 Things a Radio Salesperson Should Remember

1. Always drink less than your prospect. Don't drink at all if possible. Don't smoke unless he does. Wear a clean shirt every day.
2. Be kind to the people in traffic and production. They work harder for you when you are.
3. Never leave copy or a spec tape with a client. Why do you think the waitress takes away the menu as soon as you've ordered?
4. You're a salesperson, not Hemingway. If the prospect doesn't like the commercial - even if you're sure it would murder Dick Orkin - don't fight him or her. It's his or her dough, and he or she has a right to an opinion.
5. Get back to trouble fast. Tomorrow it might be twins!
6. Get all agreements in writing.
7. Don't gamble on the prospect's sense of humor. He or she usually won't have a lot when it comes to his or her livelihood.
8. Don't guess. When you don't know, say you don't know. Reach for the rate card. Call the manager - that's one of the reasons he or she is there.
9. Keep a record of time spent in front of customers. It will surprise you how little time you spend eyeball to eyeball each week.
10. Call on two new customers daily. It will really pay off!
11. Get to your customers early. Do your clerical duties in the afternoon when things are slow.
12. Know everything about your competitors - but never talk about them.
13. Always be enthusiastic about what you are selling. And practice empathy.
14. A good salesperson is not afraid to make cold calls. That's how they get warmed up.
15. Remember, there is far less to fear from outside competition than from inside inefficiency.  
- Eddie Allgood, Danville, VA (both lists)

## THE BEST OF THE FIRST LAST WORDS

Here is a collection of the wit and wisdom of Bob Doll in the first year of SMRN publication. "The more things change ..."

Some of my broker, consulting-engineering and broadcaster friends did a bit of "crystal ball gazing" on the likely impact of 80/90. Here's the general (though not unanimous) feeling:

1. There will be a loss of secondary coverage by stations now on the air.
2. Relief for many daytimers will come on the new table.
3. Still more relief as more drop-ins become possible as many holders of B and C channels in small markets elect to have their classification changed rather than spend \$100,000-300,000 to meet minimums.
4. Long, tough, expensive struggles for new channels in major and medium markets.
5. Some opportunities in small towns which will get their first assigned channel - but not many. There just aren't that many "good" towns where there isn't at least one local radio station.

- June 9, 1983

One of the newest additions to our office supplies here at the Small Market Radio Newsletter is a magnifying glass. We're using it to locate many of the towns for which AM and FM radio licenses are being sought ...

- July 7, 1983

How many times did you have a potential customer say about a station, "I grew up with it." In recent years, stations have gotten away from "block programming" part of the day to the local high school students. The idea of programming a "consistent" format no doubt is the right one; but 10 or 15 years from now, who will the bright, young members of your business and civic community have "grown up with"?

- August 18, 1983

Unlike newspapers, television and major market radio, "Small Market Radio" is a business of individual owner-operator entrepreneurs. Only about 10% of all stations in markets under 25,000 are group owned.

Of the stations we have profiled, we have found many different approaches to serving the public and showing a profit, but there is one thing they all have in common: operators with intelligence who like what they're doing.

- December 1, 1983

A very good Ohio small market broadcaster says, "There are limits to what customers are likely to spend. Unless promotions or specials produce extra income, they generally do nothing more than reduce the bottom line. Think! Don't give away your profit."

Good thinking - but, "If you don't promote, a terrible thing happens: NOTHING."  
- January 12, 1984

"On Page 1 of this week's SMRNewsletter we listed the states where legislation has been introduced to curb or eliminate the broadcast advertising of beer, wine and other alcoholic beverages on radio and television. I know we have subscribers on both sides of the issue of drinking. That really isn't the question. The question is, Is it right to ban the advertising of products which are sold legally, and in some cases forbid such advertising on the broadcast media while allowing it to continue in print?  
- February 2, 1984

When the chain-restaurant people held a conference in Miami Beach recently; the theme was "Join the Winners."

Coca-Cola President Donald Keough, with tongue in cheek, told those assembled "How to Lose":

"If you want to lose, don't take any risks. Be content with what you have and who you are. Always ask yourself what the company founder would have done, and rely totally on research and experts rather than on your own knowledge and intuition.

Once you have a formula of success, never change it. Hide your mistakes and keep all responsibility diffused. Search for your people's weaknesses, and be more concerned with status than service."  
- April 5, 1984

Our suppliers, like radio people themselves, seem to come and go. A firm with a good idea is quickly replaced by a firm with a better idea. That is one of the things that keeps this business so interesting.  
- April 26, 1984

We, like many of you, have mixed emotions about the NAB convention. As the convention has grown to gigantic size and seems to be overwhelmed by television, we sincerely miss the conventions of the Sixties. The total attendance then was around 6,000 - one-fifth the present 30,000.

Many of our subscribers, who run profitable stations, say they cannot justify the time and expense to make the trip. Many opt for the smaller all-radio NRBA convention.  
- May 10, 1984

#### THE LAST WORD

On behalf of Bob, Lori and our many friends, a heartfelt thanks to our subscribers old and new for making it possible to enter our twelfth year of publication with subscriptions and advertising at all-time highs. As the old saying goes, "If you like what we're doing, tell your friends; if you don't, tell us."

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS  
CORRECTION  
REQUESTED

ISSN 1074-0082

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor: Bob Doll  
Associate Editor:  
Lori Morgan

Published by  
Jay Mitchell Associates  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription rates:  
1 Year - \$109  
26 Weeks - \$57  
13 Weeks - \$33

Copyright © 1994  
Jay Mitchell Associates  
All rights reserved

IN OUR 12TH YEAR

VOLUME XII - Issue #2 - June 2, 1994

**APRIL STRONG FOR RADIO** with 9% growth in combined local and national spot sales, according to RAB's radio revenue index. Local radio fared consistently well across the country, while national spot was spottier - higher in the Southeast and Southwest, level in other regions.

**FCC CHAIRMAN HUNTS FOR MORE MONEY.** Reed Hundt is looking for another \$21 million in his budget, bringing the 1995 total to \$188 million - over 12% more than the \$167 million previously requested.

**BROADCAST LOANS FROM THE SBA** are on the way, if and when the so-called "Opinion Molder" rules - prohibiting government-backed loans to broadcast stations - are repealed. The NAB estimates that 90% of all radio stations could be eligible for SBA loans after the rules repeal, which could happen as early as this fall.

**GEORGIA STATION SLAPPED WITH \$5000 FINE** for failing to notify a caller that he was on the air. WMOG, Brunswick, GA called a local elementary school principal to get reaction to a news story about the school. But the principal was transferred on to a live talk show without being notified he was on the air live.

**G. GORDON LIDDY AND JIM HIGHTOWER TO DEBATE** national and broadcast issues during the NAB Radio Show in Los Angeles, October 14. The session is called "The Right and Left of Talk Radio: Liddy vs. Hightower."

**FCC EXTENDS EEO NOTICE OF INQUIRY DEADLINE** to June 13. The FCC is examining several areas, including EEO requirements for small market broadcasters.

**DAILY NEWSPAPER READERSHIP DECLINED** in 1993, according to the Newspaper Association of America. Total daily circulation was below 60 million - just under 62% of all adults. Meanwhile, RAB figures indicate that 77% of all adults listen to radio every day.

AT THE FCC

NEW STATIONS (Granted):

PENNSYLVANIA (Galeton) WKYN, Inc., 100.7, 14,500w, 430'

NEW STATIONS (Applied For):

TEXAS (Midland) Jerry L. Birden, 95.1, 3000w, 89'

WISCONSIN (Balsam Lake) Lakeside Broadcasting, Inc., 104.9,  
25,000w, 328'

(Balsam Lake) Lightwood Broadcasting Co., 104.9, 25,000w,  
328'

AMENDMENTS TO THE FM TABLE (Granted):

ARIZONA (Wickenburg) KMEQ, to 94.1 C3 from 93.7 A

MISSOURI (Ashland) KBXR, to 106.1 C1 from C2

(Monroe City) KDAM, to 107.5 A from 106.3 A

(Rolla) KQMX, to 97.5 A from application for 106.3 A

AMENDMENTS TO THE FM TABLE (Proposed):

HAWAII (Lihue Kauai) new, 98.1 C

SOUTH DAKOTA (Flandreau) new, 107.9 C3

REPORTED SILENT:

HAWAII (Honolulu) KULA, 1460

KENTUCKY (Munfordville) WLOC-FM, 102.3

(Munfordville) WLOC, 1150

MISSISSIPPI (Hattiesburg) WHSY, 1230

(Hattiesburg) WHSY-FM, 104.5

FORMERLY SILENT:

ALABAMA (Pepperell) WTLM, 910

FLORIDA (Fernandina Beach) WQAI, 1570

MICHIGAN (Grand Rapids) WLAV, 1340

- Courtesy M Street Journal

**CBS ADDS DAILY BUSINESS FEATURE** to replace "Marshall Loeb on Business." The new one-minute program is "The New Economy," hosted by Fortune Managing Editor Walter Klechel. Marshall Loeb will continue to produce "Your Dollars" for the network.

**"FLUSH RUSH" BOYCOTT BACKFIRES** for a citizens group in Santa Cruz, CA. For six months the group has been encouraging local residents to boycott sponsors of Rush Limbaugh's show (carried on local station KSCO) through a flier listing all the sponsors. Since the boycott began, no advertisers have bailed, but four new ones have signed up.

**CO-OP PROGRAM ANNOUNCED** by the National Model Railroad Association with its 9th annual "Hobby Shop Christmas Rebate Promotion." For more information, call 713-784-5560.

MONEY PAGE - SALES & PROMOTION IDEAS

July Business Opportunities include the following businesses, whose sales in the month are above average:

Appliance Stores	Hotels/Motels
Auto Dealers (New Domestic)	Lawn & Garden Stores
Auto Dealers (New Import)	Mobile Home Dealers
Auto Parts Stores	Movie Theaters
Beer	Real Estate (New Houses)
Bridal Market	Real Estate (Resale Houses)
Building Supply Dealers	Restaurants
Fast Food	Supermarkets
Hardware Stores	

- RAB's Top 40 Business Survey

July Promotional Opportunities - Events & Holidays

Months

National Ice Cream Month  
National Recreation and Parks Month  
National Tennis Month  
Baked Beans Month  
Hot Dog Month

Weeks

July 4-10 - Freedom Week  
July 10-16 - National Therapeutic Recreation Week  
July 17-23 - Space Week

Days

July 1 - Battle of Gettysburg Anniversary (1863)  
July 3 - August 15 - Dog Days of Summer  
July 3 - First U.S. Bank to Open Anniversary (1819)  
July 4 - Independence Day  
July 4 - Leona Helmsley's Birthday (1920)  
July 4 - Geraldo Rivera's Birthday (1943)  
July 4 - Neil Simon's Birthday (1927)  
July 6 - Major League Baseball All-Star Game Anniversary (1933)  
July 11 - 2000 Days Before The Year 2000  
July 17 - National Ice Cream Day  
July 28 - Singing Telegram Anniversary (1933)  
July 28 - Jacqueline Kennedy Onassis' Birthday (1929)  
July 30 - Paul Anka's Birthday (1941)

**Made in America Music Montage.** KDAO, Marshalltown, IA ran a montage of ten songs featuring patriotic words like "America," "USA," etc. Listeners identify the songs to win prizes. KDAO used sponsor locations for entries, but phone-ins would work, too.

## SALES - "SALES ARE DOWN, CUT THE BUDGET"

The unenlightened always see advertising as nothing more than an expense. And easily expendible when times get tough. But it's only a matter of time until that catches up with you.

Studies conducted during seven recessionary periods since 1923 prove companies that keep advertising levels up during difficult times emerge far ahead of their competitors in terms of sales and profits. And there may be no better time to gain market share.

A recent study by Cahners Publishing and the Strategic Planning Institute analyzing more than 2,000 companies showed a direct correlation between advertising levels and share of market.

Companies that advertised at a level equal to that of their competitors had roughly a 27% market share, while those that advertised at far lower levels had only a 20% market share.

But companies that advertised at significantly higher levels had a market share of 43% - indicating that when you stop advertising, you lose market share. And recapturing it almost always costs far more than maintaining normal ad levels.

Desperate times call for desperate measures. But a financial strategy that leaves out advertising will eventually blow up in your face.

- AAAA, in BrandWeek, 5/23/94

### 25-54 Facts

Statistics on this key demo from The Interep Radio Store:

- More than 108 million Americans are aged 25-54.
- 25-54 households represent 68% of all household income (\$2.4 trillion).
- 25-54 adults control nearly 65% of all discretionary income.
- Three subgroups of the 25-54 demo have different lifestyles: 25-34s are a mix of singles and new families; 35-44s are primarily into rearing their kids as well as caring for older relatives; 45-54s are preparing for retirement and at the same time spending more money on luxury items and travel.
- The 25-34 group (41% of the 25-54 group) and the 35-44 group (36%) have the same per capita spending income, while the 45-54 group (24%) is smaller but more affluent.
- 62% of all adults 18+ who listen to radio are aged 25-54.
- The 25-34 group does 73% of the radio listening of all 25-54s. 39% of the 25-54 listening is done by the 35-44 segment. 27% is done by the 45-54 group.



## JULY FOURTH SAFETY

\_\_\_\_\_ reminds you that each 4th of July weekend, about 10,000 youngsters and adults are injured in fireworks accidents. \_\_\_\_\_ says, fireworks are not toys. They are dangerous explosives. Put safety first this 4th of July weekend.

\_\_\_\_\_ brings you these fireworks safety tips from the National Fire Protection Association: Don't let children play with fireworks. Use fireworks outdoors in clear areas away from flammable materials. Keep a bucket of water nearby for emergencies. Soak and throw away any fireworks that malfunction. \_\_\_\_\_ says, have a safe and happy 4th of July.

Shallow water dives cause many serious spinal injuries, including permanent paralysis. \_\_\_\_\_ says, know how deep the water is before you dive. The speed of a dive is only broken after the diver has gone through five or more feet of water. Check before you dive. A safe 4th of July reminder from \_\_\_\_\_.

If yardwork is in your 4th of July plans, \_\_\_\_\_ reminds you, be sure you remove wires, cans, twigs, and rocks before you use that power mower. Never mow a wet lawn. Never leave an unattended mower running. Don't refuel a running motor. \_\_\_\_\_ reminds you that 50,000 people are injured in mower accidents every year.

Planning a trip this 4th of July? \_\_\_\_\_ reminds you you're sharing the highways and roads with record numbers of travelers. Observe posted speed limits and follow safe driving rules. \_\_\_\_\_ offers best wishes for a safe, happy July 4th holiday.

If your 4th of July holiday plans include swimming, \_\_\_\_\_ reminds you to check carefully for underwater rocks, stumps, and other obstructions. \_\_\_\_\_ says, a little caution can save you from a painful accident.

The lakes and streams will be crowded with boaters this 4th of July holiday. \_\_\_\_\_ urges you to follow the rules of safe boating - including courtesy. Be sure your boat has the proper safety equipment in good working order. Don't miss the boat! \_\_\_\_\_ says, make sure you take safety aboard.

\_\_\_\_\_ reminds you that traffic will be heavy this 4th of July holiday. Start early. Make sure your tank is always at least half full. Drive during daylight hours as much as possible. \_\_\_\_\_ wishes you a safe and happy holiday.

Buckle up for safety! \_\_\_\_\_ reminds you that safety belts do save lives. It takes only a second to greatly reduce the chance of serious injury or death. \_\_\_\_\_ says, enjoy a safe, happy holiday. Buckle up!

## VACATION SAFETY

\_\_\_\_\_ says, don't take a vacation from common sense. Before you leave, notify the police that you're going to be gone. Use a timer to turn lights on at night. Stop newspaper and mail delivery. \_\_\_\_\_ says, take the necessary steps before you go, to make your homecoming a happy one.

Do you have good neighbors? \_\_\_\_\_ believes they'll be glad to keep an eye on your house while you're on vacation. Tell them to watch out for people who have no reason to be there. In the event of something suspicious, ask your neighbors to report it promptly to the police. \_\_\_\_\_ believes a happy return from vacation depends on thoughtful preparations for your departure.

Here's a vacation safety tip from your friends at \_\_\_\_\_. Do not disconnect your phone. A disconnected phone is a sure sign there's nobody home. Before you leave on your vacation, turn down the loudness of the ring so it doesn't carry to the outside and let a possible intruder know there's no one answering. \_\_\_\_\_ wishes you a great vacation - and a happy return.

The following is from your friends at \_\_\_\_\_. They remind you if you're going on vacation, do not advertise your trip. Don't leave notes. Don't tell anyone except those who need to know. \_\_\_\_\_ reminds you that advertising the fact that you're going to be away might cause you to return to a burgled home.

\_\_\_\_\_ says, if you arrive home and see evidence of entry from outside, do not go in. Call the police from a neighbor's house. If you're already in and think the house has been entered, leave - then call the police from a neighbor's house. A reminder from your friends at \_\_\_\_\_.

Make sure your home doesn't look like you're on vacation. \_\_\_\_\_ reminds you that thieves like to see darkened houses with newspapers and mail piled up. \_\_\_\_\_ says, install a timer to turn on lights at night. Stop your newspaper and mail deliveries until you return. Notify the police that you'll be on vacation. A reminder from your friends at \_\_\_\_\_.

To assure yourself a great vacation, \_\_\_\_\_ suggests you plan a safe trip. Avoid long hours on the road. Plan regular breaks - every 100 miles or so. Avoid nighttime driving on unfamiliar roads. \_\_\_\_\_ wishes you a happy, safe vacation.

Before going on vacation, \_\_\_\_\_ suggests you take steps to ensure a happy return. Don't advertise your absence. If you have a phone answering machine, leave it off or retrieve your messages frequently - and don't refer to your absence on your outgoing message. This vacation safety reminder comes from \_\_\_\_\_.

## RUNNING YOUR BUSINESS BETTER: THE NUMBERS GAME

As business owners, managers and students, we learn to rely on financial statements to measure our results and chart our company's future.

And the proliferation of business computers and automated accounting systems has made it possible for almost every business to produce endless combinations of numbers and ratios and seemingly accurate financial statements.

But it is easy to forget that the numbers on financial statements are only a historical summary of many non-financial decisions and activities.

No, you can't throw out your financial statements. The banker needs them; the tax man needs them, and you need them too. But financial statements alone are not enough. It is possible that you may be counting what is easy to count, and not considering what really counts. You may be confusing precision with understanding.

The fact is, you need additional real-time and leading indicators that describe how your company works and how well it is working.

Each business is unique and has its own particular set of financial and non-financial vital signs. Think of the non-financial numbers as "measures" of operating success.

Operating numbers are the result of formulas that you determine will allow you to keep your finger on the pulse of your business. Operating numbers are both sensitive and timely. That means they tell you about the right things while there is still time to take corrective action. These operating numbers are your radar that signal impending trouble in time for you to change your company's course.

Where do these measures come from? Usually from your own experience and common sense; rarely from your financials. Business owners call it "smelling the numbers." Ask other leaders in your industry which numbers they watch.

Almost all operating measures are ratios that measure one result relative to another. Ratios express relationships. You do not need many of them; perhaps eight to ten that you calculate yourself.

Develop a list of numbers you would like to see every day, week, or month that are relevant to the success of your business, e.g.:

- Sales calls per week

- New customers relative to existing customers to measure marketing success
- Number of customers who made purchases per day
- Number of customers who made purchases for the month and year to date
- Purchase orders divided by inquiries as a measure of sales performance
- Average size of each purchase
- Units ordered
- Order backlog
- Days from order to delivery
- Units shipped per week

Create a chart that highlights the most important information and update the chart continuously; that way you see trends and can make dynamic comparisons against past performance. You also can plan production and staffing going forward. It shouldn't take more than ten or fifteen minutes a week, and you'll gain tremendous insight and control over your company.

An example is a manufacturer who weighs scrap produced daily at each work station. Pounds of scrap are then divided by the number of units produced to get an almost instant indicator of a machine operator's efficiency.

Financial statements might show a decline in sales, or worse, hide the issue - because the conventional numbers might illustrate a decline in the rate of sales growth.

Much of the information utilized to generate "measures" is not in your computer system or is troublesome to extract. Therefore, you have to think of the information you will need to help you manage your company better. Draw upon your own experience and common sense. Ask your people in the field. Hand written worksheets and memos usually can catch the needed key numbers. Review these "measures" weekly, or daily, as appropriate; make your review part of your weekly routine.

The "measures" only suggest the existence of a problem. It is management's job to spot the problem, find the cause, and correct it. These "measures" will help you and your employees focus on the right areas and take timely and corrective action.

Like most ratios, the "measures" should not be cast in stone. They are only tools to help manage better. Over time, your business may change and your measures' value as a management tool may change as well. Don't hesitate to develop new relationships - "measures" that help you observe areas which are important to your business.

- George M. Dawson, The Small Business Advisor, January 1994

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS  
CORRECTION  
REQUESTED

ISSN 1074-0082

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor: Bob Doll  
Associate Editor:  
Lori Morgan

Published by  
Jay Mitchell Associates  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription rates:  
1 Year - \$109  
26 Weeks - \$57  
13 Weeks - \$33

Copyright © 1994  
Jay Mitchell Associates  
All rights reserved

IN OUR 12TH YEAR

VOLUME XII - Issue #3 - June 9, 1994

**AT THE NAB JOINT BOARD MEETING**, Wayne Vriesman of Tribune Broadcasting Company was elected Joint Board Chairman. Eddie Fritts was re-elected President and CEO, and Kenneth Almgren was elected Secretary-Treasurer. Vriesman emphasized the need for unity to build a better future for the industry. Fritts stressed that telecommunications is changing the industry; that the NAB must find new ways of better serving its members; and that the public interest standard is one of the industry's most serious issues. The board also passed a resolution stating their opposition to spectrum royalty fees and urging the Administration to withdraw them.

**NAB AWASH IN ALCOHOL PSAs** collected during the defeat of the beer/wine warning-label legislation. NAB received so much material that they have compiled a booklet of the best drug and alcohol abuse PSAs. This free booklet will be available at the NAB Radio Show in October. If you submitted a PSA and do not wish to have it included in the booklet, please notify Allison Buck at 202-429-5449.

**BUSINESS IS UPBEAT ABOUT BUSINESS**, according to the May issue of Fortune magazine. More than 80% of the executives surveyed say their own sales are "good" or "very good" right now. That fact is causing them to be more aggressive about capital improvements in their business - and about advertising.

**NAB RADIO BOARD MOVES** include Douglas Williams, KWOX-FM, Woodward, OK, elected chairman. Richard Ferguson, NewCity Communications, Bridgeport, CT was elected vice chair.

**SONY AND WARNER TO OFFER SERIES OF 24-HOUR TURNKEY NETWORKS** and long-form syndicated programs. Sony Software and Warner Music Group will name their new joint venture SW Networks. SW plans to expand into other media as well.

AT THE FCC

NEW STATIONS (Applied For):

KANSAS (Kingman) Bott Communications, Inc., 94.3, 50,000w, 492'  
MISSISSIPPI (Mound Bayou) Mound Bayou Radio, 102.1, 500w, 85'  
NORTH CAROLINA (Norlinda) Robert Norwood Carver, 94.3, 6000w,  
115'

NEW STATIONS (Granted):

KANSAS (Silver Lake) Richard F. Bott II, 92.5, 6000w, 328'  
TEXAS (Littlefield) 21st Century Radio Ventures, 95.5, 25,000w,  
115'

REPORTED SILENT:

CALIFORNIA (Lenwood) KGXY, 96.9  
FLORIDA (Ocala) WTMC, 1290

FORMERLY SILENT:

NEW YORK (Copenhagen) WWLF-FM, 106.7  
NORTH CAROLINA (Charlotte) WCNV, 1480  
VIRGINIA (Norfolk) WZAM, 1110

- Courtesy M Street Journal

Beware the Promopax Scam

Several stations around the country participated in an Indy 500 promotion with a company called Promopax (aka Promo West, Island Promotion West, and Island Promotions). The stations were promised Indy tickets, hotel accommodations, transportation, tickets to the parade and tickets to a Promopax party.

The night before winners were to leave, station GMs received a fax saying, "Promopax, not having sufficient funds to cover the hotel rooms ... the hotel has agreed to accept your credit card via phone from you for the payment." The fax went on to say, "We promise you repayment no later than June 7th."

One station contacted its winners, explained the situation, and gave them alternative prizes. Other stations were not that lucky. We heard reports of winners flying down and having no hotel, no tickets, and nobody to tell them what happened.

There have been similar reports about Promopax's Superbowl and NCAA promotions. The lawyer for Promopax cites "financial problems" for why the promotions never panned out. He said that Promopax has no money to pay anyone; he is urging them to file Chapter 7 bankruptcy.

Promopax is still around, and will be doing three more promotions in upcoming months: Playboy Jazz Festival in June, Baseball All-Stars in July, and Brickyard 400 in August. Beware! [M Street]

## MONEY PAGE - SALES & PROMOTION IDEAS

**Mystery Business.** Listeners guess the identity of a business based on clues run on the air. Clues contain information about

Adjacent cross streets

- A building on the same side of the street
- Colors
- Types of businesses surrounding the business (this could open up other advertising opportunities)
- Store initials
- Store hours
- Years or months in business

The first listener to show up at the business and ask, "Are you the WXXX Mystery Business?" wins something from that business.

Run the promotion with a different business every day. At the end, have the daily winners compete in a Grand Finale Search to guess an area landmark. During the Grand Finale Search, only the finalists get the clues. Either have them call in every 15 minutes to get a new clue, or have each subsequent clue at the location pointed to by the last clue. The finalists can be put on the air from time to time to check on their progress. [Howard Rosen Promotions]

**Baby Expo.** Do an annual Baby Expo dedicated to goods and services for Mom, Dad, kids, parents-to-be and others. Sponsors can include diaper services, day care centers, clothing stores and furniture stores. Games and activities include the Baby Crawl-Off and a fashion show for mom and kids.

The Expo can be a great forum for educational tips and information, too - like a Safe Baby Village demonstrating various safety and child-proofing ideas from local hospitals, clinics and other experts.

Distribute coupons and gift certificates at the Expo. Attendees receive product samples and prizes, and are entered in drawings.

**Donut Man.** A local bakery wanted to call attention to its homemade doughnuts, so listeners were invited to send in postcards requesting a visit by "Donut Man," the caped crusader who delivers donuts to six local businesses every Wednesday morning.

Donut Man gives live reports from the road between deliveries, telling listeners where he is going, relating donut facts (number of doughnuts consumed each year, the origin of doughnuts, and so on), and gives quick promos for the bakery.

## SALES - MAKING THE NUMBERS GAME WORK FOR YOU

In our last issue of SMRN we featured an article about "leading indicators" to monitor how well a business is doing. In radio, there are certain such numbers we can monitor from day to day:

- Number of qualified sales calls
- Number of discovery calls (diagnostic interviews)
- Number of calls on new prospects
- Number of written presentations made
- Number of calls resulting in sales
- Amount of sales written
- Number of spec spots presented

It is a good idea to set goals and monitor them on a daily or weekly basis.

There are two reasons this makes sense:

1. The goals are easier to conceptualize and deal with.
2. The goals "reset" each day or week - minimizing the demotivating effects of a slump, and the tendency to slack off after a couple of big hits.

If a salesperson's goal is, say, \$100,000 for the year, that becomes \$2,000 per week (based on a 50-week year) or \$400 per day (based on a five-day week). The salesperson can thus have the intention every day of selling \$400 worth of advertising - and, as any top salesperson will say, the intention makes the difference between achieving and not achieving the goal.

Other goals can be established and monitored the same way. The thing to remember is that these numbers are not top-down edicts; they are arrived at cooperatively between the salesperson and the manager, and are designed primarily to help the salesperson achieve his or her personal goals.

Using a couple of numbers we can easily predict how many calls a salesperson needs to make in order to hit a weekly goal. Divide the number of qualified sales calls made in an average week into the number of dollars written in an average week to arrive at the average number of dollars per call. For example, \$2,000 in weekly sales divided by 20 calls equals \$100 per call. If that salesperson wishes to improve his or her performance to \$3,000 in weekly sales, the number of calls should be increased to 30 (3,000 divided by 100).

On the following pages we offer forms that can help your radio business keep track of meaningful "leading indicators." Feel free to reprint them or adapt them to your needs!





**WEEKLY SALES SUMMARY**

ACCOUNT EXECUTIVE \_\_\_\_\_ WEEK OF \_\_\_\_\_

DAY	TOTAL PROPOSED	TOTAL WRITTEN (A)	TOTALS FOR CALL TYPES						TOTAL QUAL. CALLS (B)	TOTAL NUMBER OF HITS (C)	TOTAL BATTING AVG (C ÷ B)
			PP	P	FU	S	C	NC			
MONDAY											
TUESDAY											
WEDNESDAY											
THURSDAY											
FRIDAY											
SATURDAY											
TOTALS											

**WEEKLY BOX SCORE**

COMPUTATION	RESULT	COMMENTS
D. AVERAGE WRITTEN DOLLARS PER CALL (A ÷ B)	\$	
E. AVERAGE HITS PER CALL—BATTING AVG (C ÷ B)	\$	
F. AVERAGE WRITTEN DOLLARS PER HIT (A ÷ C)	\$	

**GOAL-PERFORMANCE COMPUTATION**

COMPUTATION	RESULT	COMMENTS
G. NEXT WEEK'S GOAL	\$	
H. AVERAGE WRITTEN DOLLARS PER CALL (D)	\$	
I. NUMBER OF CALLS NEEDED TO HIT GOAL (G ÷ H)	\$	



## FROM OUR READERS

"Where can I get a pamphlet that we had a few years ago telling what I disk jockey should know in order to receive a broadcast license?"

"Number two, do you have any information as to where I can buy, borrow or steal a large stand-up wheel for running a game for sponsors or for a charity?"

- Gormon Collins, Sr., WDOC, Prestonsburg, KY - 606-886-2338

"Do you have any leads on leasing companies that handle broadcast equipment?"

- Bill Withers, KHME, Winona, MN - Fax 507-454-1463

## ABOUT THIS & THAT

**Omnia Special.** The Omnia Group does psychological profiles of current and prospective employees. At \$90 per profile, many of our clients and readers find it to be a good investment. Some time ago we became an official Omnia representative to earn a 10% discount we could pass along. Now, as a one-time, one-customer offer, Omnia will do a profile for \$50. Only one reader can take advantage of this, so if you are interested, contact Lori Morgan at 515-472-4087.

**Radio Makes Noise** in two publications recently. There were upbeat feature articles in American Demographics (May 1994) and Advertising Age (May 9, 1994). The lead on the Ad-Age piece was, "Americans are listening to radio more, reinforcing advertisers' commitment to the fast-growing \$9.5 billion industry." In American Demographics, it was noted that "Americans now demand unlimited access to radio, just as they assume that all houses have electricity. Radio has 'become part of the culture,'" says Gary Fries, president of the Radio Advertising Bureau.

**Do we practice what we preach?** Yes, says Dan Latham, WBEX/WKKJ, Chillicothe, OH: "When radio people look at their promotion budgets as a percentage of their gross, usually the figure is around one or two percent, tops. Yet we are out there every day asking our clients to invest four or five percent, which makes us look like we're not practicing what we preach. But if we include the value of our own air time - the best advertising medium available - I'll bet that figure is more like six to eight percent. Rather than being ashamed of our promotion budgets, we can hold our heads high."

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS  
CORRECTION  
REQUESTED

ISSN 1074-0082

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor: Bob Doll  
Associate Editor:  
Lori Morgan

Published by  
Jay Mitchell Associates  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription rates:  
1 Year - \$109  
26 Weeks - \$57  
13 Weeks - \$33

Copyright © 1994  
Jay Mitchell Associates  
All rights reserved

IN OUR 12TH YEAR

VOLUME XII - Issue #4 - June 16, 1994

**RADIO ACHIEVES FIRST-EVER BILLION-DOLLAR MONTH**  
according to unofficial spot-check by Radio  
Business Report.

**FCC LICENSE FEES TO INCREASE IN MID-JULY**, thirty days after the Federal Register is published. These cost-of-regulation fees are not the spectrum tax. These fees cost \$200-900 per year, depending on a station's classification; the due dates for AM and FM fees will change, also. The application and transfer fees will rise 14.8% from existing figures, the first such increase since 1989.

**FCC APPROVES INVESTMENT IN DIRECT-TO-THE-LISTENER DAB SYSTEM** proposed by Satellite CD Radio. The NAB opposed the FCC's approval of the proposal, which allows CD to sell stock for a service which has yet to be authorized by the FCC. The NAB would like to see the FCC accept in-band DAB before approving direct satellite DAB.

**GATT SPECTRUM TAX MUST NOT PASS!** The NAB urges all broadcasters to contact lawmakers to oppose this legislation, and to express their opposition to the White House, specifically OMB Director Leon Panetta. We should also contact members of the House Ways & Means and Senate Finance Committees, since discussions have begun in those bodies.

**WOMEN AND MINORITIES WELL REPRESENTED** in the broadcast industry, according to a statement by the NAB to the FCC. FCC data indicates that women make up 87% of the available industry labor-force, 75% in decision-making and management positions. Minorities make up 80% of the labor-force, 55% in leadership positions. These figures are in contrast to those used by FCC Chairman Reed Hundt in his AWRT speech last week; he said that women account for less than 40% of broadcast employees. The NAB believes there is no need to expand EEO requirements, and argued that small market broadcasters should be given special consideration in meeting the requirements.

AT THE FCC

NEW STATIONS (Granted):

WISCONSIN (Three Lakes) Northwoods Broadcasting, Inc., 93.7,  
50,000w, 305'

AMENDMENTS TO THE FM TABLE (Proposed):

ALABAMA (Cordova) WFFN, to 95.3 A from 92.5 A

REPORTED SILENT:

CALIFORNIA (Quincy) KQNC, 102.1

MASSACHUSETTS (S. Yarmouth) WOCN-FM, 103.9

- Courtesy M Street Journal

**RELAXATION OF OWNERSHIP RULES OPPOSED** by FCC's Small Business Advisory Council. The SBAC wants the FCC to keep its present rules, saying that it is too busy getting Personal Communication Services (PCS) minority set-asides to evaluate proposals to increase minority station ownership through economic incentives to non-minorities.

**A RADIO IN EVERY COMPUTER.** The NAB Radio Board wants regulation requiring PCs and networks to receive AM and FM signals. In other actions, the board will push for in-band, on-channel DAB upon completion of system testing later this year; and the board will pursue RBDS systems.

**ABC DROPS AMERICAN TOP 40.** The network will not renew Shadoc Stevens's contract, but the show will still be distributed internationally by Radio Express. Meanwhile, ABC is picking up the rights to Rick Dees's "Weekly Top 40" in a long-term, multi-million-dollar deal. The contract involves stepped-up international distribution of "WT40" as well as the development of a Dees-hosted AC countdown show.

**SPEAKING OF RICK DEES,** the L.A. D.J. will host the 1994 Marconi Awards October 15, at the end of the NAB Radio Show.

**WOODSTOCK '94 BROADCAST RIGHTS** have been acquired by MediaAmerica, Inc. The company has exclusive rights for all North American radio broadcasts and promotions. The event will be August 13-14 in Saugerties, NY. For more information, contact Lisa Valentine at 212-302-1100.

**NEW LPTV CALL SIGN RULES EAT UP LETTERS.** There will be 1,250 fewer call letters to choose from, now that the FCC has amended its rules allowing low power television stations to be issued call letters. LPTVs will be issued four-letter calls, with the suffix "LP" attached to the end (e.g., WWWW-LP).

## MONEY PAGE - SALES & PROMOTION IDEAS

Downtown Beach Party. Convert your downtown center into a beach - complete with sand - like they did in Wichita last year. It was sponsored by local media and Coors Beer to benefit the YWCA.

In addition to hundreds of tons of sand, the event featured bands (starting with a steel band to set the mood), contests, food and drink, a celebrity dunk tank, fashion shows (including one with vintage street and swim wear), tan-line bikini contest, Mr. Muscle contest and a free-style bike-riding exhibition.

The highlight of the day was a contest for building the biggest, fanciest, most creative sand castle in the time allotted. Ten corporate teams (at \$16 per team) were judged by a blue-ribbon panel of architects. Downtown businesses and others donated prizes for the winners of all the contests.

Sprinklers were used to keep people cool. Imprinted squirt guns, rattan mats and tee shirts, and beer, soda and food were available for sale. Admission was \$3, most of which went to benefit the YWCA. [Broadcast Programming]

Brain-stormers from Dean Sorenson and Jim Thompson ...

Selling community colleges. The baby boomers are beyond college age. For some time now, four-year colleges have been seeking older adult students to supplement income - and now two-year community colleges are doing so as well.

What to sell: radio's services in creating commercials that appeal to retirees, to women returning to work, and to other adults who need refresher courses. Community colleges will rush to add these services. Point out that four-year colleges didn't hesitate to advertise when their crunch began several years ago.

Rent-a-Maid. With today's lack of time in multi-earner households, it was inevitable: maid-service franchises. A uniformed team clean-sweeps your house for around \$50. There's rapid growth ahead, so check the franchisers to see whether they're operating in your city. Here are three:

- Mini Maid Service Co., 747 Shannon drive, Marietta, GA 30066 (56 franchises)
- Merri Maids Inc., 11117 Mill Valley Rd., Omaha, NE 68154 (180 franchises)
- Pop-Ins Inc., One West Park Ave., Columbiana, OH 44408 (50 franchises)

## \$ALE\$

The persistence factor. Two sales research surveys show exactly how important the persistence factor is. One found that:

- 80% of sales were made after the fifth contact.
- Salespeople who gave up after the first contact made just 2% of the sales.
- Salespeople who gave up after the second contact made just 3% of the sales.
- Salespeople who gave up after the third contact made 5% of the sales.
- Salespeople who made the fourth contact made 10% of the sales.
- Only 10% of salespeople continued past the fourth contact, and ended up with 80% of the business.

The other study found that out of 100 cold calls ...

- 50 prospects will not be available.
- 20 will ask to be called back.
- 10 will say "No" and be completely disinterested.
- 10 will want more information.
- 10 will say "Yes" and agree to see the salesperson.

If you want a bigger slice, use persistence to recall the 50 who are not available, and systematically track the 30 who ask to be called back or want more information. This can double or triple your sales productivity!

- Personal Selling Power, May/June 1994

Weekend Special. Clients agree to buy a specific one- or two-week spot schedule at the regular rate. The client receives additional promo spots on Saturday or Sunday during off times.

For example: The client purchases 50 30-second announcements over two weekends at \$7 each, or \$350 total; he/she receives 10 30-second announcements on the Saturday or Sunday of choice (let the client pick).

Show the client a calendar. And while he/she is looking at the calendar, discuss copy ideas and approaches that will sell the products and services. Every client likes something for nothing. But what he/she likes more is copy that expresses the need to sell, using copy that is well-written and to the point.

- Peter Rinaldi, K-10 News-Talk Radio, Natchez, MS

QUOTE OF THE WEEK: "People mistake value and low price, and the reality is that the consumer is smart enough to distinguish between the two. Price is a component of value, but it is only that."  
- Jeffrey Stiefler, President, American Express



## ANOTHER SCAM?

That is the question some broadcasters are asking after receiving advertising buys from an agency called Deerbrook Advertising, located in Houston, TX and Glendale, AZ. The buy was for a client named Talbert & Johnson.

The copy which accompanied the broadcast order read, "Do you need to earn extra income? Are you screened from jobs because of your age? Can't work nine to five because of your health? If you said yes to any of these, then you need to call toll-free, 24 hours, 1-800-587-7884. Full time or part time; nationwide. Your prescription for financial security is just one phone call away."

We called the 800 number in the radio ad and received a lengthy recorded sales pitch: "Earn up to \$1500 a week in a job locating people who are due HUD or FHA refunds ..." To get more information, the caller must send a stamped, self-addressed legal-size envelope and a cashier's check or money order (no personal checks) for \$19.95. The guarantee: "If within 60 days you are not earning the money stated in this message, you will receive a full refund."

We tried to contact Deerbrook Advertising in Glendale. We got a recording saying "All of our agents are busy; please leave your name and number and an agent will get back to you." (The use of the word "agent" in the message suggests that Deerbrook is not just an ad agency.)

Deerbrook's Houston number yielded the same message, except the words "everyone" and "someone" replaced "agents" and "agent."

We called the Houston Better Business Bureau (713-868-9500) and got an automated device which prompted us to key in Talbert & Johnson's 800 number. The resulting recorded message told us, "This is a work at home scheme; the bureau suggests caution, and warns that participants may be liable for mail fraud and other charges." However, when we contacted a live BBB representative, she was unable to unearth any information in her files about either Talbert & Johnson or Deerbrook Advertising.

NAB Legal recommends that when you receive a questionable order, you immediately contact the advertiser or agency; run a credit check; and require cash up front for the order. If the service advertised is a work-at-home scheme such as the one described here, it might be wise to avoid it entirely.

**PROMOPAK FOLLOW-UP.** Reader Steve Clark, WYNR, Winner, SD, also got burned on the Promopak SuperBowl promotion; he is interested in comparing notes with other readers who have had dealings with the company. Call Steve at 1-800-388-5997 or 605-842-3333.

## KOREAN CONFLICT CEASE-FIRE ANNIVERSARY (July 27)

July 27 marks the anniversary of the signing of the armistice which ended the Korean Conflict. 5 million, 720 thousand Americans served in that war. 54 thousand 246 Americans lost their lives. The members of (ORGANIZATION) ask you to join them in paying tribute to those who sacrificed to assure our nation's freedom. (ORGANIZATION) is proud of its Korean War veteran members.

It's too easy to forget the sacrifices made by men and women who served their country when American freedom was challenged. July 27 marks the anniversary of the armistice which ended the Korean Conflict. The membership of (ORGANIZATION) includes scores of Korean Conflict veterans. They're proud to have served. (ORGANIZATION) is dedicated to keeping alive the American values for which its members fought.

The United States was at peace for less than five years when the Cold War became a hot war. The United States joined its U.N. Allies in turning back aggression in Korea. Many of those who served had served in World War II just a few short years before. (ORGANIZATION) is proud to number among its members scores of Korean Veterans. Join (ORGANIZATION) in remembering the sacrifices made in the Korean Conflict - which ended on July 27.

(ORGANIZATION) believes it is too easy to take for granted the benefits we enjoy as Americans. It is easy to forget the sacrifices that have been made to make the American way of life possible. That's why (ORGANIZATION) reminds you that July 27 is the anniversary of the armistice ending the Korean War. It was the beginning of the end of Communism. (ORGANIZATION) asks you to remember those who served.

103 thousand 254 wounded. 54 thousand 246 killed. 5 million 720 thousand men and women served. Those are some of the statistics from the Korean Conflict, which took place from 1950 to 1953. July 27 marks the anniversary of the end of that war. (ORGANIZATION) is proud to number among its members many who served in the Korean Conflict. (ORGANIZATION) asks you to join them in remembering the sacrifices made, and to join with them in rededicating ourselves to the principals for which they fought.

Just five years after the conclusion of World War II, the Korean War began. In the next three years, that conflict claimed over 54 thousand victims - but their sacrifice marked the beginning of the end of Communism. On July 27 - the anniversary of the end of the Korean War - (ORGANIZATION) salutes the 5 million-plus men and women who served the cause of freedom. Join the members of (ORGANIZATION) in keeping alive the memory of the Korean War.

TRY AGAIN AND AGAIN ... AND AGAIN

At 37, Joe Jindra is five years into his third station ownership. With good humor, Joe says, "My first two ownerships were anything but super successes. I think we've got it right this time."

Joe was 25 when he bought a 500-watt daytimer in a town of 2,700 in Missouri, in the Ozarks. "The station had had six owners in its 14-year history when I bought it. I knew I could improve the programming. I was naive enough to believe that if you had good programming, business would come to you." Joe's 10 years of prior experience were limited to the "program side," starting in high school and college in a number of Kansas radio stations.

"We made the station a real part of the community. We had a local girl win the Miss Missouri competition a few months after we got there, which gave the station something to hang its hat on. After a year, things were better, but not good enough to pass up the chance to sell to get a better station in Arizona."

That was a Class IV. "We bought it by taking over a lot of obligations. I soon realized we were very under-capitalized. To make things worse, a Class C FM had been allotted to the community which made up half of our market. I quickly built the Class A CP that I'd gotten with the AM purchase - heading off the competition, but digging a deeper financial hole."

"The first four years were really tough, but we did well enough the last two that I was able to sell when the station in my hometown [Concordia, KS] came up for sale."

KNCK, a 500-watt daytimer with 54 watts at night, had gone off the air in 1954. The companion Class A FM, KCKS, had been built in 1978. They had just one owner in all their history, Bill Danenberger. For 30 years his right-hand man was Wendall Wilson. Danenberger was 79 in 1989 when he decided to sell and Wilson wanted to go into semi-retirement. "Unlike my first two acquisitions, the stations had a good reputation and - comparing their business with what I had done in Missouri and Arizona - I was sure I could improve the Concordia billings. The retail sales base was much higher."

When Jindra got to Concordia, the AM station was doing a MOR format (not a lot different from its early years). The FM was on SMN's AC format. "By this time, I'd learned that sales has to be the central focus. That meant you had to operate lean and mean inside, so that you'd have the time and resources to get outside to bring in the business."

Jindra kept the AM station's staples (local news, community shows, ministerial alliances) intact. He decided that Country

music was now "broad-appeal MOR," so he put the AM station on SMN's Country format for most of the day.

Prior to Jindra's arrival, the FM had not done much business. Jindra decided that the FM was the key to improving income. Concordia (population 6,167) is the largest town in the station's market. "In a situation like this, rates have to be low enough so that a small business can buy a lot of ads to get results. I felt we could do a lot of business, even at low rates, if we had two stations to run them on."

Joe felt that the FM station's format was out of sync with his market area. "The number of people under 35 is very small, but about 30% of the population is 35-54. We switched to SMN's Oldies and we've had good results, bringing in 'Zippo" and other satellite disc jockeys for personal appearances. It's always been very profitable, in addition to promoting the station."

Jindra has a total staff of five full time and four part time. In addition to himself (he does about 60% of the billing), he has a salesman, a bookkeeper/telemarketer, an operations manager/news director, and an engineer/evening announcer. "We carry about 500 play-by-play broadcasts a year. We need someone on live to handle that; the fact that he's a computer expert and engineer gives us an extra measure of safety."

Thanks to his previous ownership experience, Joe has "learned to move aggressively but carefully." For example, when the publisher of the area's weekly newspaper decided to cease publication, Joe hired him. "A lot of people would pass up a man in his mid-50s, but I knew he was a good salesman and had a lot of friends. As a bonus, I made him the host of our 7:30 a.m. talk show. He knows so many people, he's improved the guest list and handles it well. It has also been a great entree in making sales calls."

Joe is building his out-of-town business in two ways: His AM is carrying Rush Limbaugh, "the only station in 60 miles. His views match the views of many of the small-town business people in the area. He's an easy sell, and the customers get good results."

The second out-of-town business-builder is "Community of the Month." Salesman Dallas Nading interviews community leaders; the interviews are edited into 30-second vignettes which are combined with 30-second ads for the participating businesses.

When he's getting the interview, Dallas also asks each person to make a statement about "our town being the KNCK/KCKS 'Community of the Month.'" Those brief statements are made part of an audio tape Dallas uses in making the presentations for \$140, \$96, and \$48 packages. "We've got it priced so anybody can afford it," Joe says, "something I've learned by trial and error - mostly trial."

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS  
CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
1 Year - \$109  
26 Weeks - \$57  
13 Weeks - \$33

Copyright © 1994  
Jay Mitchell Associates  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue # 5 - June 23, 1994

**PROMOPAX FOLLOW-UP.** Reader Jim Miller, WHFB, Benton Harbor, MI, has told us about another name being used by Promopax: "World Events." World Events sent Jim's station a promotions bulletin called "StarPower," promoting a summer concert series. The 800 number for World Events and for Promopax is the same. Because of the negative experiences other broadcasters have had with Promopax, we urge extreme caution with this outfit!

**TALK NETWORK TO DEBUT JULY 4.** The new network is called Your Talk Authority Radio Network, and will feature programs like "Sleepless on the Bay," "Fax and Sax," and "The Nick Ashton Show." For more information, call Dan Forth at 212-764-0505.

**FCC TO ALLOW OTHER PAYMENT METHODS FOR BROADCASTERS,** according to Radio & Records. Broadcasters will be able to pay user fees, and other fees, by bank wire, credit card, and other electronic payment methods using FCC Form 159. Fees must be paid by August 10 for FM's, September 2 for AM's. Here are the new FCC regulatory fees:

Station Type	Fee
<b>FM Stations</b>	
Class C, C1, C2, B	\$900
Class C3, B1, A	\$600
Construction Permits	\$500
<b>AM Stations</b>	
Class A Full-time	\$900
Class B Full-time	\$500
Class C Full-time	\$200
Class D Daytime	\$250
Construction Permits	\$100
Broadcast Auxiliary	\$25

AT THE FCC

NEW STATIONS (Granted):

NEW YORK (Mexico) Tia A. Soliday, 103.9, 3000w, 292'  
NORTH DAKOTA (Walhalla) Norex Broadcasting, Inc., 106.7, 33,000w,  
600'

NEW STATIONS (Applied For):

ALASKA (Juneau) Dobson, et al., joint tenants, 102.7, 6000w, -  
1058'  
ARKANSAS (Monticello) P. Q. Gardner, 99.9, 3000w, 328'

AMENDMENTS TO THE FM TABLE (Granted):

MINNESOTA (Olivia) KOLV, to 100.1 A from 101.7 A  
(Sauk Rapids) WHMH-FM, to 101.7 C2 from A

AMENDMENTS TO THE FM TABLE (Proposed):

OKLAHOMA (Commerce) new, to 104.3 A from 99.7 A  
(Commerce) new, delete 99.7 A, move allotment to Neosho  
(Neosho) new, 99.7 A

REPORTED SILENT:

ALABAMA (Andalusia) WKYD, 920  
INDIANA (Battle Ground) WIIZ, 98.7  
PENNSYLVANIA (Wilkes-Barre) WYCK, 1340

FORMERLY SILENT:

TENNESSEE (Etowah) WCPH, 1220

- Courtesy M Street Journal

**SPECTRUM TAX OPPOSITION GAINS SUPPORT.** Four members of the House Ways and Means and Energy and Commerce Committees - Reps. Peter Hoagland (D-NE), Amos Houghton (R-NY), Dan Schaefer (R-CO), and John Bryant (D-TX) - have asked colleagues and the administration to look for other ways of funding the \$4.8 billion tax.

**MORNING SHOW BOOT CAMP COMING** August 18-20 at the Swissôtel in Atlanta, GA. Program Directors and morning personalities who have attended past Boot Camps say it really helps. For more information, call 404-926-7573.

**BOARD GAME FOR ON-AIR CONTESTS.** "Initial Response" from Curry games has two dials that, when spun, produce two-letter initials. Announce the initials, and award prizes to listeners who come up with famous or unique people whose initials match. For more information, contact Steve Curry at 1-800-766-9880.

**ABOUT YOUR COMPETITORS:** From a Clayton/Curtis/Cottrell study: 33.1% of the respondents discard direct mail pieces unopened; 1.3% respond; and 32.8% find direct mail intrusive.

## MONEY PAGE - SALES & PROMOTION IDEAS

We're always looking for new sources of revenue, and one that has proved very lucrative for us is nursing homes. I am on the board of one of our local homes, and every empty bed is very expensive. When we're running 95% occupied, we're in good shape - but when it dips to 90%, we take a real hit. That's where radio comes in.

One of our homes sponsors the "Hymn of the Day" every day at 10:10 a.m.; they get a sponsor intro, a close and a spot. The spot is basically public relations - the regulations in our state are pretty strict about what a nursing home can put in an ad. This has been a long-term relationship - eight years - and a very successful one for the home.

One time, before we knew any better, we advertised the home by going on the air and saying, "Hey, we've got three beds available ..." But the state took a dim view of that.

One of the homes sponsors a Christmas special every year. We do a live remote from the in-house party they do for the residents. We talk about the home, talk with the administrators, and especially talk to some residents about their family background, how long they've been there, and so on. As one home official put it, the remote is a "living history book."

During Nursing Home Week, in May, we also do remotes from the home, interviewing the administrator and staff and talking about the home.

When selling to a nursing home, the administrator will probably use the fact that they're non-profit as an objection - but all "non-profit" means is they have a special place to put the profit. They're still in business to make one!

Another objection is the price of the advertising. But both nursing homes in our area spend around \$1500-2000 a month with our three stations - because they know it's a lot less expensive than an empty room! Sometimes you need to point this out to the administrator.

On another subject: we just started broadcasting an hour-long racing program every Monday night. It's done live from a local bar, and we bring in local racing drivers, "experts" and fans to talk about the sport. We also line up phone interviews for the show. That show is worth \$2000/month to us.

- Dean Johnson, KWAT/KIXX/KDLO, Watertown, SD

Editor's Note: We welcome your stories about developing new and unusual revenue sources, so we can pass them along.

## SALES - TIMELESS TIPS & PRINCIPLES

### How To Become A Friendlier Person:

1. Don't criticize, condemn or complain.
2. Give honest, sincere appreciation.
3. Arouse in the other person an eager want.
4. Become genuinely interested in other people.
5. Smile.
6. Remember that a person's name is to him or her the sweetest and most important sound in any language.
7. Be a good listener. Encourage others to talk about themselves.
8. Talk in terms of the other person's interests.
9. Make the other person feel important - and do it sincerely.

### How To Win People To Your Way Of Thinking:

1. The only way to get the best of an argument is to avoid it.
2. Show respect for the other person's opinions. Never tell a person he or she is wrong.
3. If you are wrong, admit it quickly and emphatically.
4. Begin in a friendly way.
5. Get the other person saying "yes, yes" immediately.
6. Let the other person do a great deal of the talking.
7. Let the other person feel that the idea is his or hers.
8. Try honestly to see things from the other point of view.
9. Be sympathetic with the other person's ideas and desires.
10. Appeal to the nobler motives.
11. Dramatize your ideas.
12. Throw down a challenge.

### How To Be A Leader:

1. Begin with praise and honest appreciation.
2. Call attention to peoples' mistakes indirectly.
3. Talk about your own mistakes before criticizing another.
4. Ask questions instead of giving direct orders.
5. Let the other person save face.
6. Praise the slightest improvement and praise every improvement.
7. Give the other person a fine reputation to live up to.
8. Use encouragement. Make the fault seem easy to correct.
9. Make the other person happy about doing what you suggest.

- Dale Carnegie, How To Win Friends And Influence People

Editor's Note: This book was written in 1936, but in my opinion nobody has ever topped it. The language may be corny at times, but the principles are rock-solid.



## COUNTY FAIR - YOUTH

Fair time is always one of the fun times of the year. Get your share of the fun. \_\_\_\_\_ also suggests you take time to visit the displays that the county's youth have been working on all year. \_\_\_\_\_ knows you'll be proud of the young people when you view those projects.

Everyone has fun during fair time. \_\_\_\_\_ reminds you that no one gets more satisfaction out of the fair than the youngsters who have spent hour upon hour getting ready for this week. \_\_\_\_\_ reminds you to view the exhibits when you visit the fair. Congratulate the young folks on their success.

The county fair is full of things to do for young and old. \_\_\_\_\_ reminds you that it is also the place where young exhibitors show the results of a year of planning and hard work. \_\_\_\_\_ urges you to view the exhibits. \_\_\_\_\_ salutes our youth who have worked so hard to be ready for the fair.

\_\_\_\_\_ believes that some people are winners, but there are never any losers at the fair. \_\_\_\_\_ congratulates the young people exhibiting at this year's fair. They urge you to visit the youth exhibits at the fair. Show your support for the good things our young people are doing.

\_\_\_\_\_ knows that many young people work the year around to prepare their exhibits for show at the fair. Some will win prizes. Some will not. But all will make the fair what it really is - the great community event of the year. \_\_\_\_\_ is proud to salute the youth exhibitors at the fair.

\_\_\_\_\_ urges everyone to visit all the great youth exhibits at the fair. The young people have worked hard - many for a full year to make the fair better than ever. \_\_\_\_\_ urges you to visit the youth exhibits and congratulate the youngsters on their fair projects.

Some youngsters raise livestock. Some bake. Some have special projects. \_\_\_\_\_ believes they all bring something very special to our fair. \_\_\_\_\_ congratulates all the youngsters participating in the fair and urges everyone to view the youth exhibits.

\_\_\_\_\_ takes this opportunity to salute the people who really make the fair what it is - the young people who show at the fair. \_\_\_\_\_ urges everyone to stop by the youth exhibits. See what our young people have been doing with their time, and extend your congratulations on a job well done.

## SMALL COMMERCIAL ESTABLISHMENTS AND THE COPYRIGHT LAW

Several subscribers have called requesting information on what it takes for commercial establishments to be able to pipe in music or local radio broadcasts without requiring performing rights license. Here is some information we received from the NAB on the copyright law and the §110(5) exemption.

A license is generally required by commercial establishments that provide on-premises music as a diversion for patrons, whether the performance is live, by disk jockey, or an off-the-air broadcast. The performance can be intended as background or as a featured attraction.

Retail establishments must be licensed independently to use broadcasts as background music for customers - or they must apply for an exemption. Exemptions include religious services, teaching, state fairs, in-store record promotions, and certain nonprofit performances. It is difficult to apply the §110(5) exemption to small commercial establishments, since courts have not ruled consistently. It is best to research former court cases in your district to see how they ruled.

Small commercial establishments using a single receiver, like those commonly found in private home use, may apply for the exemption. The exemption itself is not very clear; there is debate on the definition of "commonly used private equipment" and "small."

Here are five factors used to determine exemptions:

1. No Charge - The exemption does not apply if a direct charge is made to hear radio or other music broadcasts.
2. No Further Transmission - The exemption does not apply if further public transmission of the broadcast is made. "Further transmission" means a transmission by a device or process whereby sounds are received beyond the place from which they are sent.

The courts have been inconsistent on this rule. In one case, a radio receiver was placed in the owner's private office, with concealed wires leading to three speakers in public areas. The court ruled that a further transmission had happened. However, another court determined that running wires is not a further transmission unless a device or process is used to enhance the normal limits of the receiver.

The physical layout of the establishment and the placement

of the receiver and speakers can be important in determining a further transmission. By limiting the coverage area of the speakers and by placing the receiver and speakers in the same room improves the risk of exemption disqualification.

3. Small Size Area - The §110(5) exemption was designed for small commercial establishments. There is no space limitation in the Copyright Act, and court rulings based on square footage have been inconsistent.
4. Equipment of a Kind Commonly Used In Private Homes - It is hard to define "commonly used equipment." In one case, an expert witness testified that a receiver was not of a common type because it had paging capability, three sets of speaker terminals, and had the ability to drive 40 loudspeakers.
5. Ability to Afford a Music Subscription Service - Annual sales volume has been used as a measure in some courts. However, several courts have rejected the financial means criterion and have simply looked at the store's size.

Chain operations are not automatically disqualified from the exemption. Many courts look at chain stores on a store-by-store basis. However, the chain may impose a radio-usage policy on its stores.

If an upset business owner who has been contacted by ASCAP, BMI, or SESAC comes to you about performing rights licenses, make sure he or she understands that you did not contact the licensing agency and that he/she does not need a license from your station. He/she should consult legal counsel, especially in view of the contradictory rulings of the courts.

Here are the current licensing rates for retail establishments:

ASCAP - fee based on number of speakers

- Up to 3 speakers - \$136.50 per year
- Each additional speaker - \$27.50 per year
- Maximum fee - \$1,113.00 per year
- Separate rates for audiovisual uses
- Discount rates for chain operations having ten or more stores under common ownership

BMI - fee based on the number of square feet and total floors

- Up to 1500 sq. feet - \$60 per year
- 1501 to 2500 sq. feet - \$120 per year
- 2501 to 5000 sq. feet - \$240 per year
- Over 5000 sq. feet - \$480 per year

- Each floor is considered separate premises; annual fee per floor after the first is \$60 regardless of square footage
- Discount rates for chain operations with ten or more locations

SESAC - fee based on total number of square feet

- Up to 2500 sq. feet - \$40 per year
- Over 2500 sq. feet - \$80 per year

- NAB HelpFax, Document #2121

#### ABOUT THIS AND THAT

Earlier Notice. "Getting SMRN's sales and promotion ideas for the following month thirty days earlier may help with sales not being quite so pushed to take advantage of the event."

- Bill Holst, KYNT/KKYA, Yankton, SD

Editor's Note: It has been the practice since the early days of the newsletter to publish the next month's business and promotional opportunities in the first issue of the preceding month - e.g., July's opportunities were published June 2, August's will be published July 7, and so on.

We can certainly change that timetable if our readers want it. Let's hear from others on the subject!

We Should Be Heard. "When state and national people make reference to news, almost without exception they refer to the media as 'on TV or in newspapers' - when often more people get their news through radio. When you hear it, write them and tell them we're still around!"

- Bull Futterer, WAYN, Rockingham, NC

#### Seven-Point Success Formula For Solo Operators:

1. Have a dream and chase it.
2. Program your mind for success.
3. Set short term and long-term goals. Plan to accomplish them.
4. Make use of smart technology.
5. Form alliances with subcontractors and other businesses.
6. Use the brains and experiences of other people.
7. Simplify your business operations.

- Veltisezar B. Bautista, How To Build A Successful One-Person Business, Bookhaus Publishers, 810-489-8640

Do Or Die. "The things you and your staff do today may not be reflected tomorrow, but the things you don't do today will be reflected in three to six months."

- Darrell Solberg, 605-361-9923

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

VOLUME XII - Issue #6 - June 30, 1994

NATIONAL AND LOCAL RADIO REVENUE UP 12% IN MAY,  
according to RAB figures. Here's how it looks:

National		Local	
East	+23%	East	+13%
West	+9%	West	+10%
Southeast	+9%	Southeast	+14%
Midwest	+8%	Midwest	+12%
Southwest	-2%	Southwest	+13%

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

**PANEL PASSES FCC FEE INCREASE.** The House Appropriations Committee approved a budget of \$166.8 million for next fiscal year - \$21.6 million less than the \$188.4 million requested. But the panel voted to increase FCC user fees by \$21.4 million - making a total of \$116.4 million. Broadcasters and other licensees will pay 70% of the FCC's fiscal '95 budget. And the FCC may get approval for yet another \$21.4 million, to hire 251 new employees, bumping the user fee total to \$137.8 million.

**SESAC TO BASE FEES ON ACTUAL AIRPLAY** rather than approximations, using the Broadcast Data Systems tracking system to sample airplay and compute license fees on-line. SESAC will use the system first on Spanish, Country and Oldies stations.

**STATION GETS WARNING FOR POLITICAL EDITORIAL.** KMAL-FM, Malden, MO, aired an editorial about a political candidate and sent opposing candidates a tape of the editorial. KMAL thought they had given adequate equal-time information to opposing candidates by placing a notice at the end of the tape; the FCC disagreed. The station was not fined, but a notice will remain in the station's permanent record.

AT THE FCC

NEW STATIONS (Applied For):

KANSAS (Kingman) Bott Communications, Inc., 94.3, 50,000w, 492'  
MISSISSIPPI (Mound Bayou) Mound Bayou Radio, 102.1, 500w, 85'  
(Potts Camp) Olive E. Sisk, 95.9, 6000w, 328'  
NEVADA (Fallon) Sierra Nevada Christian Music, 101.3, 6000w, 248'

NEW STATIONS (Granted):

ALABAMA (Repton) McKissick Enterprises, 101.1, 4100w, 458'

AMENDMENTS TO THE FM TABLE (Proposed):

ILLINOIS (Galatia) new, 98.9 A  
LOUISIANA (Mamou) KAHK, to 101.1 C3 from A

AMENDMENTS TO THE FM TABLE (Granted):

VIRGINIA (Chester) WDYL, to 105.7 A from 93.1 A

REPORTED SILENT:

CALIFORNIA (Carmel-Monterey) KXDC-FM, 101.7  
MICHIGAN (Grayling) WQON, 100.3

FORMERLY SILENT:

FLORIDA (Port St. Joe) WMTO, 93.5  
INDIANA (Decatur) WADM, 1540  
MICHIGAN (Bear Lake) WZTU, 100.1  
MISSOURI (Marshfield) KMRF, 1510  
NEW YORK (Herkimer-Utica) WYUT-FM, 92.7  
NORTH CAROLINA (Raeford) WMFA, 1400

- Courtesy M Street Journal

REED HUNDT AND LES BROWN TO SPEAK AT NAB RADIO SHOW in Los Angeles, October 12-15. Both Chairman Hundt and Mr. Brown are scheduled for Thursday, October 13. For more information, use NAB's free Fax-On-Demand service, 301-216-1847.

LAWYERS HAVE THE RIGHT TO ADVERTISE ON RADIO AND TV, according to the NAB in a speech made to an American Bar Association panel. Legal service advertisements is a \$126 million market for TV stations, but radio loses out because of lengthy disclaimers.

READER NEEDS HELP! Kathi Brown, KCSR, Chadron, NE needs some ideas from other readers regarding a situation she's facing: A local retailer, who bought a clothing business a year ago, is having serious cash flow problems but has plenty of inventory. KCSR would like to help him run an inventory reduction sale, and then to set him up on a payment schedule. Losing a local business isn't good for the station or the community, so KCSR wants to help. Kathi needs your input; call her at 1-800-266-4682.

MONEY PAGE - SALES & PROMOTION IDEAS

August Business Opportunities include the following businesses, whose sales in the month are above average:

Auto Dealers (New Domestic)	Hotels/Motels
Auto Dealers (New Imported)	Laundries & Dry Cleaners
Auto Dealers (Used)	Mobile Home Dealers
Auto Parts Stores	Movie Theaters
Auto Repairs	Office Supply Stores
Beer	Optical Goods Stores
Book Stores	Real Estate (New Houses)
Bridal Market	Real Estate (Resale Houses)
Building Supply Dealers	Restaurants
Camera Stores	Shoe Stores
Carpet Stores	Sporting Goods Stores
Fast Food	Supermarkets

- RAB's Top 40 Business Survey

August Promotional Opportunities - Events & Holidays

Months

American Artist Appreciation Month  
Back-To-School  
Catfish Month  
National Eye Exam Month  
National Water Quality month  
Storewide Clearances

Weeks

August 14-20 - National Recreational SCUBA Diving Week

Days

August 2 - Declaration of Independence, Official Signing  
August 3 - Tony Bennett's Birthday (1926)  
August 4 - Coast Guard Day  
August 7 - Commencement of Desert Shield Anniversary (1990)  
August 8 - Dustin Hoffman's Birthday (1937)  
August 11 - Presidential Joke Day  
August 12-20 - Little League Baseball World Series  
August 13 - Alfred Hitchcock's Birthday (1899-1980)  
August 15 - Woodstock 25th Anniversary  
August 16 - Elvis Presley Death Anniversary (1977)  
August 17 - Robert DeNiro's Birthday (1943)  
August 18 - Robert Redford's Birthday (1937)  
August 19 - National Aviation Day  
August 19 - Bill Clinton's Birthday (1946)  
August 19 - Tipper Gore's Birthday (1948)  
August 26 - First Televised Baseball Game Anniversary (1939)  
August 26 - Women's Equality Day  
August 28 - First Broadcast of Radio Commercials (1922)  
August 30 - Ted Williams's Birthday (1918)

## SALES - FROM THE TRENCHES

After three months of owning a radio station, it is gratifying to find out that some of what I've been telling clients all these years actually works ... but there is some advice I'll never give again! Here are a few of the things I've learned and taught over the years - and now I know first-hand that they work:

- No one is ever insulted when you ask for a lot of money. Gene Koehn, KNEN, Norfolk, NE reminded me of this a couple of months ago, and got me to thinking about how little we had been asking for. The point was rammed home - painfully - when we accidentally received a newspaper ad bill intended for one of our clients: the client was spending over a thousand dollars a month in one paper, while we had been timidly asking for two hundred and expecting not to get it.

In the past few weeks all of us have been using Dr. Sam Parker's three-level proposals (aggressive, moderate and conservative) - taking a deep breath and pricing even the conservative plan higher than our own comfort zone - and making sales!

- If you sell packages, you are a package station. Our station was famous for lots of low-ball packages, so it wasn't taken seriously as a primary ad medium. It is hurting our billing some, but we have eliminated any and all packages and have focused on long-term marketing partnerships - using all seven steps in the sales process and the "Sales Impact Plan" scheduling I learned from Dean Sorenson (regular advertising, every day, seven days a week, TFN, with a 13-week minimum commitment).

This, too, is working wonders; our people are getting orders - building self-confidence and station respect in the process (not to mention base billing!). Eventually we'll reintroduce "special opportunities," but carefully.

- If you don't have ideas, clients don't have budgets. At our station we have been focusing on ideas - not just copy ideas, but larger marketing concepts like positioning slogans and how to coordinate advertising with in-store efforts. Recently we sat down with a computer store owner and brainstormed a whole campaign in which the radio advertising was designed to do just one thing: generate leads for a direct-mail database.

The brainstorming session transformed the prospect from indifferent to excited. He now thinks of our station truly as "solution experts," not spot peddlers.



## PROGRAMMING NOTES

New programming on the horizon ...

- Ross Perot will debut a weekly one-hour call-in talk show beginning October 1 on WGN, Chicago. The show will be offered to other stations on a barter basis. Perot will also do a syndicated 90-second feature covering politics, social and family issues. For more information, call WGN at 312-222-4700.
- "The Working Mom on the Run" is in its second year, now carried by over 100 stations nationwide. This two-hour weekly show, hosted by Debbie Nigro, is available on a barter basis. It offers tips to parents on managing the stress of career and family. For more information, call Jeff Troncone at Sweet Talk Productions, 212-546-7118.
- Salem Radio Network presents Cal Thomas, Los Angeles Times columnist and far-right conservative, on a three-hour call-in talk show. "The Cal Thomas Show" runs Saturday night, 9 p.m. to Midnight EST beginning August 13. For information, call SRN at 214-831-1920.
- The Independent Broadcasters Network introduces "Timeless Voyager Radio," hosted by Bruce Stephen Holmes. Topics include astrology, self-development, new inventions, energy healing, UFOs, alternative health care, government conspiracies, and environmental issues. For information, call IBN at 813-563-4402.
- "The Blanquita (BQ) Cullum Radio Talk Show," by Cullum Communications, Inc., will be available on a barter basis. The show airs 3 to 6 p.m., Monday through Friday. For information, call Karen Shank at 804-675-0300.
- "The Gospel Reflections Radio Show," from KGJ Broadcasting, is a series of 2-minute profiles of Gospel music legends. For information, call 216-961-6663.

### Instant Printing Business

Blue Water Display and Packaging sells a device called the Multi-Color Printer Kit, a silk-screening device that can print onto paper, vinyl, leather, most fabrics, boxes, metal, and many other fabrics. For us in radio, that means point-of-purchase displays, banners, belts, tee shirts, entry boxes, and so on.

The kit is inexpensive - just over \$100 including instructional video. For more information, call Blue Water at 1-800-637-8303.

"ATTENTION WAL-MART SHOPPERS"  
by Jay Way, KMRN, Cameron, MO

Can the principles behind this familiar phrase be applied to radio sales? From this man's point of view, the answer is an emphatic YES! Here is the philosophy which underlies Wal-Mart's in-store public-address advertising:

1. The ads are targeted to shoppers already in the store. Wal-Mart isn't worried about missing those still looking for a parking place close to the door, shopping somewhere else or not shopping at all!
2. Wal-Mart research shows what the customer turnover is within a given time frame, depending on the time of day.
3. Wal-Mart "broadcasts" the ads many times a day, every day ... knowing that over an extended period of time, the ads will reach most of their customers.

Before analyzing how each point can apply to radio sales, let's first understand how each point relates to the others:

Wal-Mart realizes that shoppers come and go. So they target their in-store ads to those now shopping - at the "conviction" or "action" stage of the buying process.

Additionally, they understand that the ads must run on a long-term basis if they are to reach as many potential customers as possible while those customers are at the critical buying stage.

I've been preaching these same principles to my radio clients for many years (with varying degrees of success!).

Now, let's look at the above points from a radio perspective ...

Point 1: Radio advertisers should concentrate their efforts on targeting those people already at the "conviction" or "action" stage. That's why print is so successful - the shoppers are ready to buy!

Don't try to create a market; instead, concentrate on exploiting an existing market.

Point 2: We need to realize that our radio stations also have a customer (listener) turnover. Like Wal-Mart's, our turnover varies by time of day - and also by format.

If our advertisers are to reach as many of their potential

customers (our listeners) as possible, they must understand that advertising is a daily, if not hourly, process of continuous effort.

Item 3: That effort must be on a long-term basis. Most people don't go into business with the thought that they'll try it for a month or two and see if it works. They made the decision to go into business; now they need to do everything possible to make sure they made the right decision. That means a commitment to advertising on a long-term basis.

It all seems so simple. If the country's single biggest business retailer uses these concepts (albeit not on the radio), and other retailers in town cry that they're losing customers to Wal-Mart, why don't they adopt some of those proven concepts behind "Attention Wal-Mart shoppers" and use them to their advantage? Put them to use where Wal-Mart isn't using them - on your local radio station!

Of course, the process isn't guaranteed. Advertising doesn't work every single time. There are too many variables that no one - not the client, not you - has any control over. But it's hard to convince the advertiser of that when it's his or her money on the line.

Consider this:

All the Wal-Mart shoppers in the store do not collectively race to buy what they just heard on the P-A system - only those who are in the "bulls-eye" (in possible need of the product).

And the P-A misses everybody who isn't in the store to begin with. Those people won't be reached unless the store runs the ad again and again and again ... when they can be reached ... after they've found a parking spot close to the door!

Editor's Note: Jay sent us this piece with a cover letter saying, "I've used this story with clients and prospects when the opportunity presents itself, and/or I feel the time is right. I've found it to be a good example to use to get them to at least understand - if not agree - that you need to advertise to the right people at the right time with enough frequency to generate impact."

#### Quote of the Week

"The only person who likes change is a baby with a dirty diaper."  
- Peter Drucker

FROM OUR READERS

Quit Smoking. "We would like to sponsor a quit-smoking seminar. We believe it would be great P.R. and we would make money. Have any SMRNewsletter subscribers conducted such seminars or worked with hospitals, clinics or other organizations? Thank you!"

- Jerry Papenfuss, Result Radio Group, Winona, MN; 507-452-4000

Rain Gauges. "Here's an update on something KJAM Radio has done for two years that sets the station up as an accurate source of rainfall information. It also adds to the bottom line!

"We sell rain gauges that have the phrase 'When Accuracy Counts, Count on KJAM Radio' on a big oval side-panel attached to the gauge. The gauge sticks in the ground or mounts on a post and is very durable.

"We're paying \$2.37 each with our imprint in quantities of 250; we sell them for \$4.99. In the past two years we've sold 450 gauges for a net to the station of \$1183. In a community of 6200 people this is pretty good! We use the profits for a Christmas party or some other office project.

"Here is the promo we use:

"Rainfall can vary from farm to farm and yard to yard. Now you can know exactly how much rain you receive with an official KJAM rain gauge. These durable, shatter-resistant rain gauges are inexpensive and fit on a post or in the ground. The KJAM rain gauge is only \$4.99, or send an extra dollar and we'll mail one to you for just \$5.99. Stop at KJAM radio today to pick up your official KJAM rain gauge. Another shipment of rain gauges has arrived. When accuracy counts, count on KJAM Radio!

"I'd be happy to pass along information on getting the gauges; just give me a call."

- Rod Goeman, KJAM, Madison, SD; 605-256-4514

Extra Revenue. "Our hometown lost 25% of its population from 1984-1992 because of poor economy and a bad farm market. We had to find alternate sources of revenue, and one of the biggest sources was our local industries. We signed them up on annual contracts that have helped offset our retail losses and, to our surprise, they have helped promote other events during the year like Halloween, Christmas and Indy 500 promotions. They appreciated our calling on them because they felt left out, not asked to participate in Chamber or Main Street activities."

- Wayne Grabbe, KRSL, Russell, KS; 913-483-3121

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

General Manager  
KQSS FM  
P. O. Box 292  
Miami AZ 85539-0292

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #7 - July 7, 1994

**BMI PROPOSES "RATE COURT."** The licensing service has petitioned for a change in its Consent Decree to provide for a mediation body to which music users could apply if they and BMI are unable to reach agreement on license fees. Radio Music License Committee Chairman Dick Harris said that the RMLC is "delighted" to see that BMI has petitioned for the change, commenting that "The RMLC has been asking for such changes for more than 10 years in an effort to avoid the whipsaw that for many years has characterized negotiations with ASCAP and BMI for radio station licenses ... there is no doubt that we will support the idea of the creation of a rate court, though not necessarily in the fashion proposed by BMI."

**BROADBAND PERSONAL COMMUNICATIONS SERVICE AUCTION SET FOR LATE '94.** The FCC has approved rules for the bidding, which is scheduled for November or December of this year. The Commission will reserve some channels for minority bidders; however, winning minorities will be required to maintain their licenses for a minimum of five years.

**ARRAKIS OFFERS SMRN READERS GUEST PASSES** to the equipment expo at the NAB Fall show in Los Angeles. To request passes, contact Arrakis Vice President Jon Young at 303-224-2248; fax him at 303-493-1076. Mention SMRNewsletter. Supplies are limited.

**WAL-MART TO BECOME TUXEDO JUNCTION.** Through a lease agreement with NationMart, Wal-Mart will erect 850-square-foot kiosks in more than half of its Supercenters to market formal wear sales and leases, featuring designer names like After Six and Pierre Cardin. Complete tux-and-accessories packages are expected to average \$44.50. Sales opportunities include the Wal-Mart store and the local formal wear shops now facing formidable competition.

AT THE FCC

NEW STATIONS (Granted):

ARKANSAS (Humnoke) Humnoke Corporation, 101.7, 6000w, 328'

NEW STATIONS (Applied For):

ALASKA (Juneau) J.J. Dobson & C. Goss, 100.7, 6000w, -1058'

REPORTED SILENT:

KANSAS (Ottawa-Topeka) KZTO, 95.7

WYOMING (Cheyenne) KFBQ, 97.9

FORMERLY SILENT:

TENNESSEE (Bolivar) WBOL, 1560

-Courtesy M Street Journal

STATION CLASS CONVERSIONS have been a hot question lately in view of the new FCC regulatory fees. Here's a table showing the new and old classifications:

Old Classification	New Classification
I-A, I-B, I-N	A
II, II-A, II-B, II-C, III	B
IV	C
II-D, II-S, III-D, III-S	D

For further information, call the FCC Fee Hotline at 202-632-3337, or NAB Legal at 202-429-5430.

HALLOWEEN SAFETY is the theme of the "McGruff Trick or Treat Bag" from the National Crime Prevention Council. The reflective bag has space for a five-line custom message. Until September 30, the NCPC is offering a "buy-two-get-one-free" ordering incentive and a free McGruff mascot or set of McGruff coffee mugs. For more information, call 518-842-4388 or fax 1-800-995-5121.

PROGRAMMING NOTES

- Major Sports introduces "Seventh Inning Stretch," hosted by Harry Caray. The program is a 90-second feature highlighting baseball's memorable moments. For information, call Roy Simpson at 1-800-714-7200.
- People's Radio Network introduces "Sally Says," hosted by talk show host Sally Bowers. The show begins July 5, 10-11 a.m. EST. For information, call 1-800-397-8255.

## MONEY PAGE - SALES & PROMOTION IDEAS

Ideas from Dean Sorenson, Sorenson Broadcasting, Sioux Falls, SD and Jim Thompson, Greenlight Productions, Watertown, SD:

Supermarkets and bottlers are guaranteed to move product if they work together on building a Jail of Soft Drinks. Promote a live broadcast by a station personality from the supermarket or parking lot where a "jail" is built of soft drinks and cases. Your announcer makes a plea to have people come and buy the soft drinks in order to get him or her out of jail. Tie into charity.

The Shopping Spree is a proven performer for all size markets. Sell 20 to 30 advertisers a 13-week schedule and have each of them put up \$25 to \$50 in gift certificates. Listeners register at participating sponsors and listen to the station to win the spree of gift certificates. You can have daily or weekly winners and a grand prize winner at the end of the promotion.

Pumperstickers will stir interest and create revenues for your station. Work with a local fuel supplier to mail "pumperstickers" with the firm's oil bills - or make them available at convenience store locations. You can sell a fast food restaurant the reverse side of the sticker and arrange for discounts with a car wash or auto service center. Your station's "pumperpeople" cruise the streets in the sponsor's fuel truck, or on location at a convenience store, to spot pumperstickers and give free fill-ups.

Computer Conundrum. Home computing is starting to come out of its doldrums (thanks to new multimedia applications), but the trend could use a real boost - most computer sales are still to people using them for home-based businesses. Idea: sell a Great-How-to-Use-It-At-Home competition to computer stores. Find people who are fitting personal computers into their lifestyles. Contest criteria can be: "Most Ways to Use" or "Most Original Uses."

Money in Crime. Crime is a growth industry, and home-protection equipment is selling fast. Home alarm and monitoring service sales jumped from \$2.8 billion in 1984 to over \$8.8 billion in 1990. Prospects include hardware stores, and now home-security franchises - they're entering a market previously dominated by some 11,000 independent home-security dealers. Systems sell for around \$2,000, so there's good ad-budget potential.

Three emerging franchises are: Rampart Industries Inc., One Oxford Valley, Suite 317, Langhorne, PA 19047 (70 franchises); The Security Alliance Corp., 1550 N. Northwest Highway, Park Ridge, IL 60068 (64 franchises); Dynamark Security Centers Inc., 1301 Virginia Ave., Hagerstown, MD 21740 (200 franchises).

## \$ALES\$

I recently attended Chris Lytle's new seminar, "Breakthrough Selling," at the Iowa Broadcasters Association Summer Convention. Here are some pearls from Chris's excellent presentation:

### Six major changes which impact selling:

1. There are more decision-makers involved in every major purchase.
2. The sales cycles are longer (more meetings, more presentations, more decisions).
3. Random events - jarring disruptions - are hard to plan for and harder to predict.
4. Demassification - buyers want customized products and services.
5. Companies are now looking for virtual partnerships with salespeople.
6. The "product solution" is dead. Customers are buying not only the product but also the relationship with the salesperson; in almost every industry, products are indistinguishable from one company to another.

- Larry Wilson, Selling in the '90s

Price plays a small role when a salesperson brings value to a sale. "Buyers are not purchasing products, but answers to a variety of needs," says Chris Rice of Learning International.

When a salesperson and a buyer discuss needs and goals, the buyer becomes part of the process and the sale closes naturally, says Chris Hiede, executive editor for sales and marketing publications at Dartnell.

The top three reasons people buy have nothing to do with price, and relate directly to the quality of a sales force:

- 29% is business expertise and image
- 25% is dedication to the customer
- 23% is account sensitivity and guidance

It's the quality of a salesperson - his or her knowledge and his or her ability to bring added value to the sales - that converts prospects into buyers.

- "Training in Turbulent Times,"  
Sales & Marketing Management, July 1993

For more information on Chris Lytle's seminars, write Chris Lytle & Associates, 700 Regent Street, Suite 200, Madison, WI 53791-8215; call 1-800-255-9853.



## BACK TO SCHOOL SAFETY

\_\_\_\_\_ is pleased to be a part of the "Back To School Safety Crusade." If your youngsters ride the school bus, remember that there is a blind spot of ten feet around a school bus where the driver may not be able to see a child. \_\_\_\_\_ says, instruct your children not to circle close to the bus before boarding.

\_\_\_\_\_ wants this to be the safest, most successful school year ever. That's why they're bringing you this message in the "Back To School Safety Crusade." Parents, be sure your children get to the bus stop a few minutes early. While children are small, they should be accompanied by an adult - or a volunteer should be posted at the stop. A reminder from \_\_\_\_\_.

The "Back To School Safety Crusade" is on the air. \_\_\_\_\_ reminds parents that "Do as I say - not as I do" is not good advice, particularly when it comes to safety and your child. \_\_\_\_\_ says, teach him or her good safety rules by setting a good example. Let's make this a safe, successful school year.

This is the "Back To School Safety Crusade," brought to you by \_\_\_\_\_. Kids, be on the lookout for careless drivers. Many motorists aren't as alert and careful as they should be.

\_\_\_\_\_ says, follow safety rules, and watch out for drivers who don't.

\_\_\_\_\_ knows that your child is taught safety rules at school. But they believe it's even more important to teach the rules at home. During the "Back To School Safety Crusade,"

\_\_\_\_\_ says, don't just tell your children that safety is important - show them! Set a good example!

\_\_\_\_\_ reminds you that children don't always watch out for cars. Particularly before and after school, watch for children on foot and on bicycles. Join the "Back To School Safety Crusade." Join \_\_\_\_\_ and drive with extra care.

\_\_\_\_\_ brings you this "Back To School Safety Crusade" message. Many little children are going to school for the first time. Most of them don't have much experience crossing streets and watching for cars. \_\_\_\_\_ says, please, watch out for them. Make this a safe and successful school year.

When you see a school bus stopped, there are probably children on foot nearby. Never pass! \_\_\_\_\_ reminds you it's not only the right and safe thing to do - it's the law. \_\_\_\_\_ is a sponsor of the "Back To School Safety Crusade," because they want this to be the safest, most successful school year ever.

## PROGRAMMING - TELLING THE NEWS THROUGH PEOPLE

We can learn from our competitors! According to Journalism Professor Carole Rich, University of Kansas, there are four steps toward making a news story compelling:

1. Make sure the news comes through loud and clear; readers must always understand the story's news value.
2. Be sure the reader understands the timeliness of the news - why are you telling this story now?
3. Show whom the story impacts and how. Use quotes or anecdotes to evoke emotions.
4. Use the best story-telling structure to tell the news.

The last point is crucial. Reporters and editors should use the story structure that provides the most compelling telling of the news. Some stories are best told with a straightforward statement of the facts, while others can best make a point by describing how the news touches people.

Some common approaches to storytelling:

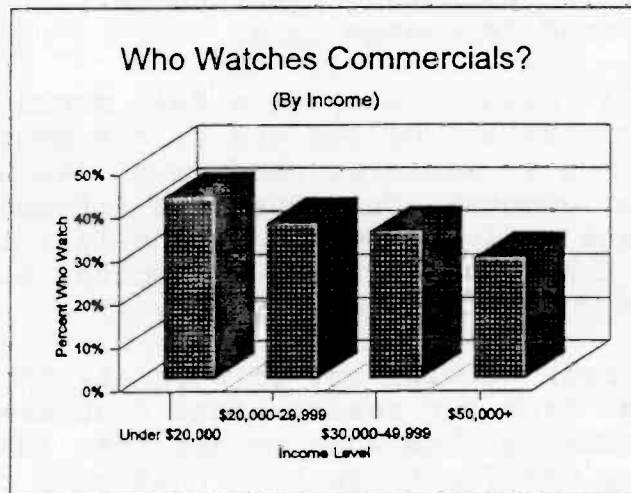
- Inverted pyramid. The old standby still works when a story is so important that the main points must be told quickly and in descending order of importance.
- Hourglass. This form is useful when there is both important news that demands a hard lead and enough chronological detail to use elements of a narrative [see below]. Begin with a summary lead and the main points. Then reconstruct the event chronologically, beginning at about the middle of the story. Try this approach for crime stories; it provides a fine way to tell the news through the words of those on the scene.
- Narrative. If there is enough dramatic action and emotion to reconstruct a story from start to finish, this form can bring a story to life. It is the hardest approach because it demands the most detailed reporting. Ask sources what they were thinking, watching, wearing, seeing, hearing and feeling.
- Block organization. Break a complex story into distinct parts and explain each one fully before advancing to the next. This approach is especially useful in project reporting.
- Radical clarity. This structure involves building background and context high in the story - often before the details of the current development are unfolded. This is useful when explaining a complex situation.
  - Editorially Speaking, Gannett Newspapers, July 1994

## ABOUT YOUR COMPETITORS: WHO WATCHES TV COMMERCIALS?

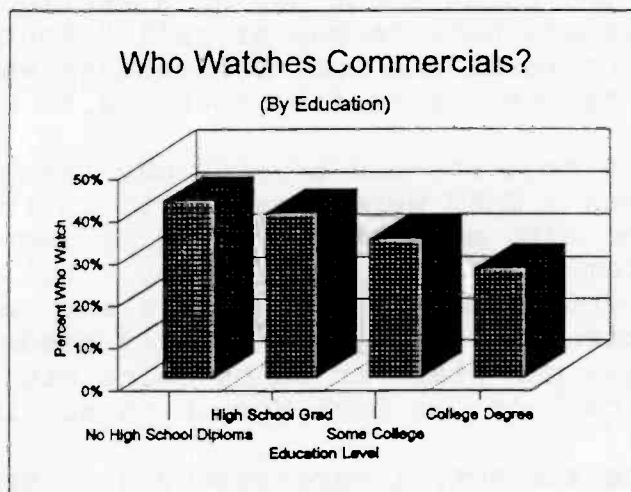
65% of TV viewers don't usually watch commercials, according to a Times-Mirror nationwide poll of 3,667 adults surveyed during January-February of this year - the year's peak viewing season.

While 35% watch commercials, 29% change channels, 18% leave the room, 7% cut the sound, and 11% engage in other activities.

The bad news for TV advertisers is that commercial viewing decreases as viewer income increases:



More "bad news" - commercial viewing also decreases as viewer education level increases:



Note that in all cases, the majority do not watch commercials!

- RAB, Radio Sales Today

## THE LAST WORD - HOUSE BUSINESS

As ever, thanks to our readers who contribute suggestions for helping SMRNewsletter better serve the small market broadcaster. Here are some things that have come up recently:

Promotion Timing. A much-suggested change would be to publish telemarketing ad messages, business opportunities, promotions and other such timely information farther in advance of when it will be used. In the past, we have published such information by or before the 15th of the month prior to when it would be used, but with more and more broadcasters planning farther ahead (apparently), we need to change this.

From now on we will plan on staying a full month ahead, publishing the information by the end of the month that is two months prior to when it would be used (e.g., we will publish in July for September events). Our "Business & Promotional Opportunities" page will now be run in the last issue of the month instead of the first issue of the month (e.g., the August opportunities ran June 30 instead of July 7).

Along the same lines, we will try to work all the promotions and other ideas we get from our readers into that same schedule instead of just running them when we get them (which is usually a month or two after the fact). We know that many readers keep their back issues of SMRN in binders for reference, but it will be easier on you if we do a bit more organizing at our end.

Ad Pages. We had an interesting suggestion from a new reader last week: "Why don't you think about having a section for used equipment that readers want to buy or sell?" Another reader requested, "You should have a spot for readers who are looking for positions or for people to fill openings."

The fact is, those requests are exactly why the "Ad Pages" in the center of each week's SMRN were created! It is true that the Ad Pages have evolved into more of a commercial section - without much of a push from our side, incidentally - but we would like to have more reader-driven ads, and the rates are very reasonable. If you have equipment or employment-related needs (or most anything else), you can place an ad by phone with your Visa or MasterCard. Just call or fax Lori Morgan to set it up.

While we're on the subject, I encourage you to browse those Ad Pages every week. In addition to the classifieds, they contain a lot of good offers from reputable small-market suppliers.

Again, thanks for your feedback. Keep it up!

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Ben Taylor  
KCBS  
P. O. Box 292  
Miami Az 85530

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #8 - July 14, 1994

SMRN SUBSCRIBER NAMED WINNER OF THE RTNDA EDWARD R. MURROW NATIONAL AWARD FOR SPOT NEWS COVERAGE. KASI, Ames, IA, won the award for its coverage of the July 1993 floods in Ames and Central Iowa. Station Owner/General Manager Betty Baudler and News Director Rich Fellingham will receive the award during the RTNDA National Convention in Los Angeles on October 12. The only other recipient of the award in the nation is KGO in San Francisco.

CONGRATULATIONS TO SMRN MARCONI NOMINEES. Here is a rundown of SMRN subscribers who are in the running for small market station of the year: KEKB-FM, Grand Junction, CO; KUOO-FM, Spirit Lake, IA; WHIZ-AM, Zanesville, OH. Balloting begins August 15, with completed ballots due September 9.

PROGRAM DIRECTOR SHARES TECHNOLOGY WITH NATIVE AMERICANS. KHME (Home 101), Winona, MN, sent PD Dave Dicke to South Dakota to share with the Dakota Sioux Native American Nation the technological advancements the station has initiated. Dicke will help Dakota Nation Broadcasting Corporation's KSWS-FM with equipment installation. KHME General Manager Bill Withers commented, "The Dakota Sioux radio station is sure to be one of the only Native American stations of its kind in the country, and Home 101 is glad to be able to collaborate on such a venture."

BROADCASTERS NOT EXEMPT FROM PERFORMANCE RIGHTS, according to recommendations made by National Information Infrastructure Working Group. Defending broadcasters, Commerce Secretary Ron Brown stated that broadcasters should not be included in performance rights legislation. NAB General Counsel/Exec VP Jeff Baumann has commented that the Administration has failed to explain why issuing broadcasters with a performance right fee should be included.

AT THE FCC

NEW STATIONS (Granted):

ILLINOIS (Fairfield) Wayne County Broadcasting Co., 105.9, 6000w,  
328'  
INDIANA (Santa Claus) T.C. Monte, Inc., 103.3, 6000w, 262'

AMENDMENTS TO THE FM TABLE (Proposed):

ALABAMA (Ider) new, 98.7 A  
ALASKA (Kasilof) new, 93.7 A  
ARIZONA (Duncan) new, 100.7 A  
VIRGINIA (Rocky Mount) WZBB, to 99.9 C3 Bassett from 99.9 C2

AMENDMENT TO THE FM TABLE (Granted):

MISSOURI (Moberly) KZZT, to 105.5 C2 from C3  
TEXAS (Denison) KTCY, to 104.9 C2 Pilot Point

REPORTED SILENT:

NEVADA (Laughlin-Las Vegas) KOWA, 870

FORMERLY SILENT:

ALABAMA (Citronelle-Mobile) WHXT, 102.1  
GEORGIA (Americus) WDEC, 1290  
TENNESSEE (Crossville) WCSV, 1490  
WEST VIRGINIA (Berkeley Springs) WCST, 1010  
WYOMING (Cheyenne) KFBQ-FM, 97.9

- Courtesy M Street Journal

PUBLIC STATION CALLS NEW FCC EEO RULES "ILLEGAL AND UNJUST."  
KUSC-FM, Los Angeles, CA is fighting a recent \$17,500 EEO fine, saying that the new standards "effectively substitute job interviews for job hirings in assessing licensee conformance." The station met FCC hiring requirements but not reporting ones.

OGDEN STATION FINED FOR AIRING COMPETITOR. A jock on KBER, Ogden, UT called a jock across town at KRSP, taped the conversation, and played parts of it on the air without informing the "victim." KBER drew a \$5000 fine for the caper; the jock who placed the call is no longer with the station.

COUNTRY RADIO BROADCASTERS TO HOLD MINI CONVENTION in Dallas, TX, August 25-27. The convention is targeting the states of Texas, Arkansas, Oklahoma and Louisiana. For information, call Dave Nichols or Dave De Bolt at 615-327-4407.

USA TALK NETWORK ANNOUNCES NEW PROGRAM, "After The Rush," two hour issue-driven talk show. The host will be "wealthy, high-tech, bleeding-heart liberal" Aaron Harber. For information, call Jack Tyson or Thomas Lion at 303-443-2626.

MONEY PAGE - SALES & PROMOTION IDEAS

September Thought Starters: This is when boating, motorcycles, lawn/garden, camping/sporting goods, barbecue-supplies, RV and swimming-pool dealers want to liquidate summer inventory. September is when car dealers push to get the last of this year's models off the lot.

September is big for fall and winter planning: storm windows, insulation, oil and heating, home and auto preparation, snow tires, fireplace and wood stove supplies, winter clothing, ski resorts, Christmas vacation and travel.

This is a "good" time for Chiropractic services - cold weather brings back pain.

Sales categories for the upcoming holidays: grocers, pumpkin vendors, greeting cards, haunted houses, costume stores, party goods, photo processing, bakeries, video.

Important categories for September and October: auto repairs, fabric and sewing stores, dry cleaners, building supplies, hardware, women's wear, book stores, optical, carpet stores, mobile home dealers, and the bridal market.

- Radio Ink

Football Widows' Club. From 5:00 to 8:30 p.m. on Monday evenings; members sign in at "Shoppers Stadium" to get a list of special offers and discounts available that evening. They can also register for prize drawings for jewelry or getaway weekends. To keep children occupied, there's a "Kids' Clubhouse" where, for \$4, kids get dinner and a movie while their moms shop.

Arts 'N' Apples Festival. Rochester, MN held a three-day art and entertainment fair sponsored by the downtown organization. Proceeds went to help a downtown arts center. Festivities included a sidewalk Chalk Art contest, gallery and pub crawls, an Art on the Town exhibit, horse-drawn carriage rides, Face Painting and Young At Art for children.

The Chalk Art contest started with the "creations" from Noon to 6 p.m. Then the art was judged and prizes awarded in three categories - Child (up to 12 years), Youth (12-17) and Adult/Family/Group.

During the Gallery Crawl, people followed a red apple trail painted on the sidewalks to visit downtown art galleries and shops. A drawing was held among all those who visited them all.

- Downtown Promotion Reporter

## SALES - THE LITTLE THINGS

No matter what else it is, radio sales is a relationship business. When two people develop a relationship based on mutual trust and affection, they naturally want to do things for one another.

In our business, it is important to cultivate relationships with our advertisers and prospects (and listeners, too - but this is the sales page, so we'll leave them out of it for now). We want to develop a mutually-beneficial working relationship with our clients, but the odds of long-term business are greatly enhanced if we also develop a personal relationship.

Developing that personal relationship is a matter of small courtesies, repeated often. How many of these "little things" do you do for your clients and prospects?

- Send a thank-you note after a visit. Tip: Have fold-over cards and envelopes printed with your logo, but hand-write the message. Thank-you note cards (and other messages) can be ordered from a variety of sources, including Day-Timers (215-266-9000), Handshake (800-634-2134), The Drawing Board (800-443-8847) and The Stationery House (800-638-3033).
- Send a birthday card and an anniversary card. Tip: Special event cards are available from the sources mentioned above.
- Attend events when you know the customer will be there - especially if the customer has a "featured role" (speaking at a luncheon, being recognized at a Chamber affair, acting in a play, etc.).
- Send flowers or a plant to commemorate an opening, a move, or a benchmark business or personal event.
- Send or drop off clippings of articles relevant to the customer's business or personal life, with a personal note. Example: After a conversation with a retailer struggling with "the Wal-Mart problem," a salesperson dropped off the three-part SMRN series on Wal-Mart.
- Send or drop off a small gift that has some relevance to the customer's life. Example: Recently I picked up some "designer" golf tees to give to a golf nut. The cost was minimal, but the thought carried great value. As you do your shopping, keep your customers' hot-buttons in mind.

What other "little things" do you do? Let us know!



## HIGH SCHOOL FOOTBALL OPENING

Fun and football - what a combination! \_\_\_\_\_ suggests you put them all together. Come out for the opening game. This is the beginning of a great season. \_\_\_\_\_ knows you'll want to be part of it.

The [team name] football team has worked hard preparing for the season that starts [game day/date]. \_\_\_\_\_ says the [team name] deserves your support. \_\_\_\_\_ urges you to support the team and have a great time doing it.

\_\_\_\_\_ urges you to come out this [game day/date]. Help the [team name] get off to a great season start. The team deserves your support ... and you deserve a night of great high school football. \_\_\_\_\_ says, we'll see you at the [team name] opening game.

The players ... the cheerleaders ... the band. They've all worked hard to make [team name] opening night one to remember. \_\_\_\_\_ hopes you'll join them in supporting [team name]. \_\_\_\_\_ believes high school sports are good for young people and the community. Give them your support.

\_\_\_\_\_ believes high school sports is a "two-fer." When you attend the game, you're in for an enjoyable evening - and you're supporting our community's young people. \_\_\_\_\_ looks forward to seeing you at the [team name] opening game, [game day/date].

\_\_\_\_\_ reminds you that the [team name]-at-home season kickoff is [game day/date]. \_\_\_\_\_ urges you to come. Enjoy the game. Support the team. It's good for the young people. It's good for the community.

It's high school football time. \_\_\_\_\_ reminds you that opening game is [game day/date]. \_\_\_\_\_ urges you to help fill the stands. Let the team know you're behind them. Good sports are an important part of a good community.

There's nothing like a crisp autumn night cheering on the [team name]. \_\_\_\_\_ believes it's one of the reasons living here in [city/area] is such a great experience. \_\_\_\_\_ invites you to meet your friends, enjoy the game, support the team.

\_\_\_\_\_ believes high school sports are important in molding young people into healthy, successful adults. That's why \_\_\_\_\_ supports high school sports. That's why they urge you to support the [team name]. Be on hand for the season opener [game day/date].

## STATION OF THE MONTH - Staying Successful in the Rust Belt

La Porte and Michigan City, Indiana are two small cities of about 25,000 each - 60 miles from Chicago and 30 miles from South Bend. There is a stand-alone full-time AM doing talk and a Class A doing Oldies. Eight miles away is Ken Coe's "short hours/high dial AM daytimer, WLOI" doing adult standards, and a companion Class A FM doing modern Country. In Ken's words, "Four stations here is just about right. I think everybody's doing well."

Since he began managing the station for his late father, Dee O. Coe, Coe has taken a different approach. "I decided immediately that the only way we could make the FM profitable was to set up a sales department separate from our AM. It seems hard to believe now, but in the early 1970s, it was the FM that was losing money. Putting that FM sales staff on the street made the FM station a real business in less than a year."

When AM radio started its well-publicized decline, Coe says, "WLOI dropped a little bit every year, then four years ago, it started to climb a little bit every year. The separate sales staff paid off again. If we'd had a combo sales staff, I'm sure the combo salespeople would have allowed it to drop faster and even deeper. That's just human nature. As it was, the AM people had a reason to work hard - and work hard to save their station, and in effect, save their jobs."

"Currently, our AM station does about one-third of what our FM station does. That's really not bad. It's only on the air half the hours or less of the 24-hour FM." (WLOI operates at 1540 KHZ - where the dominant station is KXEL, Waterloo, IA - and has no chance of getting extra hours.)

One of the reasons the WLOI/WCOE stations are doing well is the unusual way they are programmed. Both are on Satellite Music Network ("Stardust" on AM, "Country Coast to Coast" on FM), but much of the local programming is simulcast: a 6-9 a.m., 3-hour morning news/talk feature block; the 9-10 a.m. classified ads program; half-hour news blocks at Noon and 5 p.m.; and a call-in show called "Sound Off" at 12:30-1:00 p.m. and 5:30-6:00 p.m., hosted by Coe since 1972. The programs are sold separately on AM and FM.

"When we stop for commercials, the stations separate - one set of ads on AM, another on FM. It's two different stations with two different audiences. The music preferences are quite different: La Porte is an older town with a good number of moneyed people. Michigan City, on the other hand, is a younger, more blue-collar town. If I had just one station, I'd do the same non-music

programming on that one station. It just seems to make good sense to duplicate the non-music programming. We've been doing it since 1972."

Coe's stations vie for audience with all the AM stations in Chicago, "but," he says, "Chicago is in Illinois. We're in Indiana. This gives us a great advantage, even this close."

Coe says his real advantage is the fact that his two stations are located in the county seat. "People just naturally believe that the county seat stations are where to tune for local news, because most of it is made there. We have tried not to disappoint them." His 15-person staff includes two full-time newspeople.

Many of the Chicago and South Bend music FMs, among the best in the country, penetrate Coe's market. Is it wise to talk that much on FM? Coe replies, chuckling, "We've had a few program directors who used to work here that asked that same question. The answer is obvious, I think."

Coe's market was seriously impacted by the loss of 2,500 industrial jobs in La Porte alone in the mid-Eighties. Through an aggressive community effort, those jobs have now been replaced. To lessen the impact of the economic hard times, Coe took his stations into co-op in a big way, installing a Jefferson-Pilot co-op program and by hiring a co-op director (a former buyer with a regional small department store chain).

"Before we made that move, probably 10% of our customers were using co-op. Today, eight years after we started, 80% of our clients utilize co-op dollars at some time during the year. After you get it going, it's really not that hard to keep it going," Coe says.

The success of the co-op program made it possible for his station to branch out into another business. "After our co-op director got her program going, she told me she'd like to take on other responsibilities."

Since 1972, WCOE-FM had been sponsoring two weekend trips to Nashville a year. Coe decided that his station could promote more tours (like trips to Chicago for big-band shows, plays, and concerts) for the AM station, while the FM promoted trips to Branson, MO and tied into Country star appearances in Chicago, Indianapolis, and other Midwest cities. Trips to Alaska, Hawaii, Disney World, and other tourist favorites can be promoted to listeners of both stations. In the last twelve months, WLOI/WCOE promoted 36 tours. These tours contributed about 10% of the stations' net profit.

All advertising for the tours is run on WLOI/WCOE. In Coe's words, "We have never spent a dime on newspaper or other advertising." Early in the year, the stations hold a wine-and-cheese party for business people, at which the list of events for the year is passed out. There is also a quarterly mailing to trip customers (about 1,000 currently).

Coe calls the "trip business" ideal for his station: it produces extra income, but, he says, "More importantly, it forges a bond with our listeners. It makes us even more important in their lives. I'm looking for other businesses that we could blend in like the trip business."

#### THE LAST WORD: MAKE-WORK

Most of us small market broadcasters have been concerned about this FCC EEO boondoggle. It no longer matters that we hire and maintain a staff that is culturally in tune with the market - now what matters is to go through the motions to make it seem that we do.

It is a frightening concept, for it rewards "looking good," not results. And unfortunately, most of us are conditioned to get results and not worry too much about just looking good. (That may work in corporate America and in government, but not in our markets, where our very lives depend on getting the job done.)

It is also especially difficult for us small market folk, wearing many hats, to conform with all the extra paperwork and record-keeping this misguided policy entails.

So far, one station - noncommercial KUSC (see Page 2) - has loudly and strongly blasted the FCC policies. To quote from KUSC's statement to the commission, "The EEO rules contort the worthy goal of assuring equal employment opportunity into a quota system within which employment is not even a factor."

Let us fight this concept intelligently - first by keeping our own houses in order (conforming to the policy), then by supporting industry efforts to get the FCC to come to its senses.

#### SMRN READER RESPONSE

Question: What traffic and billing computer system do you use? What do you like about it? What don't you like about it? What features do you wish it had?

Please fax your reply to  
515-472-6457. Thanks!

**COMING NEXT WEEK - OUR ANNUAL SPORTS ISSUE!**

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

**ANNUAL SPORTS  
ISSUE!**

VOLUME XII - Issue #9 - July 21, 1994

**NAB TO HOLD SMALL & MEDIUM MARKET ROUNDTABLE** in Washington, D.C., November 12. The open exchange meeting is for radio managers to share strategies and ideas. Participants will have an opportunity to speak with members of NAB legal and government relations staff, and speak with the FCC's Charles Kelley, chief of the enforcement division. Larry Roberts, President/Chairman of Sunbrook Communications, will chair the event. The registration fee is \$150 for NAB members, \$300 for non-members. To register or for information, call Lori Long at 202-775-3511.

**FCC DID NOT FOLLOW PROPER PROCEDURE FOR THE FINE SCHEDULE** that was adopted back in 1991, according to a U.S. Circuit Court of Appeals. The Court ruled that a forfeiture schedule is a "substantive rule" and should have been available for comment.

**FCC EEO POLICY SHOULD BE THROWN OUT, TOO**, according to the NAB. The NAB contends that the FCC handled the new EEO policy in the same way they handled the fine schedule - with no comment process - and thus should also be rendered invalid.

**NAB ADDS MORE LICENSE RENEWAL SEMINARS.** Here is an updated schedule:

- Orlando, FL, September 22, 1994, for FL, PR, VI
- Columbus, GA, November 17, 1994, for AL, GA
- Jackson, MS, January 24, 1995, for AR, LA, MS
- Louisville, KY, March 14, 1995, for TN, KY, IN
- Toledo, OH, May 16, 1995, for OH, MI
- Chicago suburbs, July 18, 1995, for IL, WI

The seminar is free to the first person from each NAB member station, \$35 for the second, and \$50 for the third; \$300 for non-members. For information, call Christina Griffin at 202-775-3511.

AT THE FCC

NEW STATIONS (Applied For):

SOUTH DAKOTA (Winner) Midwest Radio Corporation, 98.5, 100,000w,  
426'

AMENDMENTS TO THE FM TABLE (Granted):

ALABAMA (Butler) WQGL, to 93.5 C2 from A  
(Evergreen) WPGG, to 93.3 C1 from C2  
(Jackson) WHOD-FM, to 94.5 C2 from C3  
MISSISSIPPI (Bay Springs) WIZK-FM, to 94.3 A from 93.5 A  
WISCONSIN (Brillion) WEZR, to 107.5 C3 from A

AMENDMENTS TO THE FM TABLE (Proposed):

CALIFORNIA (Garberville) KWEO (CP), to 103.7 C1 Hydesville from  
Garberville  
COLORADO (Vail) new, 95.3 A  
MINNESOTA (Collegeville) new, 99.9 A  
MISSISSIPPI (Clarksdale) new, 92.1 A  
(Grenada) new, 106.9 A  
MONTANA (Billings) new, 105.1 A  
SOUTH CAROLINA (Kiawah Island) new, to 105.5 C2 Moncks Corner to  
Kiawah Island  
(Moncks Corner) WJYQ, to 105.5 C2 from 105.3 C3  
TEXAS (Commerce) KEMM, to 103.3 A from 92.1 A  
(Fairfield) KNES, to 99.1 A from 92.1 A  
(Tyler) KDOK, to 92.1 C3 from A  
(Los Ybanez) KYMI, to 99.1 C2 from 107.9 C2  
(Odessa) KADM (CP), to 107.9 C1 from 107.7 C2

FORMERLY SILENT:

ALABAMA (Andalusia) WKYD, 920  
CALIFORNIA (Seaside-Monterey) KVRG, 107.1

- Courtesy M Street Journal

**SMALL MEDIA BUSINESSES CAN APPLY FOR SBA LOANS** as the Small Business Administration repeals its "opinion-molder" rule. Up to 75,000 small businesses may apply for the loans, for "growth, maintenance or upgrades." For information, call 1-800-827-5722.

**FCC SHUTS DOWN TWO PIRATE STATIONS** in New York City. The pirate stations were broadcasting from Queens, targeting the Haitian community. Both operators were charged with operating a radio station without a license and fined \$20,000.

**MUSIC SATELLITE NETWORK CREATES NEW DIVISION**, Word In Music Creative Services. Affiliate and non-affiliate stations can receive writing, voiceover and production work. For information, contact Sterling Tarrant at 719-531-9696.

## MONEY PAGE - SPORTS SALES & PROMOTION IDEAS

Make your sports broadcasts stand out from the crowd. If you are broadcasting sports events that are also being covered by other stations in the area, you can build in added value for your advertisers and added incentive for your listeners by running a contest during the game. The contest should require your audience to listen to the game to participate and to win. Ideas:

- Be the nth caller when the home team scores a point/touchdown/whatever.
- At the end of the game, when prompted, be the nth caller to tell the number of sacks during the game ...
- Or the number of fumbles ...
- Or the number of field goals.
- During the game, identify that game's "Magic Number" - some player's number - and then ask the listeners to call with that information toward the end of the game (or in the post-game show).
- Have listeners vote on an MVP for the game and award prizes to selected callers.
- At the beginning of the game, call and guess what the final or half-time score will be - or the number of points scored by the home team. Entrants then listen for their names during the half-time or post-game show to call and win.

I'm sure you can come up with other ideas. The point is to create ways to make your coverage more appealing. Sure, you probably have better play-by-play people ... but nothing succeeds like bribery!

Offer incentives to participating advertisers. WLRB/WKAI/WLMD in Macon, IL ran a contest to give away two Chicago Bulls jackets, using sponsor registration points, as part of their Bulls sales program. Those stations also gave away tickets to possible playoff games.

Many stations make game tickets available to participating advertisers. Others put together a bus trip, complete with refreshments, games and prizes, for advertisers and their mates.

Help draw a crowd to the game with the "[Team name] Stick-Up." Sticker every car that comes to the game, then award prizes.

## SALES - SELLING SPORTS BETTER

When you sell sports, you are selling a lot more than just radio time. Bob Shulberg, in his book, Radio Advertising: The Authoritative Handbook, tells us that you are offering your prospect ...

- A prestigious association with a community institution
- The appreciation of the fans, which translates into customer loyalty and goodwill
- A very favorable selling climate for the advertiser's message
- Excellent frequency - the message is heard by the fans over and over again
- Abnormally high ad recall (proved by research)

The radio sports audience includes higher-than-average household incomes, education levels and career achievement - about 50% higher than listeners to other forms of radio programming.

High school sports, as an advertising vehicle, associates the sports advertiser with a community institution - school loyalties and local names. In a small market, almost everyone has a personal connection to the local team.

The Sports Glut. In recent years, with increased TV and cable coverage of sports, there has developed a troubling sports overkill. This may well show up when you're presenting radio coverage of a college or pro team. When it does, point out to your prospect:

- Many people watch the game on TV with the volume turned down and listen to the play-by-play on the radio.
- On weeknights and weekends, when most sports events are broadcast on radio, around half of the male audience (the heavy sports listeners) listen away from home, in autos and elsewhere - away from television. The actual figures, from RADAR surveys:

	<u>Men</u>	<u>Women</u>
Weeknights	46.2%	22.3%
Weekends	50.7%	34.5%

[Note: More facts and figures about the radio sports listener can be found on Page 8.]



## MAKING SPORTS PROFITABLE

Sports broadcasts can be extremely profitable - or they can really chew up the bottom line! Here are some tips to increase your chances for success with sports:

Watch your costs closely. Our "Sports Estimate Sheet" (Page 6) should help you get a handle on your expenses. Other tips:

1. Set up "home and home" agreements, visitor phones, etc. with other broadcasters to avoid buying conventional phone lines.
2. Use a cordless mike or cordless telephone to cut costs.
3. Use school telephones and a coupler.
4. The more organized you are, the more money you can save. Anticipating equipment needs and what is available at each school can make a difference.

Treat the schools like your best customers. To avoid privilege fees and build goodwill:

1. Sell school officials on the fact that sports broadcasts are important benefits for team morale, as well as school spirit and interest.
2. Run on-air promos encouraging listeners to attend games.
3. Get permission to broadcast the game from each school, and follow up with Thank-You letters.
4. Inform school officials of all the things you are doing to promote their sports programs.
5. Make sure your play-by-play crew shows up neat, clean, professional and courteous.

Sell your sports programs wisely. To get the most return:

1. Use the packaging that works best for you. There are two basic ways to sell sports, and which one you use will depend on the advertiser mix in your market:
  - a. The "Booster's Club" or "Sports Club" approach - rolling lots of games, sportscasts, commercial schedules and promos into a year-long package.
  - b. The more traditional approach - four or five advertisers per game, with smaller advertisers buying the pre- and post-game shows and adjacencies.
2. Make sure that you are not merely converting more-profitable spot sales into less-profitable sports sponsorships. Ideally, sports advertising is "plus business" - extra billing from regular advertisers, or new billing from nontraditional advertisers (industry, financial institutions, service businesses, etc.).
3. Make sure your advertisers get their money's worth. In addition to them supporting the team and your broadcasts, they want to sell something. Even in group booster ads, include a ten-word sell line for each advertiser.

## SPORTS EXPENSE/REVENUE ESTIMATE SHEET

EXPENSE ITEM	VALUES	SUB-TOTALS	TOTALS
A. Station operating cost per hour [see Formulas]			
B. Length of broadcast(s) in hours			
C. Total operating costs for game(s) (A x B)			
D. Line charges			
E. Percentage of maintenance and depreciation costs of remote pickup equipment			
F. Travel expenses			
G. Percentage of maintenance and depreciation of station vehicle			
H. Broadcast rights			
I. Merchandising			
J. Advertising			
K. Announcer talent fees			
L. Network fees			
M. Profit goal			
N. Net costs (add C through M)			
O. Markup [see Formulas]			
P. Gross costs (N x O)			
Q. Sales commissions			
<b>TOTAL REVENUE REQUIRED (P + Q)</b>			

**FORMULAS:**

- A. Station operating cost per hour = annual operating expenses ÷ 365 days/year ÷ 18 hours/day
- O. Markup =  $1 \div (1 - \text{Commission})$ . Example: If your commission is 15%, the markup is  $1 \div (1 - .15) = 1 \div .85 = 1.1765$ .

**NOTES:**

---



---



---



---



---



---

## CHECKLIST FOR PLAY-BY-PLAY ANNOUNCERS

- Monday or Tuesday morning: Obtain probable starting lineup and scouting report from the coach.
- Prepare a spotting board with player name, position, weight, height, etc.
- Day or night of broadcast: Arrive at field early enough to check technical facilities and to correct any problem(s).
- Visit the locker rooms to check any last-minute player or number changes.
- Introduce yourself to officials. Tell them you are broadcasting. Ask if time-outs will be regulation 60 seconds.
- When the teams come onto the field, ask your spotter to call off the numbers. Repeat the names back to him/her.
- Drop lots of names. Keep player history and family ties on index cards - it adds to the local color. Divide the responsibility - announcer concentrates on backfield while spotter tracks line play. In addition to mentioning passers and runners, say things like, "Nice block by \_\_\_\_\_."
- Rather than filling halftime with boring (to many) statistics and analysis, take a crowd mike and pick up the band. As one broadcaster told us, "There are nine players on the field at any one time during the game, but there are 75-100 youngsters in that band." He gets the list of band members and includes the names of a dozen or so in each broadcast. By season's end, every band member has been mentioned at least once.
- A sportscaster cannot report the time and score too often. The majority of the audience is listening casually, or just tuning in "to find out how things are going."
- Get a spotter who is interested in the game and concentrates on the play. Don't get a "cheerleader" who goes to pieces when things go badly or very well for his/her favorite team.
- Instead of 30 or 60-second commercials, use :25's or :55's. There is less chance of missing play during a commercial.
- At the end of the game, clean up the press box and thank the school officials for letting you do the broadcast.
- Mention the studio board operator in the credits. If he/she isn't paying attention, the whole effort is tarnished.

- Bob Sherman

## PROFILING THE SPORTS LISTENER

### The sports listener is:

- Primarily a male 25-54
- Better educated
- More affluent
- A heavy purchaser of products and services
- A BIG consumer

### Sex

- 63% are male
- 37% are female

### Age

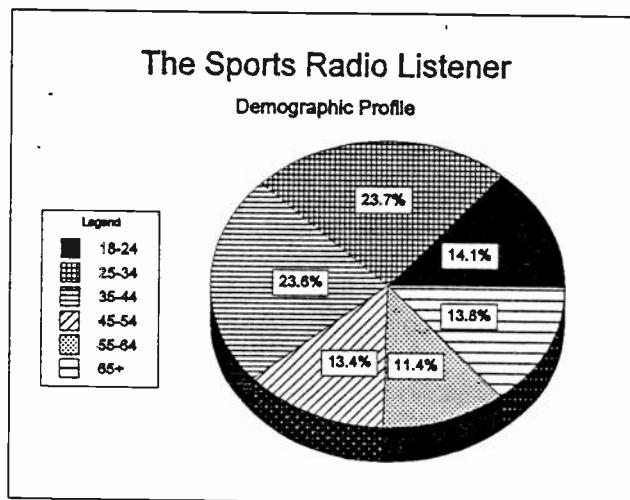
- 69% are 18-49 years of age
- 61% are 25-54
- 25% are 55-plus

### Income, education, occupation, habits

- 52% more likely to have individual incomes of \$50,000-plus
- 44% more likely to have individual incomes of \$30,000-plus
- Over 67% are employed fulltime
- Over 25% are college graduates
- Almost 25% are professionals or managers

### Sports on radio listeners ...

- Are 23% more likely to be professional
- Are 35% more likely to be in management
- Are 59% more likely to own two or more vehicles
- 71% are more likely to own a domestic vehicle
- 59% are more likely to do own auto maintenance
- Are 28% more likely to be planning a new car purchase in the next six months
- Nearly 30% own a home computer (20% higher than the national average)
- Are 42% more likely to have taken 4 or more domestic flight in the past year
- Over 18% participate in corporate decisions of \$1,000-plus
- 72% own their home
- Are 62% more likely to have bought a record or CD in the last twelve months
- Are 43% more likely to have taken a domestic vacation in the last twelve months



# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2

Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #10 - July 28, 1994

**BEWARE AM'S: THE FCC IS OUT IN FORCE.** FCC inspectors are monitoring directional and signal patterns - and issuing fines. An AM station in Denison, Texas was recently visited by a field inspector, who discovered that the station "had no disc jockey," did not change its night-time pattern, had no telephone, and no one watching the EBS receiver. A violation notice is being prepared; expect further action by the Mass Media Bureau as well.

**THE FINE PRINT.** With computers in more and more stations, it was inevitable: the FCC has issued a public notice to specify acceptable print size and layout for all filings with the Commission. All filings must be in 12-point type, double spaced, and filed on size "A4" or 8½" X 11" paper with the printed portion no larger than 6½" X 9½".

**RADIO AD LEASING DISCLOSURE ACT COULD MEAN MILLIONS IN REVENUE,** predicts the RAB. The bill, which eases disclosure requirements, has cleared the House Senate Banking Committee. Once the measure becomes law, the RAB expects auto lease advertising to increase by \$20-50 million.

**BROADCASTER SPECTRUM TAX NOT INCLUDED IN GATT PROPOSAL.** House Ways and Means Committee Chairman Sam Gibbons has given broadcasters his assurance that the industry no longer has to worry about the spectrum tax. More than 120 members of Congress have indicated their opposition to the spectrum tax. SMRN readers should contact their local lawmakers to express thanks for their support of our industry.

**FCC COMMISSIONERS BARRETT, CHONG, AND NESS ON POLICY-MAKERS PANEL,** October 14 at the NAB Radio Show in Los Angeles. Chairman Reed Hundt is scheduled to speak October 13.

AT THE FCC

AMENDMENTS TO THE FM TABLE (Proposed):

ALABAMA (Cloverdale) new, 98.7 A  
    (Pine Hill) new, 96.7 A  
CALIFORNIA (Chester) new, 107.1 A  
TEXAS (Borger) new, 106.7 A  
    (Sherman) KWSM, to 104.1 C3 Sanger from 104.1 A Sherman

AMENDMENTS TO THE FM TABLE (Granted):

MINNESOTA (Slayton) KLOH-FM, to 106.1 C2 from 103.1 A  
SOUTH DAKOTA (Madison) KJAM-FM, to 103.1 C2 from A

REPORTED SILENT:

UTAH (Tremonton-Logan) KNFL, 1470

FORMERLY SILENT:

MASSACHUSETTS (Fitchburg) WFGL, 960  
SOUTH CAROLINA (Georgetown) WLMC, 1470

- Courtesy M Street Journal

DEEJAY SUES OVER SPEECH-RELATED FIRING. A former air personality has filed a \$100,000 lawsuit against station WRFY-FM, Reading, PA, because they fired him allegedly because of his Romanian accent (he was born in Romania). Eddie Mitchell claims he was criticized and terminated for his inability to drop his accent, even with the help of a speech therapist.

RADIO REVENUES PROJECTED TO GROW 7.1%, according to figures released in the annual Communications Industry Forecast compiled by Veronis, Suhler & Associates. Total radio revenues are expected to reach \$13.2 billion by 1998. Radio should continue to grow faster than television or newspapers.

PROGRAMMING NOTES:

- Shiloah Media has a new Hot Country show, "God's Country." Shiloah says this religious show targets mainstream audiences. For information, call 615-372-3188.
- MediaStar International presents "Peter Simon's Blues Jam," a two-hour weekly syndicated blues show. For information, contact Dan Forth at 212-764-0505.
- TW Productions is offering a weekly Country radio countdown, "Country Currents." It is available for barter on a market-exclusive basis. For information, call 305-294-6064.

CORRECTION. In last week's SMRN we omitted credit for Page 8, "Profiling the Sports Listener." This excellent information is from the Katz Radio Group, provided to us by Steve Trivers, WQLR/WQSN Radio, Kalamazoo, MI. We apologize for the omission.

MONEY PAGE - SALES & PROMOTION IDEAS

September Business Opportunities include the following businesses, whose sales in the month are above average:

Auto Parts Stores	Bridal Market
Auto Repairs	Building Supply Dealers
Book Stores	Mobile Home Dealers
	- RAB's <u>Top 40 Business Survey</u>

September Promotional Opportunities - Events & Holidays

Months

Back-To-School Month  
Baby Safety Month  
Children's Eye Health and Safety Month  
Library Card Sign-Up Month  
National Chicken Month  
National Rice Month

Weeks

September 11-17 - National Housekeepers Week  
September 12-16 - National Chiropractic Week  
September 17-23 - Constitution Week  
September 18-24 - National Farm Safety Week

Days

September 1-5 - National Hot Rod Association U.S. Nationals  
September 4 - Paul Harvey Birthday (1918)  
September 5 - Labor Day (100th National Anniversary)  
September 6 - Rosh Hashanah  
September 8 - First Television Broadcast of "Star Trek" (1966)  
September 11 - National Grandparents Day  
September 16 - David Copperfield (the Magician) Birthday (1956)  
September 17 - Citizenship Day  
September 20 - Sophia Loren Birthday (1934)  
September 23 - Autumn Begins  
September 23 - Mickey Rooney Birthday (1920)  
September 24 - National Hunting and Fishing Day  
September 25 - Michael Douglas Birthday (1944)  
September 25 - Constitution Day

Offbeat celebrations: September is also "All American Breakfast Month," celebrating pork breakfast meats (contact Joe Leathers, 515-223-2600) ... "National Bed Check Month," a reminder to check our mattresses for signs of wear (The Better Sleep Council, c/o Kauffman PR, 2233 Wisconsin Avenue NW, Washington, DC 20007) ... 9/1 is "Emma Nutt Day" (the first woman telephone operator) and 9/4 is "Newspaper Carrier Day." [The Network Forty]

## SALES - CHANGING TIMES

Although the fundamentals of radio sales haven't changed, there are some things that have changed in the last few years. Being aware of those changes is important to success. Here are a few:

Diagnostic interviews. In talking with advertisers all over the country, I am told over and over again, "I am sick and tired of training salespeople for radio stations." What they mean is, they are tired of green radio sales reps walking in and saying (for the hundredth time), "Tell me about your business."

Today, the word is preparation. Do the homework on the prospect's industry before that first meeting. The RAB has every bit of information you could ever hope for, just a phone call away. Find out as much as you can about the prospect's business itself - by shopping there, asking around, looking at his or her current advertising, and so on.

Then, when you do sit down for the first time, you'll be able to speak the prospect's language - the language of his/her industry - and talk knowledgeably about his/her business. Your fact-finding ("discovery") will be on a higher level, faster: fast- and slow-moving merchandise, problem areas, budgets, and so on.

Call reporting. Filling out call reports at the end of the day yields valuable information about actions and results, but call reports are, after all, history - there is nothing we can do to change what happened that day.

Nowadays, sales people and their managers are meeting at the beginning of each day (or the evening before), in the planning process - evaluating future actions and hoped-for results at a time when refinements can be made for better success.

Prime selling time. It used to be that we all preached, "Sell in the morning, service in the afternoon"; statistics have shown that 80% or so of all sales are made between 9 a.m. and Noon.

But things have changed in our customers' lives, and that affects our selling patterns: They are cutting back on help, opening the store themselves. They have more to do to prepare for their sales day. They have taken on more enterprises, so their schedules are less predictable.

We salespeople have to adjust accordingly. Our days are less consistent, and time management is that much more important. But as long as we are making appointments and working ahead, we can still plan our sales days as efficiently as ever.



CONFESSIONS OF A TIME-BUYER  
OR HOW I LEARNED TO LOOK AT TIME-SELLERS  
FROM BEYOND THE LOOKING GLASS  
& REDISCOVERED WAYS TO MAKE IT EASIER  
TO DEAL WITH ONE ANOTHER  
by Ray H. Rosenblum

As a professional broadcaster who ran radio stations for 25 years and sold time to ad agencies for decades, then surely I ought to know how to buy radio time and even newspaper space on behalf of an ad agency, shouldn't I? So I thought, but I still learned a lot when I recently got involved in a short-term, media-buying project for a big-city ad agency. It also seems to me that both the time/space buyers and the media can find ways to make the process easier and more courteous for one another.

After all, at the least I ought to know how a radio station sales person like you feels when you don't get a phone call returned promptly, or you don't get a piece of that next ad budget.

And yet, shouldn't I, while spending some time in an agency, be able to grin and bear it when one of the agency's retail clients gets obsessed with his own direct mail pieces, angry over his competition's price-breaking newspaper insert, and vague when asked to give prompt approval of the final version of his own new radio jingle?

You do want me to believe in getting that jingle on the air immediately, with saturation schedules on all radio stations in all markets, don't you?

But then, you and the RAB really should have been there when another retailer with dozens of stores lamented that a major newspaper ad was not producing results for him, and he was going to have to put his big budget somewhere else. You might ask where could he put it? Could he put it in ... radio? It's more likely to go to, say ... junk mail. And in color. Stay tuned.

On the other hand, how would you, an eager hawker of radio time, react if you overheard a salesperson for a high-power Midwest FM station say wearily to an agency time-buyer, with no apology, "Our station is just sold out for the next month or 2."? You'd say eagerly that you'd find a way to squeeze that schedule onto your station, wouldn't you?

A few days later, I thought I was in another bad dream when a major market radio station's sales manager, enjoying high ratings, first offered and then reneged on a promotion to take merchant products in trade for on-air mentions of store and

location in a station promotional campaign. The station sales manager said the station was backing out of the barter offer to the agency and the advertiser, "because the station's programming department doesn't want to mention both the store's name and its city. Of course," he went on, "as the sales manager, I can't tell programming what to do. They do have their rules."

Could this be deja vu all over again, as Yogi said? Years ago, when I was a major market radio station sales manager, our PD, highly intelligent and worldly, insisted that the commercials, which we had worked so hard to sell, should eliminate the sponsors' addresses, "because everybody knows where the stores are anyway." I won that years-ago argument on appeal, because the station owner (and GM) had once been the sales manager.

Here's the Now-I-Thought-I'd-Heard-Everything-Department: When I, as an agency time-buyer, called on behalf of an unnamed retail client, seeking radio ad rates, the salesperson for a major Midwestern radio station told me, "I'm sorry we can't give you rates until we know who it's for." I told him that I thought that was baloney. I felt that if his response wasn't immoral or discriminatory, at least it was ridiculous. Most other station reps eagerly gave me rates and rate cards.

I have some cheering news for radio sales people: it's about those newspaper space reps, your competitors down the street, the ones we used to deride as order-takers. THEY'VE IMPROVED. They're younger and somewhat smarter than their predecessors. They will talk about circulation if one asks, but they don't give much attention to reach, penetration, frequency, or percentage of readers noticing the ad.

They actually try to sell with pitches like, "It really means a lot to us to have your company or client in our paper." They make pitches against neighboring newspapers, but without much data. Sometimes they show demographics or even present pitches against radio stations and television as developed by the print equivalent of the Radio Advertising Bureau. The bigger the newspaper, the more un-requested research they will offer and the faster they will respond when one does request zip-code analyses and demographics. When asked, most of them will try to make sure their editorial department gives an ad agency's client some free news coverage. Be aware that some newspaper ad departments on occasion cut their rates or drop some of those extra charges for spot color or for late payment. But advertisers or agencies have to ask for such discounts.

Incidentally, as a station account executive, or whatever they call you this year, you'll be pleased to know that in my years in

and around radio I have observed that more general managers and station owners come from a sales background than from programming or engineering.

You might also like my theory that good sellers of time can sell ads on any kind of programming, even organ music.

I do believe that successful radio sales people are more than just spot peddlers; they have to be idea and promotion people.

So, if your station doesn't have great ratings or can't afford to subscribe to Arbitron, be sure you present the client or the agency with a good promotional campaign, prizes, and tie-ins with other merchants.

If you as a time-salesperson are dealing with an ad agency, it will speak well for you, if you keep the agency person informed of what the client's local store is doing and how its competitors are doing. Being a source of information about your market and the retail scene makes you more than just a time peddler.

If your station is a member of the Radio Advertising Bureau, be sure you send some of that valuable RAB material to the agency - such as a profile of the type of business in question. You never know when the agency can use such relevant business data to impress its client. (I was surprised at the small number of station sales people who offered me anything from RAB's client research.)

If you can't show ratings, show testimonial letters from advertisers who got results using your station. Show lists of important advertisers on your station. If you can't sell the spots, sell the promotion. If you can't sell the steak, sell the sizzle. Remember that the agency media buyer has to have some good things (ratings, testimonials) to justify the time buy to the agency account executive and to the client.

The most important thing I've learned from my experience on the agency side of the looking-glass is that everybody should try to make the time-buying process a little easier and simpler. Let's not make it so difficult for each other. In the words of my whimsical banker friend, "Does it have to be such a business doing pleasure with you?"

Editor's Note: Ray Rosenblum is based in Pittsburgh, Pennsylvania and has been active in radio station ownership, management, consultation, evaluation, and acquisition. He has served as a media consultant to several advertising agencies. He can be reached at Box 38296, Pittsburgh, PA 15238 - phone 412-362-6311.

## ABOUT TRAFFIC & BILLING SYSTEMS

"We use the traffic and billing computer system from RDS in Perry, GA. We have been using it for about five or six years and are very happy with it. The support we receive is terrific - that is a big selling point for us.

"It's a very simply operation, user-friendly and just a great program for radio stations. It was developed by a radio owner and manager who knew what radio stations needed.

"What don't we like about it? I wish we could go in and pull out a printed sheet showing when a client advertised and when he paid, all on one sheet for, say, the last 12 months. When a client questions his account, he's expecting us to give him a print-out of what he aired, and when and how much he paid. We have to do that by hand now; it sure would be nice to have the computer do it. I've questioned Lowell Register at RDS about this but he says it would take too much hard drive space to keep all the information in storage.

"One other thing I don't like: under the heading of "Last Paid," the amount listed is the balance after the preceding invoice was paid out. That figure is always less than what the client's check was for and he doesn't understand why. We're constantly having to explain that figure and then the client looks at us with a questionable eye.

"All in all, we've been very happy with the software and would certainly recommend it to any station, especially for the support and service we get ... and with software, that's extremely important."

- Marvin Hill, WGOG AM/FM, Walhalla, SC

READER COMMENTS ABOUT SMRN: "Please keep printing possible satellite-delivered programs. I believe those individual programs will help us serve our community better."

- Jerry Papenfuss, The Result Radio Group, Winona, MN

[Attached to a Chamber of Commerce newsletter that was taped shut rather than stapled:] "See how easy it is? They mail over 700 a month!"

- Ray Saadi, KHOM, Houma, LA, "President, No Staple Society"

"The best things I like about SMRN are the first page ('radio gossip'), the Money Page, the Sales Page, and the ads. The broadcaster "spotlight" I don't care about as much as I used to."

- Bill Grady, CRMC, KVFD/KUEL, Ft. Dodge, IA

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO.MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #11 - August 4, 1994

**POSSIBLE BROADCASTER PERFORMANCE RIGHTS EXEMPTION BILL** is being drafted by Senator Orrin Hatch (R-UT) and Dianne Feinstein (D-CA). Jim May, NAB Executive VP/Government Relations, says the NAB is cautious about the measure at this point, since they have not yet seen a copy of the draft.

**FCC TO UNDERGO MASSIVE INTERNAL REORGANIZATION** according to Chairman Reed Hundt. The reorganization will involve the creation of several new divisions: a Wireless, Tel. International (same power as the Mass Media Bureau); and an "Office of Workplace Diversity" (which will deal with EEO matters).

**NEW STUDY REVEALS PATTERNS AMONG YOUNG RADIO LISTENERS.** Dr. Raymond Carroll, University of Alabama at Tuscaloosa, surveyed listeners aged 7-22 living in a market with a wide variety of AM and FM radio formats. Here are some of the findings:

- Females begin listening at age 10 and are more involved listeners.
- Males begin listening at ages 12-13.
- Radio alternatives, such as tapes and CDs, happen at about age 16, especially for boys.
- At younger ages (until age 14), African American children are more involved radio listeners than Whites, but they are also more likely to listen to radio alternatives.
- Those who liked radio also enjoyed interactive listening, solitary listening, and greater use of tapes and CDs.

The NAB Research Grants in Broadcasting Program has the full report; to receive a copy, call the NAB Library and Information Center at 202-429-5490.

AT THE FCC

NEW STATIONS (Applied For):

ILLINOIS (Mt. Sterling) Magnum Broadcasting, Inc., 106.7,  
25,000w, 328'

NEW STATIONS (Granted):

ILLINOIS (Fairbury) McLean County Broadcasters, Inc., 107.7,  
6000w, 315'

AMENDMENTS TO THE FM TABLE (Proposed):

IOWA (Spencer) KIGL, to 104.9 C2 from A  
MINNESOTA (St. James) KXAX, to 101.5 A from 104.9 A  
WASHINGTON (Elma) new, 102.1 A  
WYOMING (Casper) new, 97.3 A

REPORTED SILENT:

CALIFORNIA (Greenfield-Monterey) KSUR-FM, 99.5  
(Soledad-Monterey) KSUR, 700  
MAINE (Augusta) WMDR, 1340  
SOUTH CAROLINA (Charleston) WUJM, 1450  
(Elloree) WMNY, 1370  
(Elloree) WORG, 100.3  
(Walterboro) WALD, 1080

FORMERLY SILENT:

NEW YORK (Copenhagen-Watertown) WWLF-FM, 106.7  
TEXAS (Alamo-McAllen) KJAV, 104.9

- Courtesy M Street Journal

PROGRAMMING NOTES

- Westwood One Entertainment will broadcast a three-hour retrospective on Woodstock, hosted by Dennis Hopper. It will include music and interviews with Joe Cocker, Janis Joplin, Crosby, Stills and Nash, and many more. For information, call Laurie Peters at 310-840-4383.
- Entertainment Radio Networks has signed Ken Hamblin, columnist with The Denver Post and formerly of KNUS/Denver, to do a national talk show. For information, call 310-274-7800.
- Entertainment Radio Networks will produce and distribute an hour-long program on the film "Forrest Gump," featuring interviews with Tom Hanks and Sally Fields. Available early August. For information, call 310-274-7800.
- Radio Xcellence introduces "Ken Dowe's Information Highway," a 90-second commentary on the daily news, debuting August 15th. For information, call 214-373-1729.

MONEY PAGE - SALES & PROMOTION IDEAS

Time for a Change. The end of Daylight Savings Time is the last Sunday in October. Air messages reminding your listeners, sponsored by a challenger political candidate. The sell line: "It's time for a change!" [Dean Sorenson & Jim Thompson]

War of the Worlds. The Orson Welles classic is a natural for a Halloween sales boost. While some stations have been known to play the cassette version available in many bookstores, it is our understanding that exclusive broadcast rights are held by Charles Michelson Incorporated. The program costs \$150. For more information, call 800-648-4546 or fax 310-278-7932.

Halloween House. Starting a week before the 31st, start giving clues about where the WXXX Halloween House is located. Trick-or-treaters ask, "Is this the WXXX Halloween House?" Award special "treats" to those who ask at the designated house.

Trick or Treat. When listeners hear the doorbell sound effect on the air, they call the station to either be "tricked" or "treated." Each person who calls can win a prize (like a bag of Halloween candy and a 2-liter bottle of Pepsi). [WLRB/WKAI/WLMD, Macomb, IL]

Other Halloween Goodies. Run a pumpkin-carving contest ... do a Halloween costume competition (for a twist, do one for dogs) ... have listeners compete for the best Halloween house decorations and conduct a "Tour of Terror" of the winning homes ... have your morning show play only songs by dead people ... pick up some old horror films in the discount bin of the local video store and use them for prizes ... compile and read on the air a list of malls and downtown areas in your market that are doing trick-or-treating ... ditto the "Haunted Houses" in the area ... run a blood drive (reminding listeners that the blood they give must be their own). [Morning Mouth]

Winter Survival Package. You'll want to start setting this up fairly soon. Sell each client a preset schedule with a preproduced commercial that will run only under certain weather conditions. Good prospects include travel agents, and stores that sell snow-blowers, snow tires, 4WD vehicles, snowmobiles, wood stoves, kerosene heaters. The selling point is that the advertiser can be on the air immediately when snow or bad weather hits. Make sure it's clear the conditions under which the schedule will go into effect, or agree on telephone authorization. Your sales people will need to stay on top of this, making sure the client gets on the air whenever appropriate. [Broadcast Programming]

## SALES

At our radio station, we are training our sales people to be more than just spot peddlers ... more than "account representatives" ... we are training them to be marketing consultants in every sense of the word.

A big part of becoming a true marketing consultant is understanding the nature of the customer's business from the customer's viewpoint. By doing so, we look at all aspects of the business before we suggest marketing solutions.

This process is helped considerably by understanding, then reviewing with the customer the Marketing Bridge (see the next page), which clearly shows all the forces which combine to make a sale - of which advertising is but a relatively small part.

We believe it is our responsibility to point out all areas in the customer's business which could use attention - stock, signage, floor sales skills, etc. To that end, I found interesting a statement by Nat Shulman in the July 1994 Dealer Business:

"Several new car dealers ... are beginning to weigh the benefits of throwing money into expensive media while their untrained sales staffs either blow out the prospects brought in by these ads, or do little or no prospecting, and simply act as price negotiators - decimating new car gross profits in the process."

Some of us might view this statement as a threat: dealers might stop "throwing money into media." Others will see it as an opportunity: as we evolve the process of true marketing consulting, we are well positioned to help our customers improve their businesses across the board to convert their advertising into more sales. Nothing could cement a relationship better!

By the way, Mr. Shulman makes some other good points:

- "Prospecting has become a lost art among sales people. Many do not regularly contact their customers, the greatest source of new referrals, because they are afraid of getting service complaints."
- "One of my role-models was the guy who sold me my first life insurance policy. He analyzed the process of insurance sales and concluded that he had to do 36 estate plan analyses, from which he got a dozen invitations to submit proposals, from which he could sell enough policies to make his goal."
- "The more calls you make, the more you will sell!"



# The Marketing Bridge

Forces Combining to Make a Sale

## ADVERTISING

- Proper Medium
- Quantity
- Consistency
- Planning
- Timeliness

## YOUR BUSINESS

- Quality Products
- Location
- Reputation
- Service
- Delivery
- Financing
- Parking
- Business Vitality

## PRICE/VALUE

- Is your price right for value received?
- Is your price competitive?

## MERCHANDISING

- Cleanliness
- Attractiveness
- Display
- Lighting
- Items Properly Marked
- Orderly
- Timely

## PERSONAL SELLING

- Product Knowledge
- Suggestion Selling
- Product Benefits
- Sincerity
- Helpful Attitude
- Cheerfulness
- Smiling Face
- Appropriate Dress
- Good Grooming

## GO BACK TO SCHOOL

The following message to the young people of the area is from \_\_\_\_\_. Are you thinking of not going back to school? Please change your thinking. Go back to school. The truth is, the more you learn, the more you earn. \_\_\_\_\_ reminds you the first step to financial success in life is back to school.

Are you thinking of not returning to school? \_\_\_\_\_ reminds you that success and happiness in a competitive world requires a good education. \_\_\_\_\_ says, Check it out: time is money! Time spent in school is the best investment you can make.

\_\_\_\_\_ wants the best for their friends and customers in this area. That's why they're sponsoring this message for the young people: Don't even think about not going back to school. To make it in today's competitive world you have to have an education - NO EXCEPTIONS! \_\_\_\_\_ says, Go back to school - and good luck.

To the young people of this area, \_\_\_\_\_ says, Don't let anybody tell you otherwise - there's plenty of opportunity in this country right now ... but to get your share, you have to have an education. \_\_\_\_\_ urges you be smart - return to school.

\_\_\_\_\_ believes even one high school drop-out is one too many! Get set to get back to school. Prepare yourself for your share of the American dream. It's still alive and well for young men and women who are prepared. \_\_\_\_\_ says, Go back to school - and good luck.

Every year at this time, thousands of young men and women make the mistake of their lives: they decide not to go back to school. \_\_\_\_\_ reminds you that time is money, and time in school is worth a lot of money to you - thousands and thousands of dollars in a lifetime. \_\_\_\_\_ says, Do the right thing for yourself. Go back to school.

\_\_\_\_\_ says, Don't give up! Go back to school! Quitting now will cost you thousands upon thousands of dollars during your lifetime. \_\_\_\_\_ says, Be smart. Go back to school and finish your education - and good luck!

\_\_\_\_\_ brings you the following question - a question with just one answer. Should you go back to school? Y-E-S! Time spent in school pays off in thousands and thousands of dollars in extra lifetime earning power. \_\_\_\_\_ reminds you that there's not much future without an education.

## LABOR DAY ANNOUNCEMENTS

America's working men and women have worked hard to give this country a standard of living that is the envy of most of the world. \_\_\_\_\_ salutes the working men and women of this area this Labor Day weekend. \_\_\_\_\_ says, enjoy a happy holiday. You've earned it!

\_\_\_\_\_ believes that the working men and women of any community are its greatest resource. Labor Day is the special holiday for working people. \_\_\_\_\_ sincerely hopes it will be a happy and safe one. Enjoy it - you've earned it!

It's the last big holiday weekend of the summer. If your Labor Day weekend plans include boating, \_\_\_\_\_ reminds you to be sure that your boat is equipped with proper life-saving gear. Be sure to follow the rules of boat safety. Don't forget the most important rule of all - be courteous! \_\_\_\_\_ sends best wishes for a safe, happy Labor Day holiday.

When our country changed from an agricultural economy to an industrial economy, America's working men and women made the change so successfully that the nation became the envy of the world. \_\_\_\_\_ knows that we are again facing a major change in our U. S. economy. \_\_\_\_\_ knows our working men and women will again rise to the challenge. Here's a salute to the working men and women of this community from \_\_\_\_\_.

Holidays are great - full of the kind of happy times memories are made of. \_\_\_\_\_ reminds you to drive safely. Don't let carelessness turn this Labor Day holiday into a nightmare. \_\_\_\_\_ reminds you that alcohol and gasoline are a deadly combination. Don't drink and drive! Watch out for the motorist who does.

This Labor Day weekend, \_\_\_\_\_ says "thank you" to the working men and women of the community. Your contribution is truly important in keeping this a good place to live. \_\_\_\_\_ says, enjoy the Labor Day holiday. You've earned it!

During this last holiday weekend of the summer, \_\_\_\_\_ reminds you that shallow-water dives often cause serious - and sometimes permanent - spine injury. Before you dive, know how deep the water is. The speed of a dive is only broken effectively after the diver has gone through five or more feet of water. \_\_\_\_\_ says, enjoy a happy, safe holiday. You've earned it!

If you're traveling this Labor Day weekend, \_\_\_\_\_ reminds you that traffic will be heavy. Start early. Make sure your tank is always half full. If you're traveling unfamiliar roads, drive during daylight hours when possible. From \_\_\_\_\_, have a happy and safe holiday. You've earned it!

## ABOUT THIS & THAT

In-House Research. If you do any market research, for yourself or as a service to your customers - or might want to - there is a computer program called TeleTrack which makes the process fairly easy. It is a statistical program which allows you to set up your questionnaire, including "branching" (if the answer to Question X is "Yes," go to Question Y, otherwise go to Question Z) ... to enter survey data either interactively (during the actual interviews) or after the fact ... to process the information correlating a number of variables ... and to output the results in table or graph form.

The program doesn't require much knowledge of statistics, and doesn't take that long to learn (the company will help you set it up). The price is \$995 on a buy-out basis, but SMRN subscribers receive a 15% discount. For more information, including a demo disk, contact Kevin Kelly at 319-583-6471; be sure to mention SMRN.

Better Business Cards will contain enough information so that people who got one six months ago will remember who you are, what you do, and how they might become customers, just by reading the card. [Marketing Consultant Pete Silver, 305-595-5953]

Business Cards for Everyone is now possible by using sheets of perforated cards (ten cards to the sheet) designed to be fed through a laser printer. At our station, we had our logo printed commercially, in color; then we laser-printed the names and titles (in black). Result: everyone in the station has attractive two-color business cards (you can't believe how important it makes the staff members feel); everyone has as few or as many cards as they need - no waste, no more boxes of 499 cards from former employees kicking around - and we saved a ton of money. We use Avery stock, #5371; it has a classy deckle finish that prints well and looks good.

New Revenue Opportunity? There is a new technology on the horizon that might generate billing for your FM subcarrier - someday. It's called "Advanced Communications and Time-Keeping Technology" (ACTT), and it is being developed by Seiko Telecommunication Systems. You may have seen ads or articles for the "MessageWatch," a wristwatch containing built-in paging capabilities which is now being test-marketed in the Northwest. As time goes on, the technology will expand across the country and internationally as well. According to Broadcast Engineering (June 1994), the ACTT system lends itself well to FM subcarrier transmission, and the technology is clean, compact and quiet. It's down the road for most of us, but something to watch.

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #12 - August 11, 1994

**YEAR-TO-DATE REVENUES STRONG; JUNE REVENUES STEADY** FOR RADIO with 9% growth in combined local and national spot sales for June, and 11% growth in combined YTD, according to RAB's radio revenue index. National radio faired consistently well across the country, while local spot was spottier.

**1993 EEO STATISTICS NOT SATISFACTORY**, according to FCC Chairman Reed Hundt in an address to the National Urban League. Hundt has placed much emphasis on EEO policies, as can be seen in the newly created Office of Workplace Diversity. The FCC's General Counsel, ~~has been~~ delegated authority to act as the "alternate designated agency ethics official."

**NEW MASS MEDIA BUREAU PHONE NUMBERS.** Here's the list of phone numbers that have changed:

Front Office	202-418-2600
Administration Office	202-418-2610
Authorization Programming Group	202-418-2650
Audio Services Division	202-418-2780
AM Radio Branch	202-418-2660 202-418-2670
FM Radio Branch	202-418-2700
FM Radio Branch Legal Group	202-418-2710
FM Radio Branch Support Group	202-418-2720
FM Radio Branch Public Assistance	202-418-2730
FM Radio Branch Engineering	202-418-2740

**CLASSICAL RADIO INDEXES HIGHER** among college graduates, professionals/executives and households with incomes above \$75,000, according to the Interep Radio Store. The format has double the percentage of Adults 18+ in these categories.

AT THE FCC

NEW STATIONS (Applied For):

TEXAS (Winters) AFM Associates, G.P., 95.9, 3000w, 328'

NEW STATIONS (Granted):

MINNESOTA (Caledonia) Sun Communications, Inc., 94.7, 1900w, 584'

AMENDMENTS TO THE FM TABLE (Proposed):

MASSACHUSETTS (Falmouth) WFAL, to 101.1 A Mashpee, MA from  
Falmouth, MA

MONTANA (Cascade) new, 104.9 C

OREGON (Klamath Falls) new, 104.7 C1

TEXAS (Gregory) new, delete 104.5

(Robstown) KMIQ, to 104.5 C3 Driscoll from 104.5 A Robstown

AMENDMENTS TO THE FM TABLE (Granted):

CALIFORNIA (Lenwood) KIQQ-FM, to 104.5 A from 104.9 A

(Ridgecrest) KLOA-FM, to 104.9 B1 from A

NORTH CAROLINA (Elizabeth City) WKOC, to 93.7 C Chesapeake, VA  
from Elizabeth City, NC

REPORTED SILENT:

NEW MEXICO (Las Vegas-Santa Fe) KBAC, 98.1

OREGON (Redmond-Bend) KPRB, 1240

- Courtesy M Street Journal

MULTIPLE APPLICATIONS MAILING INSTRUCTIONS. The FCC has had trouble with multiple applications being mailed in the same envelope. Here is the correct procedure to follow; following any other procedure may result in your application being returned to you.

If you have multiple applications to file, but they're not all going to the same address, here's what you do:

1. Sort all of the applications you're going to mail by the P. O. box they're supposed to go to.
2. Enclose each set in a separate envelope with the P. O. box for that set clearly marked on the front of the envelope.
3. Put all of the individual P. O. box envelopes into a larger envelope and mail it to:

Federal Communications Commission, c/o Mellon Bank, Three Mellon Bank Center, 525 William Penn Way, 27th Floor, Room 153-2713, Pittsburgh, PA 15259-0001 - Attention: Wholesale Lockbox Shift Supervisor

- M Street Journal

## MONEY PAGE - SALES & PROMOTION IDEAS

Survival Guide. For new and returning college or high school students, publish a guide to "everything you need to know to survive in [market]." In addition to places and services, include several pages of money-saving coupons from participating sponsors. Distribute at the schools and at participating sponsor locations. [WLRB/WKAI/WLMD, Macomb, IL]

Drive Back to School. Area high schools compete in a drive to help the needy. Whichever high school collects the most food, clothing and toys wins. Every school is recognized on the radio, but the winner might get a "pizza feed" or a free dance with station deejays. The station posts huge "thermometers" around town to track the schools' progress during the drive. [Broadcast Programming]

Largest PBJ Sandwich. In October of last year, WTBF aired the production of the largest peanut butter and jelly sandwich ever made in Alabama, during the Second Annual Peanut Butter Festival in Brundidge, AL. WTBF staffers Lorrie Shaver, Paul McNeeley and Jonathon Butler used more than thirty pounds of peanut butter and a case of grape jelly, spread on twenty feet of freshly baked Subway loaves, as Doc Kirby and Mac Seay did live commentary over the air. Afterward, Troy Subway owners Bob and Patty Dinsmore helped carve the giant sandwich into bite sized pieces to be given free to festival visitors. WTBF also aired the Nutter Butter Parade which went on as scheduled, but in drizzling rain. One of the most talked about entries was "Lady Godiva" astride the giant Bob's Feed horse created by artist Larry Godwin. [Press release, WTBF, Troy, AL]

More Halloween promotions ...

Halloween Party. WMGF, Orlando, FL throws a party at the local Science Center. Families are encouraged to come in costume, enjoy all the exhibits, participate in contests, and listen to ghost stories - all for a voluntary donation to the center. The local transportation system donates a decorated "Haunted Bus" for partygoers to tour. Other sponsors donate or display related products (almost any business has something to offer). Your community might not have a Science Center, but this event could be held at any public venue that could benefit - like the local Public Library, for example.

Black Cat Sings Call Letters. Offer a big cash prize (in fun) to the person whose black cat can sing your station call letters. Invite contestants and their felines to the station on Halloween to compete on the air. It's a, er, howl. [KPXR, Anchorage, AK]

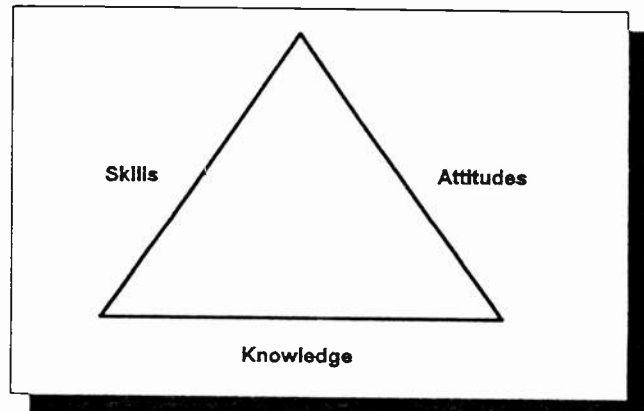
## SALES - WORDS GET IN THE WAY

At the Chris Lytle seminar our sales people attended recently, Chris spoke about "words that limit our power." His list of such words:

- Can't
- Never
- Should
- Must
- Always
- Wish
- Try

Our local Dale Carnegie instructor, Barb Kennedy, told me recently that 90% of all training focuses on knowledge, while 85% of success is skills and attitude.

All the training in the world will not help us achieve our desired ends if our thoughts are not positive and focused. Our thoughts can be turned from negative to positive by means of some time-honored tools ...



Affirmations. These are statements made out loud which set up a feedback loop with the mind and emotions. The most successful people repeat affirmations every day; many post their affirmations in plain sight around their homes and offices, where they can easily see them at all times.

According to Chris Lytle, affirmations must employ emotional triggers - "I enjoy ...," "I'm excited about ...," and so on.

Jim Newman, in Release Your Breaks, says to select areas for your affirmations in which you have potential which is limited by negative attitudes. Define each area clearly, then identify the positive emotion you want to associate with that area. Then, write a "triggering verbal affirmation" for each area - and repeat each affirmation often.

Positive Literature. To ward off negativity - of which there is no lack in our world! - fill the mind with positivity. Spend at least a few minutes each day reading from books which stress possibilities. Some of my favorite authors include Og Mandino, Robert Schuller, Napoleon Hill, W. Clement Stone, and of course, Dale Carnegie.



FARM SAFETY WEEK (September 18-24)

Don't take safety for granted on the farm. During Farm Safety Week, \_\_\_\_\_ reminds you that no farmer ever made money from a hospital bed. Keep yourself and your equipment in good repair. \_\_\_\_\_ hopes this will be a safe and successful season.

\_\_\_\_\_ thinks that Farm Safety Week is a good time to check your farm equipment and your farm buildings to make sure everything is up to safety standards. \_\_\_\_\_ believes that this week and every week, safety needs to be part of successful farming.

Many jobs on the farm are repetitive. \_\_\_\_\_ knows that it's easy to take them for granted. Repetitive jobs can be dangerous. Think about what you're doing. Don't take any task or equipment for granted. \_\_\_\_\_ says, "Think safety."

This is National Farm Safety Week! Do you know why? \_\_\_\_\_ says it's to remind farm families that farming can be a very dangerous trade. Equipment and farmers last longer if the equipment is properly maintained and used carefully. \_\_\_\_\_ says safety deserves your very special attention.

Have you made a safety inventory of your farm? \_\_\_\_\_ thinks this week, Farm Safety Week, is a good time to do it. Check every piece of equipment and every building on your farm. \_\_\_\_\_ knows that you'll feel better knowing that you've taken every precaution to make your farm safe.

Do children help you on the farm? \_\_\_\_\_ says, make sure those children know about the need for safety. Explain the use of farm equipment carefully. Be sure to point out dangers. \_\_\_\_\_ thinks that farming is a great experience for a youngster. Make sure it's not marred by an accident.

We've all heard the chilling news about the farmer losing an arm, his leg, or even his life in a farm accident. \_\_\_\_\_ says the old saying "Accidents will happen" is true. But, it is also true that most accidents do not have to happen. During Farm Safety Week, \_\_\_\_\_ reminds you to take a little extra time and a little extra care.

Most farm equipment comes with safety instructions. Don't toss them away. \_\_\_\_\_ says, read them carefully. Review them from time to time. Avoiding a farm accident takes a little effort - and a little time. \_\_\_\_\_ thinks it's worth it.

## STATIONS OF THE MONTH - A SMALL MARKET DUOPOLY

Vincennes, Indiana (population less than 20,000 - home county about twice that) was the capital of the old "Northwest Territory." The historic town is home to one of the twelve oldest stations in the state, WAOV, put on the air in 1940 by group newspaper owner Eugene Pullium, grandfather of former Vice President Dan Quayle.

Through the 1940s, the station was content to cash the monthly affiliation check from the Mutual network and to run a lot of national and regional business, much of it generated by Pullium's Indianapolis station, WIRE. The station followed a policy of not "disturbing" the big local customers of the newspaper.

But things changed in the 1950s, when the Mutual checks stopped coming and much of the national and regional business went to TV. The station was not doing too well when Pullium sold it to his newspaper manager, Howard Greenlee.

Greenlee could not afford to continue the station's less-than-aggressive local selling operation. Having run the newspaper for many years, Greenlee was pretty sure the radio station would not be a threat to the newspaper. He even suspected that a better radio sales effort might create more newspaper business.

During the next 20 years, WAOV - and its Class A FM Rock sister - paid for themselves, made Greenlee money along the way, and turned a handsome profit when they were sold to local contractor-entrepreneur Bob Green.

As Green had done in his other businesses, he installed strong management and instructed them to "think and do big." They did! Through much of the 1980s, the Country Class IV AM and the FM billed close to a million dollars a year.

Green, a close observer of other businesses like his, saw the tremendous success enjoyed by WSTO, a regional FM at Owensboro, Kentucky. He decided he could duplicate that success in his own area; he bought WFML AM/FM in Washington, IN - 20 miles from Vincennes.

Because of the FCC overlap rules of the time, Green had to dispose of his FM at Vincennes and the daytimer sister of the Washington FM. Green's CPA told him that with his tax situation it made sense to donate the stations to Vincennes University - but it turned out to be just the opposite. The university changed the still-commercial FM to full-time Country, doing serious damage to the WAOV's audience, and hired WAOV's sales manager to

be their general manager.

Vincennes got another FM station in 1988 when Mark Lange, a professor of radio management and sales at the university, built AC-formatted WZDM. Lange had made a lot of money in an out-of-market small station turnaround, but another Class A went into business ten miles away at Bicknell, owned by a former WAOV manager who, in Lange's words, "knew all the Vincennes business people and all of WAOV's secrets."

In addition, Stu Lankford's WAKO AM/FM, 30 miles away in Lawrenceville, IL, continued to sell actively in Vincennes. (There had been a long bond between the two towns; WAOV had a branch studio in Lawrenceville before WAKO went on the air.)

In 1991, when Bob Green was in his early eighties - still a "hard-driving workaholic" - he was killed in an auto accident while returning from an inspection trip to one of his out-of-town businesses. Two years later, WAOV and its now-50,000w Rock station were doing just half the business they were doing in the 1980s - and consistently showing monthly cash-flow losses of \$17,000. Green's heirs decided it was time to bail out and Lange picked up the stations. "Within 10 minutes," he says, "I agreed to buy them for \$250,000 - half cash."

The lawyers worked out an LMA to take effect immediately, followed by an outright purchase which would give Lange and his partner, Dave Crooks, ownership of two FMs and a full-time AM station in the same market.

Now, a year and a half later, Lange speaks candidly of the ups and downs of the duopoly. "It was agreed that I would oversee the company's business and operations while keeping my professorship. Dave would be general manager of the FM and sales manager for all three stations."

WAOV and WZDM have studios co-located in the Executive Inn at Vincennes. The 50kw FM has a studio and offices in Washington, "and always will," says Mark.

In Vincennes there are eight non-sales staffers, including a full-time traffic person, an operations manager for each station, and two other full-time operations people. There is always, in Lange's words, "a live body on the premises."

His competitors, he says, "have either unattended operation or are off the air over night. It's one of our selling points."

In Washington, at the 50kw Country station, there is an

operations manager, a second operations person, a full-time utility office person, and a full-time newsperson; Crooks also maintains an office there.

There are four full-time salespeople at each location, plus a sales-support person at each place who helps with copy, chases co-op, and does paperwork. "We want our salespeople out in front of customers, doing as little paperwork as possible."

The idea of having an operations manager for each station is, in Lange's words, "so that each station has somebody who cares about it - serves as its advocate. If you don't have somebody doing that, a station can easily be neglected."

WZDM remains AC, using SMN's "StarStation." The AM was converted to all Talk (Rush Limbaugh and Dr. Dean Edell in the middays, "Sports By-Line" late evenings); and then to a combination of News, Talk, Sports and Adult standards (about 50% Transtar's "AM Only"). There is a four-hour News/Sports/Ag block 5-9 a.m. "Just talk didn't sell - it had to be compelling talk," Lange says.

The FM station format was changed from Rock to SMN's "Traditional Country." "The Rock wasn't selling. There was a lot of Modern Country in the area. We decided, when you're going up against other stations, you've got to have something different - a niche, but a big one. We found it."

All of the stations carry sports. 50kw WWBL negotiated exclusive rights in its nine-county area for the Indianapolis pro football team. It also has exclusive rights in several counties for Indiana University football and basketball, and carries a "High School Basketball Game of the Week" on Friday nights.

WAOV carries Purdue University football and basketball, Indianapolis pro basketball and a heavy schedule of high school games. There are fewer play-by-play sports on the AC FM, WZDM.

About the duopoly, Lange says, "Our main problem early on was a sales problem on our original station, WZDM. Its volume dropped, while the two newly-acquired stations were improving. We married the sales staffs, with all eight people selling all three stations. We did that rather than have separate sales staffs, feeling that there were too many ad salespeople on the street - a lot of radio plus three daily newspapers and cable. Getting the salespeople used to selling all three stations, and offering schedules dictated by customers' needs and wants, took some doing. But now, WZDM is above its previous records and WAOV/WWBL are doing what they did in the Eighties," and Lange says, "they'll do even better."

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2

Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #13 - August 18, 1994

**RADIO AD BILL PASSES CONGRESS, AWAITS PRESIDENT'S SIGNATURE.** The law will be effective when President Clinton signs it. NAB President/CEO Eddie Fritts commented that it appears radio broadcasters will be able to take advantage of the new law in time for the new car model year.

**WISCONSIN MAY LEVY AD TAX** to help pay the \$1 billion it needs for the state's school system. A panel has been established to determine ways to pay for the school bill; it is considering what happened in Florida, which passed an ad tax bill in 1986 and repealed it a year later. The panel should complete its recommendations by October of next year. An ad tax could lead to advertiser boycotts and greater competition with neighboring states; the Wisconsin Association of Broadcasters and the American Association of Advertising Agencies are monitoring the situation.

**FCC UN-FREEZES APPLICATIONS** for new AM and FM stations and upgrades. The FCC is in the process of composing new hearing rules. In the meantime, should an allocation attract multiple applicants, the FCC won't process it unless a settlement proposal is submitted. For mutually exclusive applications, the FCC will keep the applicant's filing fee until new hearing rules are approved.

**SMRN SUBSCRIBER NAMED SMALL MARKET RADIO STATION OF THE YEAR** by the South Carolina Broadcasters Association. This is the third time WBCU, Union, South Carolina has been honored with this award. Congratulations to Art Sutton and staff!

**"INFORMATION HIGHWAY" BILL WOULD ALLOW GAMBLING ADS** in states where gambling is legal. A major concern is for stations who are licensed in a state where gambling isn't legal, but who are in a metro where it is.

AT THE FCC

NEW STATIONS (Granted):

FLORIDA (Marathon) Gary Violet, 97.7, 1800w, 203'  
MISSOURI (Wheeling) Patricia Mae Watkins, 105.9, 6000w, 328'

REPORTED SILENT:

ARIZONA (Nogales) KLCR, 98.3  
(Oracle) KLQB, 103.1  
(South Tucson) KMRR, 1330  
CALIFORNIA (Alameda-San Francisco) KJAZ, 92.7, pending sale  
COLORADO (Vail) KSKE, 610  
(Vail) KSKE-FM, 104.7  
FLORIDA (Immokalee-Naples) WZOR, 1490  
NORTH CAROLINA (Tabor City) WYNA, 104.9  
WISCONSIN (Oshkosh-Appleton) WXOL, 690

FORMERLY SILENT:

CALIFORNIA (Bakersfield) KOQQ, 99.3  
MAINE (Monticello) WREM, 710  
MASSACHUSETTS (South Yarmouth) WOCN-FM, 103.9  
NEW HAMPSHIRE (Manchester) WKBR, 1250  
UTAH (Price) KRPX, 1080

- Courtesy M Street Journal

SPECIAL SMALL/MEDIUM STATION FINANCING PANEL ADDED TO NAB RADIO SHOW due to the Small Business Administration's decision to give broadcasters the opportunity to apply for SBA loans. Featured on the panel will be NAB VP/Economist Mark Fratrik; an SBA official; a communications lawyer/financing specialist; and representatives from the lending/financial community. The session will be Saturday, October 15, at 1:30 p.m.

OBSCENITY FINES WILL TO JUMP TO \$100,000 IN THE INFORMATION HIGHWAY BILL if Congress passes the version approved by the Senate Commerce Committee. Senators James Exon (D-NE) and Slade Gorton (R-WA) inserted the provision at the last minute - with no discussion among the committee members.

INTEREP RADIO STORE TO ADD FIVE NETWORKS IN '94-'95. The networks will divide stations into groups with common demographic profiles and common listener buying behavior. The networks: Classic Rock Radio Format Network, "Mature" Radio Demographic Network, Radio Interactive Promotion Network, "Oldies" Radio Format Network, and AOR Radio Format Network.

1994 MARCONI RADIO AWARD BALLOTS ARE IN THE MAIL. All ballots are due September 9 and must be returned to the accounting firm of KPMG Peat-Marwick.

MONEY PAGE - SALES & PROMOTION IDEAS

Coats for Kids. On the air, solicit used coats from listeners and their families. Work with a local dry-cleaner to have the coats cleaned as a donation to the cause. Arrange for a local civic club to take care of the distribution of the coats to the needy kids in your area.

Sell the entire campaign to a major sponsor who gets co-credit with the radio station. Get the schools in the area to send a note home with the kids about the campaign; include sponsor names, and the dates and times of remotes and other collection points. Have the churches in your area include the information in their weekly bulletins.

Have listeners bring coats to live remote broadcasts and other collection points. Accept only coats with size labels attached. Give to everyone who brings a coat a one-sheet thanking them for their donation, explaining how it will be used, and giving credit to the participating sponsors and donors. You could also include a coupon on the bottom to be redeemed at your major sponsor's location.

After the coats are cleaned, put special "Coats for Kids" size tags on them (with the call letters and sponsor name). The distribution itself is done quietly by the civic club, to avoid embarrassment to the recipients.

Here is a suggested timetable to run this promotion into the holiday season:

- Plan and sell during the first half of October
- Kick-off promos on the air October 15
- Collect coats through Thanksgiving
- Run promos all through December mentioning how many coats were collected and given away, how many families donated, how many coats the dry cleaner cleaned, how many major-sponsor gift certificates were given to donors, etc. - make everybody feel good!

- Mike McDaniel in Radio Ink; 812-847-9830

Radiothons. A good way to raise money for a worthy cause - and generate lots of publicity for your station - is some sort of stunt in which a station personality stays somewhere or does something until a certain amount of money is raised. Some ideas for extended stunts: on a billboard (with a small shed for shelter and necessities); on a ferris wheel or similar ride; in a box suspended from a crane; on the air continuously; in a car or van at a dealer/sponsor location; in a store's display window.

## SALES - DEEP PROBING

Every successful sales presentation must discover (or uncover) your customer's needs, wants and desires. Most salespeople call this the "discovery" phase of the sale. It is a critical sequence in the sales process.

All successful salespeople ask a series of questions to encourage the customer to reveal this critical information. The question is, are you consistently probing deep enough to get to the real buying motives?

We can divide the discovery phase into three parts, according to the depth of the questioning process: Level 1, Level 2 and Level 3. Here's an example:

Level 1: "Where do you prefer to vacation?"

Response: [A favorite destination, let's say Hawaii]

Level 2: "What are your favorite activities that you enjoy while in Hawaii?"

Response: [Relaxing on the beach, reading]

Level 3: "Tell me why that is your favorite?"

Response: [While he is relaxing on that white sandy beach, watching the surf pound against the shore, his problems seem a million miles away. He hasn't been able to relax that completely in years.]

His buying motive was hiding underneath that Level 3 question. The value of being able to forget his troubles and completely relax is the motive that he will find irresistible in the sales presentation.

The majority of salespeople will stop pursuing information on any particular subject after Level 1. A small percentage will ask the Level 2 question, and these tend to be your better salespeople. It is the consummate professional, the best of the best, who consistently probes further and gets to Level 3.

This top achiever is successful because the customer is revealing his true buying motives. His emotional motives. When those exact buying motives are fed back to him as key benefits during the presentation, he will find them simply irresistible. After all, how can he resist his own emotions?

- Ron Hensel, Personal Selling Power, May/June 94; 1-800-752-7355



## THE GOOSE STORY

Next fall, when you see geese heading south for the winter ... flying along in V formation ... you might consider what science has discovered as to why they fly that way:

As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in V formation, the whole flock adds at least 71% greater flying range than if each bird flew on its own.

People who share a common direction and sense of community can get where they are going more quickly and easily because they are travelling on the thrust of one another.

When a goose falls out of formation it suddenly feels the drag and resistance of trying to go it alone, and quickly gets back into formation to take advantage of the lifting power of the bird in front.

If we have as much sense as a goose, we will stay in formation with those who are headed the same way as we are.

When the head goose gets tired, it rotates back in the wing, and another goose flies point.

It is sensible to take turns doing demanding jobs ... with people or with geese flying south.

Geese honk from behind to encourage those up front to keep up their speed.

Finally ... and this is important ... when a goose gets sick or is wounded by gunshots and falls out of formation, two other geese fall out with that goose and follow it down to lend help and protection. They stay with the fallen goose until it is able to fly or until it dies - and only then do they launch out on their own, or with another formation to catch up with their group.

If we have the sense of a goose, we can more easily recognize the potential benefits of collaborative/integrated efforts.

Let's all work together towards a workable solution.

-Dean Johnson, KWAT/KIXX/KDLO, Watertown, SD; 605 886-8444

## SOME THOUGHTS ON WRITING RADIO COMMERCIALS

We operate an AM/FM combo in a small, isolated market approximately 65 miles southeast of Washington, D.C. Although there are only three stations in the county, we also compete for listeners with several Washington stations.

Our stations get excellent, and quick, results for advertisers. Although most of the county population listens to the stations, that's not all the story.

Most of our clients want to move merchandise immediately, so we recommend a minimum of ten commercials per day for two to five days. When we start a schedule in early morning, customers are usually going into the store and asking for the items being advertised well before noon. One big reason for that is the copy our salespeople write.

We work on the premise that if the listener remembers only one thing in the commercial, it must be the business name. The rule of thumb I learned (nobody taught copywriting, we just picked it up in casual conversations) was that the business name should appear three times in a thirty-second spot ... near the beginning, in the middle and at the end. We get the name in from six to nine times in a thirty and usually more in a sixty. Some might think that is overkill, but it works.

Our people write in thoughts. We are all taught in school to construct sentences, and that's nice when there is plenty of time. When you have thirty seconds to attract attention, tell about an event or item and convince the listener to go buy it, you only have time for coherent positive, forceful thoughts.

Another old rule still works: "Tell 'em what you're going to tell 'em ... tell 'em ... then tell 'em what you told 'em." Positive thoughts repeated again and again in a well-flowing commercial create a desire to buy.

When you are writing a thirty and find it impossible to get everything said, write a forty-five or a sixty. Get it on paper and edit it down to thirty seconds.

The more important the message, the smaller the number of whistles and bells used. When we start putting together a commercial with sound effects and music, it's easy to forget that our real goal is to sell merchandise, not entertain.

We check frequently with our advertisers to see how a campaign is going - how many items have they sold.

One of our auto dealers used us to introduce the return of an old nameplate, and he sold four of the cars (all he had) in ten days. People came in and asked for "that black car I heard about on the radio ... I want to see that black car."

If we concentrate one tenth of the time on teaching how to write commercials that we spend on teaching our people to sell advertisers, we will increase our business dramatically, because we will sell more for our advertisers. Make some of your sales meetings training sessions to learn how to write commercials that sell. You will make more money.

#### Checklist for Copywriting

1. The name of the business is most important. Repeat it as often as possible.
2. Your purpose is to sell, not entertain.
3. The more important the message, the fewer whistles and bells.
4. The most important message is straightforward with no sound effects or music.
5. Use positive, forceful statements: "remember" rather than "don't forget"; "go to" instead of "stop by sometime."
6. Make your point - again and again. Positive statements, repeated and repeated, get results.
7. A :60 is easy. A :30 requires work. A :10 requires real work.
8. Humor has a short shelf life. Use it sparingly. Let the laugh be on the advertiser. Customers will laugh with him.
9. Writing commercials isn't rocket science ... it is, in ways, more difficult. Commercials deal with ever-changing human relationships and motivating people to react how you want.
10. When in doubt ... underproduce.
11. You are writing for the most trusted sales tool that exists ... the human voice.
12. Be sure your commercial promises only what can be delivered.
13. You are a partner with your advertiser.

- Ray Holbrook, WMDM/WPTX, Lexington Park, MD; 301-475-8383

FROM OUR READERS

Renting Tower Space. "Last week I attended a session at the New York State Broadcasters Association. A featured speaker presented the facts on radio station management of antenna tenants. Despite the growth of satellite communications, land tower usage is growing in this part of the country.

"We certainly have neglected this income stream and I am working to double and triple my rent roll. Some investment is usually required - such as a stress analysis to verify load. I am sure many of your subscribers are in my shoes and would welcome some research on your part. Incidentally, I understand that there is technology available to use 'hot' AM towers."

- Bill Warren, WMCR AM & FM, Oneida, NY; 315-363-6050

Editor's Reply: We will certainly dig into this. We encourage other readers to share their experiences as well!

Simpson In Song. "We have been test marketing a song called 'Once A Hero - The O.J. Simpson Song' by artist/composer Gary Forbes, and it has received extraordinary interest among our listeners. It is by far the most requested song in the history of both stations. The results are shocking.

"The song has effectively captured the emotions of the most tragic and dramatic murder-mystery of our time. It's extremely captivating and uniquely presented. The artist is looking for a contract for nationwide distribution; in the meantime, to get a copy of the song, call Gary Forbes at 914-876-8743."

- Eric Straus, Straus Broadcasting, Ellenville, NY; 914-647-5678

**WHAT DO YOU DO WITH PAST-DUE ACCOUNTS?** This may be an answer. One of our subscribers sold a station on the usual terms that the buyer would attempt to collect all accounts receivable for 90 days. The receipts would be returned to the seller along with unpaid accounts, on which the buyer could take such action as he deemed appropriate. The subscriber had Transworld Systems, Inc. write each of his unpaid accounts letters (at \$10 each). The results, he tells us, were unbelievably good. So good, in fact, that he's now having Transworld write letters (at \$10 each) to accounts that become 90 days past due on the stations he still owns. For information, contact Carol Ostrowski, Transworld Systems, Inc., 2851 Charlevoix Dr. SE, Suite 112, Grand Rapids, MI 49546, 616-285-6006.

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #14 - August 25, 1994

**HEALTH CARE COMPROMISE COULD BE DEVASTATING FOR BROADCASTERS.** The Senate's "Mainstream Coalition" has proposed to eliminate retailers' 20% tax deduction on advertising to help fund health care reform. An advertiser would be required to write off the 20% deduction over 10 years. The net effect would be to increase ad costs by 20%. NAB President/CEO Eddie Fritts has written a letter to several Senators who are involved, and asked that the provision be pulled. Fritts commented that while health care reform may be a worthy goal, radio and television broadcasters and the advertising industry should not be burdened with funding the reform.

**POLITICAL ADVERTISING WINDOW OPENS SEPTEMBER 9.**

The lowest unit charge at that point determines your political ad rates. The NAB is offering a special "Political Advertising Package" including three resources at special prices: Danger! Avoid the Pitfalls of Political Broadcasting (audiotape); Political Broadcast Catechism, 13th Edition; and Agreement Forms for Political Broadcasting. For more information, call NAB Services at 1-800-368-5644.

**RAB ANNOUNCES FALL RADIO SALES SEMINAR LOCATIONS.**

Here is the schedule and location of the upcoming sessions: Tuesday, September 27, Houston (Hilton/Hobby Airport); Tuesday, October 4, Raleigh/Durham (Omni Durham Hotel & Convention Center); Tuesday, October 11, Phoenix (Hotel Westcourt); Tuesday, October 18, Indianapolis (Holiday Inn/Crown Plaza at Union Station); Thursday, November 10, Orlando (Marriott/Orlando Airport). Rates for RAB members: \$139 per person, \$99 each for three or more from the same station. Non-member rates: \$199 per person, \$159 each for three or more from the same station. Fee includes workbooks, materials and refreshments. To register, call RAB at 1-800-722-7355.

AT THE FCC

NEW STATIONS (Granted):

ALABAMA (Homewood) Homewood Partners, Inc., 97.3, 1100w, 492'

AMENDMENTS TO THE FM TABLE (Proposed):

NEVADA (Moapa Valley) new, 104.7 A

AMENDMENTS TO THE FM TABLE (Granted):

NEW YORK (Chateaugay) WYUL (CP), to 94.7 C2 from A

TEXAS (Dublin) new, 93.1 C3

(Marlin) KEYR, to 92.9 C2 from A

REPORTED SILENT:

ARIZONA (Parker) KWFH, 90.1

COLORADO (Ouray) KURA, 105.7

FLORIDA (La Bello) WKZY, 92.5

KENTUCKY (Cray) WKYZ, 1590

(Russell Springs) WIDS, 570

MISSISSIPPI (McComb) WHNY, 1250

(Sardis) WKXT, 1500

OKLAHOMA (Muskogee) KMUS, 1380

(Wagoner) KBIX-FM, 102.1

FORMERLY SILENT:

ARKANSAS (Springdale) KQXK, 1590

GEORGIA (Blakely) WBBK, 1260

MICHIGAN (Mt. Pleasant) WCEN, 1150

NEW HAMPSHIRE (Laconia) WEZS, 1350

NEW YORK (Warwick-Middletown) WTBQ, 1110

VIRGINIA (Waynesboro) WAYB, 1490

WISCONSIN (Stevens Point) WMGU, 104.9

- Courtesy M Street Journal

PIRATE STATION SHUT DOWN BY FCC after a complaint was made to the San Juan office by the Cuban government. The pirate station was broadcasting anti-Castro messages. FCC agents traced the station to a rural farm house in Puerto Rico, identifying itself as "Haciendas Las Carolinas." Sanctions are being considered.

1994 RADIO HALL OF FAME INDUCTEES have been announced: Garrison Keillor, Red Skelton, Gary Owens, Gordon McLendon, and "The Burns and Allen Show." Charles Osgood and Don Pardo will host the November 6 event in Chicago.

NAB'S DEBATE SPONSORSHIP GUIDE is a pocket-size pamphlet to help broadcasters set up budgets, candidate negotiations, debate sites, formats, etc. NAB members can access Help-Fax at 301-216-1849; non-members can call 202-429-5350.

MONEY PAGE - SALES & PROMOTION IDEAS

October Business Opportunities include the following businesses, whose sales in the month are above average:

Auto Dealers (Used)	Hotels/Motels
Auto Parts Stores	Laundries & Dry Cleaners
Auto Repairs	Life Insurance
Bridal Market	Office Supply Stores
Building Supply Dealers	Real Estate (Resale Houses)
Carpet Stores	Tire Dealers
Fabric & Sewing Stores	

- RAB's Top 40 Business Survey

October Promotional Opportunities - Events & Holidays

Months

Adopt-A-Shelter-Dog Month	National Dessert Month
Baseball World Series	National Kitchen & Bath Month
Donut Month	National Pasta Month
National AIDS Awareness Month	National Pizza Month
National Car Care Month	National Seafood Month

Weeks

October 9-15 - Fire Prevention Week  
October 16-22 - Credit Union Week  
October 17-21 - National Business Women's Week  
October 17-21 - National Shampoo Week  
October 23-29 - American Beer Week  
October 23-29 - National Consumers Week  
October 25-31 - National Magic Week

Days

October 2 - "The Twilight Zone": First Episode (1959)  
October 3 - "Andy Griffith Show": First Episode (1960)  
October 3 - Child Health Day  
October 4 - Charlton Heston's Birthday (1922)  
October 8 - Chevy Chase's Birthday (1943)  
October 10 - Columbus Day  
October 15 - Lee Iacocca's Birthday (1924)  
October 20 - Mickey Mantle's Birthday (1931)  
October 23 - Mother-In-Law Day  
October 26 - Hillary Clinton's Birthday (1947)  
October 26 - Pat Sajak's Birthday (1946)  
October 29 - Stock Market Crash Anniversary (1929)  
October 30 - Standard Time Resumes  
October 31 - Halloween

- Chase's Annual Events, 1994

## SALES - WINNING CHARACTERISTICS

These are the top characteristics of winning radio salespeople as they describe themselves:

1. Discipline
2. Attention to detail
3. Follow-through
4. Honesty
5. Listening skills
6. Timeliness, promptness
7. Determination
8. Thoroughness
9. Always prospecting
10. Creativity
11. Consistently  
(re)discovering and fulfilling client needs
12. Flexibility
13. Love the business
14. Sincerely want their clients to succeed
15. Knowledge
16. Strong work ethic
17. 50-hour-plus workweek
18. Organized
19. Effective time management
20. Priority management/crisis-avoidance techniques
21. Accessible to clients, peers, management
22. Faith in God, self, product
23. Unwavering enthusiasm
24. Total personal acceptance of successes and failures
25. Focus, focus, focus. Know what you want, know what you need to do - and do it
26. Understanding and application of the basics
27. Persistence
28. Insistence on doing the best possible job - not just "good enough"
29. Deliver on promises
30. Very presentable personal appearance
31. Open-minded; never stop growing
32. Advance preparation - no winging it
33. Always remember to ask for the order
34. Regular self-improvement - read a lot, listen to tapes, attend seminars
35. Strong communication skills - inside the station and with clients
36. Aggressiveness - stay with the prospect/client until the job is done right
37. Empathy and sincere caring for the client's results
38. Results-oriented
39. Do-it-now attitude
40. Keep good records
41. Get on the street early and stay late
42. Under-promise and over-deliver
43. Get into the client's shoes; view things from a client's perspective
44. Anticipate and eliminate problems before they develop
45. Don't make assumptions
46. Don't take anything for granted, especially your station's business
47. Loyalty to company, clients, self
48. Keep in touch with clients, especially when on the air
49. Don't take rejection personally
50. Sell ideas and solutions, not spots and packages

- John Fellows (1-800-587-5756), Radio Ink, 5/23-6/5/94



## PROGRAMMING NOTES

Some new syndicated offerings you may want to check into ...

- All Star Radio brings husband-and-wife morning team Stevens and Grdnic to the air. The show features world and national events, entertainment news, parodies, human interest stories, and toll-free-phone-in listener interaction. The show will air 3-6 p.m. EST, Monday-Friday. For information, call All Star Radio at 818-766-6447.
- WIFI in Florence, NJ introduces the "Earl Jackson Across America" talk show, to air 3-6 p.m. EST. Jackson has been called "the Black Rush Limbaugh." For information, call WIFI at 609-499-4800.
- London-based World Radio Network, which rebroadcasts satellite feeds from international broadcasters, is offering all or part of their feed to U.S. commercial and non-commercial stations at no charge. For information, call Jeff Cohen at 011-44-71-304-4343.
- Westwood One Entertainment has obtained radio rights for the Rolling Stones "Voodoo Lounge" Tour. WW1 will provide interviews, tour reports, and specials to be announced. For information, call Laurie Peters at 310-840-4383.
- K-Mart is sponsoring a two-minute feature, "Second Thoughts," to be hosted by Mort Crim, news anchor for WDIV-TV/Detroit. The show will be drawn from, and is designed to relate to, "busy budget-conscious moms," offering inspirational and positive life messages. For information, call Crim at 313-882-4700.

### ENGINEERING: DAYTIME POWER AT NIGHT IN EMERGENCIES

Rule 73.1250(a) of the FCC regulations allows AM stations to use their daytime facilities at night "when necessary to the safety of life and property, in dangerous conditions of a general nature and when adequate advance warning cannot be given with the facilities authorized."

Examples include tornados, hurricanes, floods, tidal waves, earthquakes, icing conditions, heavy snows, widespread fires, discharge of toxic gases, widespread power failures, industrial explosions, civil disorder, school closings and changes in school bus schedules because of emergency conditions.

- Radio World, 703-998-7600

## FIRE PREVENTION WEEK (10/9-15)

Does your home have adequate fire extinguishers and smoke detectors? During National Fire Prevention Week, \_\_\_\_\_ says, read the manufacturer's directions to determine where to install them and how to maintain them. \_\_\_\_\_ reminds you, if you have questions, you can get answers from your fire department.

\_\_\_\_\_ reminds you that 800-thousand homes are destroyed each year by fire. 22 Americans die each day in fires. If fire breaks out in your home, get everyone out immediately. Don't stop to pick up valuables. When you get out, summon the fire department from the nearest phone. A reminder during National Fire Prevention Week from \_\_\_\_\_.

There's nothing like a wood fire on a chilly night. During National Fire Prevention Week, \_\_\_\_\_ says, be sure your chimney is free of harmful creosote deposits. Don't burn green wood. Make sure your fireplace and chimney meet fire safety standards. A reminder from \_\_\_\_\_.

A smoke detector that isn't working is no better than none at all. \_\_\_\_\_ reminds you to check the manufacturer's instructions and check the batteries regularly. During National Fire Prevention Week, \_\_\_\_\_ says, be sure your smoke alarm gives you the protection it was designed to give.

Faulty wiring is a major cause of fire. During National Fire Prevention Week, \_\_\_\_\_ reminds you, if you have an older home, the wiring should be checked by a reputable and experienced electrician. \_\_\_\_\_ says, it's a lot cheaper than a fire.

During Fire Prevention Week, \_\_\_\_\_ wants you to know that fire breaks out every 37 seconds. Check your home now for fire hazards: Do you have enough electrical outlets in each room to avoid multiple attachment plugs and long extension cords? Do you keep lighters and matches out of reach of small children? \_\_\_\_\_ says, let's make fire safety a priority.

It's too late to get rid of a fire hazard after fire strikes. During National Fire Prevention Week, \_\_\_\_\_ says, clear your attic, basement, and garage of clutter. Make sure your furnace and stoves are clean and in good repair. \_\_\_\_\_ believes the best time to stop a fire is before it starts.

If a cooking-grease fire breaks out in your kitchen, try to cover the burning pan or shut the oven door. \_\_\_\_\_ says, never throw water on a grease or cooking fire; if you have time, pour baking soda on the flames instead. \_\_\_\_\_ reminds you, if you don't have a fire extinguisher in your kitchen, install one. If you have one, check it regularly to make sure it works.

TAKE A TIP FROM POLITICAL CAMPAIGNS  
Hard-Won Lessons of the Campaign Trail  
Can Work for Marketers as Well

Many people study books on warfare and sports seeking lessons for business. But if you really want to learn about strategy, tactics and winning, study political campaigns.

Although our firm has advised corporate and entertainment clients for nearly a quarter of a century, we were best known as top political consultants. Having served three U.S. presidents in their successful campaigns as well as several senators, governors and members of Congress, we've transferred some political principles to the research, strategy and communications work we do for business.

Make it a "Sudden Death" Contest

One of the reasons so many industries - and institutions - in America are mired in mediocrity is that they play not to lose rather than to win. In a political campaign, if you come in second, you lose.

You drive relentlessly toward deadlines, the last of which is Election Day. It is sudden death, no excuses and all-out victory. If competitors are taking your customers away, ask yourself whether you're planning and executing with the discipline and ferocious urgency of a political campaign.

Stay in a Campaign Mode

Both politics and management become the "low art of compromise" when the shift is made from campaigning to governing. The secret to staying in the peak performance mode of a campaign is that every time you win, you should embark on a new campaign for even greater excellence.

Define and Differentiate Yourself

When George Bush won in 1988, he controlled the definition of himself and his opponent - and, equally important, he differentiated himself from his opponent. Bush defined himself as a kinder, gentler version of Ronald Reagan and he defined Michael Dukakis as a liberal. In 1992, Bill Clinton stole Bush's game plan, defining himself as a "New Democrat" and redefining Bush as out of touch.

There are three supporting principles here:

1. Be proactive rather than reactive. If you don't take charge of communicating with your key audiences, your opponents (or the press) will define you - in a way you will not like.
2. Perception is reality. It's fine if you think you're great, but what do others perceive about the value you add?
3. You are the message. There must be consistency between your communication, your actions and how you've defined yourself.

#### Listen - Then Ask the Right Questions

Between 1976, when he lost, and 1980, when he ran again, Ronald Reagan spent a lot of time listening to the changing concerns, needs, desires, interests and goals of the American people. Then, in a debate with Jimmy Carter, Reagan summarized what he'd learned by reducing it to a question he put to the voters that helped win him the election: "Are you better off today than you were four years ago?"

Anyone can collect information. The challenge is to pick the right target audiences, ask them the right questions, listen to their answers, then sift and interpret the data.

#### Stay on Offense

Look at the leadership of U.S. presidents and you'll find that when they stated a clear principle, clear objectives and had a clear plan, they usually succeeded - even if their decisions were controversial. When Ronald Reagan went on the offense and fired striking air traffic controllers in 1981, it was a controversial decision, but he understood big issues were at stake.

Inherent in this approach is that you can't please everybody. In a democracy, nobody gets 100% of the votes and if you dilute your plan of offense in the hope of losing no one, you'll lose everyone.

#### Always Run like You're Behind

Every president in modern times won by driving hard to the finish line, regardless of how far ahead he was in the polls. Complacency is the enemy of success. The best time to win votes is when you don't need them.

Solidify customer, employee or press relations when things are going well. It will give you a reservoir of good will to draw on when crises or tough times hit.

- John Kraushar, Ailes Communications, Advertising Age, 11/8/93

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #15 - September 1, 1994

**ATTENTION BROADCASTERS:** The FCC has adopted a new rule stating that all documents are officially considered filed upon receipt at their appropriate location designated by the FCC, and not according to the postmark date.

## CALIFORNIA ANTI-SMOKING GROUP WANTS FAIRNESS

DOCTRINE REIMPOSED, but the NAB, RTNDA, The Media Institute, and the Reporters Committee for Freedom of the Press told federal regulators to reject the proposal. The issue: whether the elimination of the fairness doctrine applies to ballot issues. The media groups claim that the anti-smoking group wants the federal court's decision to be ignored.

**NO TAX ON ADVERTISING** as the Senate's Mainstream Coalition on health care reform has dropped the proposal. The NAB thanks broadcasters for their quick response to defeat this proposal.

**M STREET STUDY REVEALS GROUP-OWNED STATION CONCENTRATION** for commercial stations. Here are the results:

Arbitron Markets	Total Number of Stations	Number of Group-Owned Stations	Percentage
1-10	444	315	71%
1-50	1,659	1,045	63%
All Arbitron Markets	5,312	2,716	51%
All Non-Arbitron Markets	5,318	1,522	27%

**JULY REVENUES STEADY FOR RADIO** with 9% growth in combined local and national spot sales, and 11% growth in combined YTD, according to RAB's radio revenue index. Local radio fared consistently well across the country, while national spot fluctuated across the country.

AT THE FCC

NEW STATIONS (Applied For):

ARKANSAS (Juneau) Dobson, Goss, Ronas & Dahl, 102.7, 6000w, 1058'  
ILLINOIS (Mt. Sterling) Magnum Broadcasting, Inc., 106.7,  
25,000w, 328'  
IOWA (Sac City) Kevin Lein, 104.7, 6000w, 328'

AMENDMENTS TO THE FM TABLE (Proposed):

ALABAMA (Dora) new, 92.5 A

AMENDMENTS TO THE FM TABLE (Granted):

COLORADO (Silverton) new, deleted 99.3

REPORTED SILENT:

IDAHO (Preston) KKEK, 96.7  
MISSOURI (California) KZMO, 1420  
NEW MEXICO (Española) KOYT, 92.9  
SOUTH DAKOTA (Vermillion) KUSD, 690

FORMERLY SILENT:

FLORIDA (Fort Walton Beach) WNUE, 1400  
TEXAS (Mineola) KVCJ, 1510, KJMC silent

- Courtesy M Street Journal

BUY A STATION - ONLY \$25. Enter the "Why I Would Like to Own a Radio Station" essay contest and you might win KSIT-FM, a working 100,000w station in Rock Springs, WY. The contest runs through October 31, with the winner to be announced mid-January. For free information, send a SASE to Business Ventures, P. O. Box 642, Rock Springs, WY 82902, or call Charlie at 307-362-7034.

WARNING: EMERGENCY DAYTIME POWER AT NIGHT is permissible, as noted in our August 25, 1994 issue ... but you must run non-commercial, we hear from Cary Simpson, Allegheny Mountain Network, Tyrone, PA (814-684-3200). "This is an absolute rule of the FCC," Cary tells us, "which fined a Delaware station for running ads while using daytime power in an emergency situation." (Thanks also to Roy Mapel, KIML, Gillette, WY - 307-682-4747 - for alerting us to this.)

SCAM ALERT: Look out for "Star Ads," 4646 Highway 6, Suite 143, Sugarland, TX 77487; 713-587-6825. They are faxing stations buy orders for the product "MIP Refunds/Extra Income." Beware!

CORRECTION: In SMRN issue #13, August 18, the correct address for Carol Ostrowski, Transworld Systems, Inc., is P. O. Box 2918, Dayton, OH 45482-0220; phone 1-800-893-0470 or 513-256-0470.

## MONEY PAGE - SALES & PROMOTION IDEAS

Halloween is getting bigger and bigger all the time. Here are some more thought-starters ...

Trick or Treat Bags. These do wonders for your station's community image, and make for great sponsor tie-ins. A reminder: The National Crime Prevention Council offers a line of "McGruff" bags featuring Halloween safety tips; they can be imprinted with your station logo and five-line custom message. Until September 30, the NCPC is offering a "buy-two-get-one-free" ordering incentive and a free McGruff mascot or set of McGruff coffee mugs. For more information, call 518-842-4388 or fax 1-800-995-5121.

Fill 'Em Up. Get together with local sponsors (perhaps the mall) and make up treat bags to give away. Fill them with candy, small toys, store coupons, and radio station goodies. Give the bags away at a station/sponsor event; have entertainment for the kids (magicians, clowns, jugglers, etc.). It's a safe way to meet your listeners and give them a good time. [One to One, 209-226-0558]

World's Largest Halloween Party. Get a soda distributor (if it's a kids' party) or a beer distributor (if it's not) to sponsor this event, held at an outdoor venue (a closed-off street, a park, etc.) or a large indoor location. Dress your staff in glow-in-the-dark tee shirts. Do a remote from the event. Hand out station freebies to all. Give prizes for costumes: best, worst, most original, scariest, etc.

Halloween Hullabaloo. If you have a zoo or other children's attraction in your area, set aside the five nights leading up to Halloween to invite your listeners and their kids to walk the grounds in costume. Participating sponsors set up booths to give out treats to the people who attend. Put together sponsorship packages which include an ad schedule and a booth for the event. This is great for non-traditional advertisers who want to support a community activity. [Radio Ink, 407-995-9075]

Who's That Howl? Great for your morning show, or a general contest: tape callers' classic "horror" phrases and maniacal laughs. Play them back a few days later. The listener who phones in and identifies his or her own voice (or shriek) wins a prize.

Celebrity Scares. Have local celebrities (the mayor, prominent civic leaders, etc.) tape Halloween greetings in spooky voices. (Be sure the greetings include your call letters.) Play them back and have listeners identify them, or put them into a contest "wheel" ("Which celebrity do you think ...?")

## SALES - CLOSING THE SALE

In April we took our sales staff to a "New Salesperson Seminar" conducted by Sorenson Broadcasting. We plan to send all our new salespeople to this semi-annual event; it is solid, practical information that conforms to our philosophies (and probably yours, too). Here are some ideas on closing from that seminar ...

- ▶ Ask for the order - and stop talking. The next person who talks, buys.
- ▶ We are asking for a job. Say, "We need to have a commitment before I can go to work for you."
- ▶ When salespeople go into a slump, it's because they've stopped asking for the order.
- ▶ Put stars on your daily planner next to every call when you asked for the order. If you have eight stars a day, you'll make, on average, one or two sales a day.
- ▶ Salespeople often experience a "90-day slump" - about three months into the job, things fall apart. That is because we quit doing what works. We take short-cuts. Things get tougher. (Actually, we've slowed down five or six weeks earlier, but it catches up with us later.) To get back on track, we need to step up the action rather than downgrade the action.
- ▶ The ABCs of closing: "Always Be Closing!"

### Closing Techniques

Here are fifteen simple ways to close ...

- ▶ Let's Write It Up: That's all there is to it!
- ▶ Action Close: Hand pen or contract to the client.
- ▶ Alternate Close: "Would you like to begin on the 11th, or would the 20th be better?"
- ▶ Instruction Close: "Please put your name here and here."
- ▶ Concession Close (station gives up something for a decision now): "You can run the commercials all in one day if you wish. So, should we go ahead and begin?"



- ▶ Inducement Close (any extra): "You can record your commercials at the station; how does that sound to you?" Or, "We will mail your co-op material to you."
- ▶ Fear of Loss Close: "We had 33 opportunities in the Indy 500 promotion, and we have three left. Would you like to reserve one now?" Or, "I have two availabilities for Paul Harvey today, but I can't guarantee they'll be open tomorrow."
- ▶ Minor Point Close: "You can change the copy any time you wish." (This close works well if you deliberately include a mistake in a demonstration commercial; when it's pointed out, say, "We'll get that corrected and start you Monday.")
- ▶ Subtle Question Close: "Can't you just see yourself talking to thousands of people at a time rather than just one?"
- ▶ Testimonial Close: "John McClarity at Penneys has found that this advertising program increased his sales. Would you like to join him?"
- ▶ Summary of Ideas Opposed to Buying (the Ben Franklin Close):

IDEAS OPPOSED	REASONS IN FAVOR
Investment	Daily invitation to shop
13-week commitment	Investment decreases as more ads are purchased
[Others?]	Target customers
	Association with successful people
	Paul Harvey, Peter Jennings and ABC
	Weekly progress reviews with salesperson

- ▶ "Why not?" Close: Just ask point blank, "Why not do it?"
- ▶ Hat Trick Close: Lean back, stand up, put coat on and bring up one more strong feature.
- ▶ Prayer Close: With some prospects, only God can help.
- ▶ Beg: What is there to lose?

Editor's Note: The next Sorenson Broadcasting New Salesperson Seminar will be held in Watertown, SD, October 2-5, 1994. For more information, call 605-334-1117. Highly recommended!

## ABOUT RENTING TOWER SPACE

If there is sufficient structural capacity for additional facilities on your tower, and the cost of any modifications are understood, then the next question is how much to charge the tenants who lease available space on the tower. The usual principle of "what the market will bear" prevails, but a small amount of market research has produced a range of fees.

The factors that typically affect the fees are:

1. The desirability of the site in terms of elevation, location, accessibility and utilities relative to other possible sites
2. The going rates of comparable sites in the area
3. The height above ground of the proposed antenna
4. The wind loading on the tower of the proposed antenna, transmission line, mounting brackets, etc.
5. The type of service, and its income potential to the tenant, for example: FM broadcast, microwave, two-way radio, government, educational, one-way paging
6. The interference compatibility with the broadcasters and other tenants' operations

### Typical Rental Fees

Rental fees charged by tower owners in various parts of the country differ broadly, depending on service offered and demand for space in their area. A few examples are included here of the type of revenue being realized by tower owners in different regions. It is important to note that rental fees also vary with time. When determining your rental fees, it is a good practice to consult other tower owners in the area or similar areas.

In Texas, for instance, one company erects towers and leases out space on a speculation basis. The fees inland from the Gulf are \$0.25 a foot a month plus \$10 a month for a typical two-way radio antenna and transmission line. Space is also provided in a heated and air-conditioned building. Antenna space at a 400-foot height above ground would therefore cost \$110 per month.

There is a demand for towers on the shoreline by the offshore oil companies and the rate there is \$0.40 a foot plus \$10 a month.

In New Jersey, a two-way antenna with 7/8 inch transmission line at 500 feet or more costs \$150 a month plus a \$150 one-time charge. Power is not included. That is considered low for the area.

In Philadelphia, a tower is being erected on a speculative basis and the proposed rates are as follows; side-mounted television broadcast antenna (such as a panel antenna), \$5,000 a month, mounted near the 1000 foot level; commercial FM broadcast antenna, side-mounted, about \$1,000 a month; two-way base station antenna, mounted between 500 and 800 feet above the ground, \$300 a month; microwave installation, about \$700 a month; MDS (multipoint distribution system) antenna, about \$3,000 a month.

Thus a tower with sufficient structural capacity can be a good source of additional income. In addition to the obvious added income, tower leasing may also provide increased advertising revenue and increased visibility within the community.

#### Insurance

There are two categories of insurance a broadcaster should consider in relation to a tower and to leasing out tower space. One is the insurance that the broadcaster carries individually, and the other is the insurance required of others who may be leasing, installing or servicing equipment on the tower.

For the broadcaster, consider all-risk coverage on the tower equipment on the tower, the transmitter building and all other equipment associated with the transmitting facilities' owner. All-risk insurance is basically property insurance. The tower itself is probably the most expensive item to replace.

The clause in the insurance contract covering tower replacement should be considered very carefully. For example, an "agreed amount clause" available from some companies says basically that, in case of loss, the amount specified in the contract will be paid regardless of replacement cost. If the amount was specified at \$750,000 and it cost \$1,250,000 to replace the tower, the broadcaster makes up the \$500,000 difference.

The cost of replacing a 1000-foot tower (or any other tower) is increasing rapidly, and tower owners should get a replacement appraisal at least every two years, and update their insurance limits at the same time.

Public liability insurance is designed to cover claims due to damage to another person's property and bodily injury to others. This coverage would usually be included in the station's general liability insurance policy and not limited to situations

associated specifically with the tower. But be sure to check for such coverage in your policy. A \$500,000 liability limit is basic, and additional amounts in increments of \$1 million are often recommended, especially for stations in larger markets.

Business interruption insurance should also be considered, especially for those operations which are not totally redundant. For example, if the tower were to come down and fall on the transmitter building, damaging the equipment inside, what would be the loss due to being off the air or operating with reduced power or with a lower-elevation antenna system? Business interruption insurance should be evaluated on an estimate of the worst case, taking into account how operations might be continued. In the case of tenants on your tower and their losses, a section in the lease should make clear that you, the tower owner, are not liable for such losses. On the other hand, if you lease space on someone else's tower, you should try for an agreement in which the owner would be liable for your losses.

Insurance should be required by the tower owner of all persons having authority to work on or around the tower, and these policies should specify limits of liability equal to or greater than that carried by the broadcaster. An insurance certificate should be required covering the statutory requirements of workmen's compensation, and a public liability of no less than \$1 million. Your insurance policy should cover any property damage or injury to a tenant, employees, any contractor or subcontractor working for the tenant, damage to automobiles and damage to the owner's or other tenant's equipment. Check with your insurance agent to make sure you are properly covered.

Licenses must also take precautions to protect from RF their station employees and contract workers who perform any of their duties in the vicinity of the station's antenna. Extra caution must be taken when workers are maintaining or painting the tower, changing lights, or operating under emergency situations.

When certifying compliance, the emphasis should be on avoiding misrepresentations. When a station certifies compliance, it pledges to comply for the term of its license, both for general population and worker exposure. If, for example, the licensee is negligent in enforcing its procedures restricting access to its tower or antenna, the original certification then becomes a misrepresentation. Such misrepresentations may occur even where the requirements are met initially, but later changes negate compliance. The penalties for misrepresentation to the FCC are harsh and a station may be fined heavily or have its renewal denied.

- Legal Guide to Broadcast Law and Regulation, Third Edition, NAB

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #16 - September 8, 1994

**GOOD NEWS FOR FCC FINEES.** If you have been fined in the last 60 days, some possible good news for you. A Washington D.C. Circuit Court ruled that the FCC's forfeiture schedule violated its own rules, so the FCC has set aside forfeitures issued in the last 60 days.

**NEW 24-HOUR SATELLITE-DELIVERED SEVENTIES MUSIC FORMAT** will be offered by Westwood One Radio Networks, launch date to be announced soon.

**FCC ISSUES \$8000 INDECENCY FINE** to KKLZ-FM Las Vegas. According to the FCC, the morning show contained explicit references to anal sex, excretory and sexual functions, and sound effects on March 2 and 16.

**HEAVY SOFT DRINK CONSUMERS ARE OLDER.** A new study from the Interep Radio Store reveals heaviest usage is concentrated in the 25-34 and 35-44 demos rather than 18-24. The study also shows that radio, particularly Country radio, reaches cola drinkers better than television, cable and newspaper. (For more information, contact the Interep Radio Store at 212-916-0700.)

*See Research*

**CONSUMERS AND PROS CAN RECORD RADIO SHOWS** and play them back later with a new consumer electronics product, Reel-Talk™, the Radio Program Timer-Recorder. Reel-Talk allows up to four hours of recording; is self-contained; can be preset; will turn itself on, record, and shut itself off. For more information, call 1-800-766-8255.

**TOUR TOP LOS ANGELES RADIO STATIONS** while at the NAB Radio Show, Wednesday, October 12. Current list of tour stations: KABC/KMPC/KLOS, KFWB/KTWV, KIIS-AM/FM, KKBT, KLAC/KZLA, KNX/KCBS, KPWR, KROQ, KRTH, and KTNQ/KLVE. Tours are first come, first served; reserve when you register for the Show.

AT THE FCC

NEW STATIONS (Granted):

ILLINOIS (Seneca) Maureen Bellinger, 95.7, 3000w, 328'  
OREGON (Eagle Point) Sherry L. Hill, 106.3, 900w, 1592'  
SOUTH DAKOTA (Lowry) James River Broadcasting, Inc., 100.7,  
100,000w, 587'

AMENDMENTS TO THE FM TABLE (Proposed):

TEXAS (Caldwell) KHEN (CP), to 107.3 A

REPORTED SILENT:

FLORIDA (Baldwin-Jacksonville) WXQL, 105.7  
GEORGIA (Thomasville) WSTT, 730  
IDAHO (Preston) KKEX, 96.7  
KANSAS (Kingman-Wichita) KTCM, 100.3  
KENTUCKY (Stanton) WBFC, 1470  
LOUISIANA (Bastrop-Monroe) KTRY, 730  
(Bastrop-Monroe) KTRY-FM, 94.3  
MARYLAND (Ocean City) WETT, 1590, pending sale  
MISSISSIPPI (Vicksburg) WVIX, 1490  
MISSOURI (Springfield) KIDS, 1340  
TENNESSEE (Dayton) WREA, 1520

FORMERLY SILENT:

KANSAS (El Dorado) KSRX, 1360  
KENTUCKY (Central City) WTBL, 1380  
MISSISSIPPI (Pontotoc-Tupelo) WSEL, 1440  
PENNSYLVANIA (Spangler-Johnstown) WXVE, 97.3  
UTAH (Spanish Fork) KUJJ, 106.5

- Courtesy M Street Journal

PROGRAMMING NOTES

A two-minute health feature, The Living Springs Report, highlights the benefits of self-betterment as opposed to surgery, drugs, or high tech procedures. Dr. David DeRose, M.D. writes and voices the show. For information, call 203-288-0644.

Larry Cotlar and Ted Green join the One-On-One Sports Radio Network. Green's show, about the serious and absurd sides of sports, will air weekdays, 6 - 10 p.m. EST. Cotlar will be the midday host. For information, call Carolyn Phillips at 708-509-1661.

Tom Seaver will host Around the Bases, a new one-minute baseball feature. GNG Communications will produce and distribute the show. The show will run weekdays beginning February 1995. For a demo tape, call 212-768-9788.

MONEY PAGE - SALES & PROMOTION IDEAS

Offbeat October promotion ideas include ...

Name Your Car Day, October 2. A day to honor your car by giving it a pet name. Contact John H. Pertzborn, 314-444-5119.

Get Organized Week, October 4-10. Lower stress and make life simpler by getting organized. Contact Carol Green, 708-272-0135.

National Customer Service Day, October 4. Businesses focus on the importance of customer service. Contact Steve Koppel, 312-321-6800.

National School Lunch Week, October 11-17. Presidential proclamation issued in 1962.

National Pet Peeve Week, October 12-18. Make others aware of the little things that annoy us. Contact Kelly D. Fleming, 616-235-6926.

Moment of Frustration Scream Day, October 12. Go outdoors at "1200 hours Greenwich Mean Time" and scream for 30 seconds. Contact Tom or Ruth Roy, 717-866-5193.

Natural Disaster Reduction Day, October 13. Day approved by the UN to encourage cooperation and find ways to reduce loss of life during disasters.

National FRUMP Day, October 14. Honors the "Frugal, Responsible, Unpretentious Mature Person." Contact Barbara Hovanetz, P. O. Box 1047, Winter Park, FL 32790.

Be Bald and Be Free, October 14. People with toupees are encouraged to "go shiny and proud." Contact Tom or Ruth Roy, 717-866-5193.

National Grouch Day, October 15. All grouches deserve a day to be recognized. Contact Alan R. Miller, 313-686-0503.

World's End Day, October 22. Religious fanatic William Miller predicted the world would end in 1844.

Mother-In-Law Day, October 24. Honors mothers-in-law for their contributions - and for enduring all those jokes.

"War of the Worlds" Anniversary, October 30. Orson Welles and crew scared half the East Coast with realistic radio broadcast.

- The Network Forty, 818-955-4040

## SALES - ANSWERING OBJECTIONS

One of the major contributors to call reluctance is lack of confidence in handling objections. In sales workshops I often ask salespeople, "What happens when someone gives you an objection you know the answer to, an answer that clinches the sale?" It's all you can do to let the prospect finish the objection before you answer it!

Thus a key way to overcome call reluctance - not to mention to make the sales "game" more enjoyable and rewarding - is to know how to answer objections. Answering objections involves two steps: first, we have to determine where the objection is coming from; then we have to address the objection accordingly.

When prospects voice an objection, they are either saying, "I don't want to talk to another salesperson today!" or, "Tell me again why I should buy." The first type of objection is a barrier; the second is a buying sign.

Answering "barrier" objections. Often the barrier objection doesn't make any sense, or focuses on things that have no relevance to the prospect's business concerns. In fact, they are designed to throw salespeople off track to get rid of them! Examples: "Your price is too high" ... "I don't like your format" ... "You're not Number One" ... "Radio doesn't work." Whenever a businessperson finds an objection that works - no matter how ridiculous it may seem - he or she will continue using it.

When such an objection is raised, you want to deal with the objection briefly (perhaps dismissively, if you can pull it off) and get back on track. Some experienced salespeople can even communicate to the prospect (though not in so many words), "You and I both know that's a bogus objection."

Answering buying-sign objections. Genuine objections relate to your presentation or to the prospect's business. They show that the prospect is interested in what you are saying, but needs further convincing. Examples: "I don't know that your station [this schedule, etc.] will get me results" ... "I don't want to run at those times" ... "That's too much money for me."

When answering buying-sign objections, first pause as though considering what the prospect has said (even if - especially if - you already know what you're going to say). Next, validate the objection by saying something like, "That's a good point [question] ..." Then, give the response. (It's a good idea to take some time in sales meetings to share objections you've heard and responses that work - and which objections are which!)



## HALLOWEEN SAFETY MESSAGES

Parents! Before your youngsters start out on their trick or treat adventure, \_\_\_\_\_ reminds you to be sure hats do not cover their eyes, and use makeup instead of masks so your trick or treater can see. Don't let them dress in costumes with big, baggy, sleeves or long, flowing skirts that could brush against a fire. A Halloween safety reminder from \_\_\_\_\_.

\_\_\_\_\_ sends best wishes for a happy, safe Halloween - and reminds boys and girls to be sure to stay in neighborhoods they know well. Do not enter a house unless you are with an adult. Always carry identification - your name, address, and phone number. A Halloween safety tip from your friends at \_\_\_\_\_.

Parents of Halloween trick or treaters, \_\_\_\_\_ reminds you to be sure your youngsters' costumes are made of flame-resistant materials. Affix reflective tape trim to the costume so that your youngster can be spotted easily. Have your youngsters wear shoes that are comfortable and easy to walk in - no high heels. A Halloween safety reminder from \_\_\_\_\_.

\_\_\_\_\_ reminds youngsters who will be trick or treating this Halloween: Visit only well-lighted houses. If there's no sidewalk, walk on the left hand side of the road or street, facing traffic. Don't cut across lawns or go between parked cars. \_\_\_\_\_ wishes you a safe, happy Halloween.

Make your home safe as well as welcome this Halloween. \_\_\_\_\_ reminds you to remove toys and other items from your steps and sidewalk. Keep jack-o'-lanterns and other Halloween decorations away from curtains that could catch on fire. Don't leave jack-o'-lanterns burning while unattended. A Halloween safety reminder from your friends at \_\_\_\_\_.

\_\_\_\_\_ reminds boys and girls who will be trick or treating: This Halloween be sure you don't eat any treats until an adult checks them out. \_\_\_\_\_ hopes this will be a safe, happy Halloween for everyone.

Most of you don't expect to see children on the street on a dark night. But, \_\_\_\_\_ reminds you that on Halloween the "little goblins and ghosts" can appear unexpectedly. Watch for them. In the Halloween excitement, they may forget to watch for you. Join \_\_\_\_\_ in driving with extra care this Halloween.

Make this Halloween extra fun and safe, says \_\_\_\_\_. Kids, stay together and watch traffic. Adults, watch out for the little ones. A safety reminder from \_\_\_\_\_.

## HUNTING SAFETY ANNOUNCEMENTS

If you have youngsters in your home who are just learning about hunting, \_\_\_\_\_ says, teach them personally. Make sure they understand safety and guns before going out. Let them know that they must think like a mature adult. Lives are at stake when a careless hunter is in the woods. A reminder from \_\_\_\_\_.

Many heart attacks are suffered on hunting trips. \_\_\_\_\_ suggests this special tip: unless you are certain of your physical condition, don't over-exert yourself. Walking in the woods is taxing even for the best of us. \_\_\_\_\_ says, stop often to rest. Have a happy, healthy hunting trip.

\_\_\_\_\_ reminds hunters that taking a blind shot at a noise in the woods can lead to the death of another hunter. Be sure you have your game sighted and identified before you pull that trigger. \_\_\_\_\_ says, have a good time and do your part in keeping the woods safe for everyone.

Part of the fun of a hunting trip is the fellowship with friends. But \_\_\_\_\_ reminds you that drinking and hunting don't mix. Do your drinking after the day's hunting is over. Alcohol slows reflexes and dulls the senses, leading to tragedy in the woods. \_\_\_\_\_ says, have a good time, but play it safe.

Are you really prepared for the weather on your hunting trip? \_\_\_\_\_ reminds you to dress brightly, warmly and in layers. That way you can take off some clothing as the day warms up. Just remember to leave that bright clothing on top! \_\_\_\_\_ wishes you good, safe hunting.

\_\_\_\_\_ knows that nothing is more important on your hunting trip than safety. No matter how experienced you are, one careless moment can cause an accident. Proper clothing, positive identification of your target and good gun care makes your trip safer. \_\_\_\_\_ reminds you to have fun - and to be safe.

Hunters! \_\_\_\_\_ reminds you to check your firearms before you start out on that hunting trip. A well-kept rifle can be a trusty companion in the woods. A poorly-conditioned weapon can give you a lot of trouble. \_\_\_\_\_ believes that proper care of your rifle or shotgun before you leave assures you a good, safe time.

The hunting season is here! \_\_\_\_\_ knows many of their friends and good customers will be in the woods and fields. They hope you'll make it a safe hunting season by dressing correctly, not over-exerting yourself, and treating your firearms with care. \_\_\_\_\_ hopes you have a good time - and come back safely.

## STATION OF THE MONTH: MEETING THE CHALLENGE AND ENJOYING IT!

Since 1988 Steve Blair has owned and operated WFIS, Fountain Inn, SC, an AM stand-alone on 1600 kHz (1000w days, 25w nights). Anybody who knows anything about the small market radio business will tell you this has to be one tough situation, but Steve says, "I wouldn't trade it for anything in the world."

Fountain Inn is just 18 miles outside the Greenville-Spartanburg market. Over 20 FM and AM radio stations serve his market with city grade signals. In Steve's words, "People here have a choice of any kind of music or talk format they could possibly want. We don't get any listeners by default."

Steve originally programmed Oldies along with local features. When several of his FM competitors got into Oldies, he switched to a combination of traditional Country music and talk: "We don't worry about what we aren't, but what we are."

16-year morning man Jerry Wickline is one of the radio station's major assets. Steve says, "Here in Fountain Inn and Simpsonville [a mile away], people have been getting up to Jerry for so long, he's become a part of their lives." He adds, "It's also an ideal entry into local businesses. Jerry doubles as a very productive time salesman."

Ten to Noon, WFIS carries the "Ludlow Porch" talk show via satellite from Atlanta. "I don't know how he'd go over in other parts of the country, but he's dynamite in this area."

Steve himself handles Noon to two. Each day he has a co-host, either in the studio or via phone: local civic, government, and business leaders discuss projects, jobs, businesses, and current issues. "I got the idea from the old Mike Douglas and Merv Griffin daytime TV shows. It's worked out great," Steve reports.

Chuck Harder had built up a big audience on one of the Greenville stations a couple of years ago. The management there decided to go local, so WFIS picked Chuck up. "Several advertisers came with him - and so did a lot of listeners."

At five p.m. each day, WFIS carries an open-ended newscast/sportscast. Steve says, "We start at five, then end the news when we've exhausted the material available. During sports season, for instance, there's a lot of news and interviews available. That makes the broadcast longer. Doing an open-end, we don't have to fill with things of little interest."

Six to seven, WFIS carries a statewide sports talk show. This is followed evenings by a year-around schedule of Atlanta Braves

baseball; high school football, basketball, and baseball; and college sports from the state network. The sports is sold on a year-round basis to twenty local advertisers.

For years the local play-by-play has been done by morning man Jerry Wickline. Steve observes, "This year, we're doing something different. I do the color right from the field with a cellular phone. You get a lot of extra information that way. We're getting a lot of good comments. Nobody else is doing it."

Steve and Jerry are the only full-time employees at WFIS. The other six are all part-time. Steve and Jerry are joined in sales by a part-time housewife who works three days a week. The other part-timers, all on the air, include two college students, a local supermarket department manager, a minister, and a high school teacher. "Some of our part-time people have been here for over ten years," Steve says. "When you're doing just a little radio, it's fun, a welcome break. Each of them has family and friends. That helps our listening audience."

Steve calls his business and his area "growing." "We have the same problem other small stations have. The businesses represented by ad agencies are only on the top five stations. We can't seem to break that. But there are a lot of small service businesses that we do a good job for. We also get some small retail. Our customers are loyal and pay their bills."

"A station like this won't ever be a ratings winner or a high biller. It can be a real service to the local community. We do the things that the big stations can't: find people's lost dogs, broadcast job opportunities, run their garage sale items. The local folks appreciate their local station. It's a fun business."

Steve says, "I was making more money running a station and owning part of another station in East Kentucky. But for years my wife, a school teacher, and I wanted to move to the Carolinas. I let her pick the area and told her that I'd find a radio station to buy - that we could afford."

**NEXT WEEK:  
OUR ANNUAL  
BUDGETING ISSUE**

"She immediately liked this historic town and the radio station was for sale at a price I could handle. I wasn't happy that it was so close to Greenville-Spartanburg, or that it was an AM so high on the dial, but, I knew we'd like living here - and that this kind of station would be hard work."

Steve, who's now 60% through his station payment schedule says, "I hear now how many stations in this situation are losing money or off the air. I'm glad I didn't hear that before I bought WFIS. I am glad that nobody had a chance to talk me out of this."

# Small Market Radio Newsletter

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2

Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

**ANNUAL  
BUDGETING  
ISSUE**

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

VOLUME XII - Issue #17 - September 15, 1994

IN-BAND ON-CHANNEL DAB is currently being tested by USA Digital, independent of the comparative testing to be conducted by the Electronic Industries Association/National Radio Systems Committee. USA Digital is one of five systems being considered by the EIA/NRSC. USA Digital's system is performing well so far on two Chicago stations, WGCI-AM and WBBM-FM. The EIA/NRSC may have to wait until the end of the year to begin field testing. The FCC will receive recommendations on digital standards from the EIA/NRSC upon completion of their lab and field tests.

**UPSET WITH HIGH-HANDED NETWORK AFFILIATE ROULETTE?**  
A television station, KTVK-TV in Phoenix, has petitioned the FCC to revoke the licenses of three Scripps Howard stations in Phoenix, Detroit and Cleveland. According to KTVK's filing, Scripps Howard allegedly threatened ABC with dropping their affiliations in Detroit and Cleveland unless ABC abandoned their forty-year affiliation with KTVK and crossed the street in Phoenix. KTVK believes this violates the FCC's Network Territorial Exclusivity Rule. (Sideline: KTVK is the top-rated station in the market; KNXV is #4.) This action bears watching, since it may directly affect radio affiliation agreements as well.

**NEW FCC FILING SOFTWARE** is now available for Mac and PC/DOS users. Both versions are available in the /pub/Fees/User\_Fees directory on the Internet @ ftp.fcc.gov; see also the readme.txt and feefilep.exe files. The programs are also available by sending \$24.03 [sic] plus \$2.75 postage to ITS, Suite 140, 2100 M Street NW, Washington, DC 20037.

**HUEY LEWIS & THE NEWS HEADLINES MARCONI AWARDS SHOW** at the NAB. Rick Dees will host the award show.

AT THE FCC

NEW STATIONS (Granted):

NEW YORK (Whitesboro) Professional Broadcasting Corp., 97.9,  
1650w, 626'

REPORTED SILENT:

CALIFORNIA (Ventura) KBBY, 1590  
GEORGIA (Gordon-Macon) WBNM, 1120, pending sale  
MISSISSIPPI (Magee) WSJC, 810  
NEW MEXICO (Santa Fe) KTRC, 1400  
TEXAS (Port Neches-Beaumont) KUHD, .1150

FORMERLY SILENT:

FLORIDA (Key West) WAIL, 99.5  
GEORGIA (Thomasville) WSTT, 730  
KENTUCKY (Neon) WNKY, 1480  
MISSISSIPPI (Meridian) WMGP, 1450

- Courtesy M Street Journal

PROGRAMMING NOTE USA Radio Network introduces the Family Youth Forum, Sunday nights, 7:05 p.m. - 11:00 p.m. EST. The shows are "Youth Talk USA" with J.W. Brinkley, dealing with teen issues, campus evangelism and relationships to God, family and friends; "N-2-Livin'" hosted by Jay Strack, discussing common issues and teaching gospel. For information, call the USA Radio Network at 1-800-829-8111.

STATE OF THE FORMAT FAIR AT THE NAB RADIO SHOW will feature top radio programming consultants leading roundtable discussions. Here is the list of the addresses:

- AC - Mike McVay, McVay Media (Friday, 10/14, 10:30 a.m.)
- CHR - Alan Burns, Alan Burns & Assoc. (Friday, 10/14, 9:00 a.m.)
- COUNTRY - Jay Albright, BP Consulting Group (Friday, 10/14, 3:30 p.m.)
- HISPANIC - Steven Humphries, HCI (Friday, 10/14, 3:30 p.m.)
- NEWS/TALK/SPORTS - Rob Balon, Benchmark Co. (Friday, 10/14, 9:00 a.m.)
- OLDIES - Dave Allen, David Allen Oldies Consulting (Saturday, 10/15, 10:30 a.m.)
- ROCK - Lee Abrams, ABC Radio Networks (Friday, 10/14, 2:00 p.m.)
- URBAN - Tony Gray, Gray Communications (Friday, 10/14, 2:00 p.m.)

For more information, call BJ Cohen at 202-775-3510.

## MONEY PAGE - SALES & PROMOTION IDEAS

Friday Afternoon Road Show. Every Friday from 3-7 p.m., every half hour, the station's drive time show is broadcast from a different happy-hour location in the area. The station holds a live remote with a complete sound system, deejay, etc. - the works.

Sponsors offer drink specials along with specially-priced meals and snacks. The restaurant buys a schedule to support the appearance; the station runs promo mentions all week long. The station staff comes out every week, and listeners get a chance to hang out with them.

Weekly remotes are also a great place to bring potential clients; they can see for themselves the clientele they'd like coming into their stores.

These celebrations can really be held anywhere, any time - weekend remotes at pool clubs, amusement parks, ball clubs, etc.

Cleanest Joke. Have listeners fax or call in their cleanest joke to the morning show; the daily or weekly winner wins \$50 worth of free dry cleaning.

Variation: the morning team broadcasts live from the cleaners, encouraging listeners to drop off their clothes early in the day. Listeners receive prizes and meet the personalities. Then, the afternoon DJ invites the same listeners back to pick up their cleaning; if they do it in the same day, the cleaning is done for 96 cents (or whatever is your station's frequency).

Comic promotion. Here's a unique way to use print to promote your station: run a series of comic strips drawn by a local artist highlighting the antics of your morning show personalities, or presenting various station activities.

Classic Hits Jukebox is an imaginary jukebox loaded with classic hits. Each record has a selection number (A-11, B-2, or whatever), just like in a regular jukebox. When a jukebox hits is played, the selection number is announced. In Phase I, listeners keep track of the numbers and collect all 98 (or your station's frequency), then mail their list to the station. All correct lists are eligible for the grand prize drawing. In Phase II, simultaneously, listeners call and give the selection number for one of the jukebox hits after it plays on the station. The promotion can be sold to participating sponsors; each of whom supplies prizes (and an advertising investment) in return for promotional announcements and a schedule.

## SALES - SPEC ADS

Selling the sizzle is important in any business, and radio is no exception. Since radio is thought to be an "intangible" medium, it is important to make it as tangible as possible. Presenting spec ads to prospects can solve both problems.

Here are some things you can do to increase your success rate with spec ads - both with the prospects you call on, and with your own support staff:

Closing with Sound. The Sorenson Broadcasting selling system recommends that every complete sales presentation be accompanied by a demonstration tape of the client's commercials.

After playing the tape three times, when the tape stops, don't say a word. The first person who talks, loses. Always let the client break the silence first. The client can only say:

1. "I'll take it."
2. "I don't like it."
3. "Let's make these changes."

Build in mistakes. It is not a bad idea deliberately to include a minor mistake in the spec ad - wrong phone number, street number, opening hours, price, etc. Sometimes radio people think this "demonstrates our stupidity," but that is not how the prospect looks at it.

What this does for the sale is magical. After listening to the ad, the prospect will naturally notice the mistake and call your attention to it. The close is simple: "We'll go ahead and make that change and get you started Monday."

Get your production department on board. Often the support staff at the radio station thinks of spec ads as a burden, a chore, "unnecessary," and so on. After probing this issue I have found that the main reason for this feeling is, as one announcer told me, "What's the point? The spot is only going to get changed anyway." They are discouraged that they are encouraged to do their very best work, only to have it revised and redone.

I find that when the production people understand that we want the prospect to change the ad - that changing the ad helps make the sale - they feel much better about producing spec ads. They become part of the sales process and become more enthusiastic about doing their bit.



## THE BUDGETING PROCESS - I

We talked with prominent small market broadcasters about their budgeting process. Dean Sorenson, Sorenson Broadcasting, starts the process at the beginning of October, when "home office" sends to each station manager a packet consisting of

- ▶ A budget timetable
- ▶ The current year budget, triple-spaced to serve as an input sheet
- ▶ Details of accounts for the eleven months prior
- ▶ Account descriptions, for reference
- ▶ Sales history
- ▶ Current monthly payroll
- ▶ Payroll history
- ▶ Salary worksheets
- ▶ Budget worksheets
- ▶ Planning sheet for advertising and promotions

Here is the timetable SBC uses for putting the budgets together:

TASK	TARGET DATE	RESPONSIBILITY
Sales goals prepared, with plan	October 15	CEO, Manager, Sales Manager
Expense budget draft completed	November 10	Manager, Key Staff, Comptroller
First draft of complete budget assembled	November 17	Comptroller
Review first draft and prepare second draft if needed	November 24	Manager, Key Staff, Comptroller
Assemble second draft	November 29	Comptroller
Individual station budget meetings	November 30-December 21	CEO, Manager, Comptroller
All budgets finalized	December 22	CEO, Manager, Comptroller

Although you may not have multiple stations, this timetable will work well for a single station as well.



"Insanity is doing the same thing over and over again while expecting different results."

- Roger Milliken

## THE BUDGETING PROCESS - II

Steve Trivers, WQLR & WQSN, Kalamazoo, MI, has a fiscal year which runs from July 1-June 30. "This is a blessing," Steve says, "because we have two 'New Years.'" Steve does twelve-month sales forecasts every six months, which gives him the opportunity to fine-tune the numbers - making the forecasts "rather reasonable." His stations also have a five-year plan.

The first step in budgeting revenues is to get individual goals from the salespeople. The sales manager does this, helping the salespeople shape their goals, account by account.

Once Steve has addressed the "What are we going to take in?" question, he looks at, "Where are we going to send it?" Expense budgeting is done just once a year, prior to the start of the fiscal year.

Starting about 60 days in advance of the new fiscal year, Steve and his people begin by looking at the line items from the year just ending; they run a 10-month year-to-date P&L to get monthly averages, and they also look at month-to-month fluctuations as well. This helps them to estimate the needs for the upcoming year, line by line, month by month.

All the department heads are involved in their individual budgets. As Steve and his department heads are coming up with numbers, they write a narrative for each line item - how the number is derived, what it includes, etc. The narrative stays attached to the budget throughout the year, so everyone can see what is happening.

One key area of focus is the promotion budget. Steve and his promotions director come up with a detailed plan of all promotions, and their costs, for the upcoming year. (Steve believes in keeping promotions totally separate from the sales effort: "Otherwise, you end up with a lousy promotion and unhappy advertisers.")

Another key area is the capital expenses. He and his chief engineer discuss needs in that area and put them into the budget.

The budget is nailed down by late June, "but often we're fine-tuning it even a couple of weeks into the new year."

Perhaps unusual in this electronic age, Steve does all his budgeting work in longhand - "I've got to use a pencil and eraser. It makes the figures more real." Ultimately the numbers do get into a computer, of course, thanks to Steve's comptroller.

ADVERTISING & PROMOTIONS PLANNING FORM

The sheet on the following page is used by Sorenson Broadcasting to describe and cost out the promotion plans for the year. It is filled out by the general manager with his/her staff.

MONTH	PROGRAMMING	SALES	G&A
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Totals			

BUDGETING: MONTH-TO-MONTH REVENUE PERCENTAGES

The following table, courtesy of RAB and Miller, Kaplan, Arase & Co., will help you plan your month-to-month revenue goals. It shows the average local and national revenue for each month of the year as a percentage of the total annual revenue, based on a national analysis of the period July 1, 1987-June 30, 1992.

PERFORMANCE ANALYSIS—SEASONALITY BY MONTH			
MONTH	PERCENTAGE OF YEARLY TOTAL		
	LOCAL	NATIONAL	TOTAL
JANUARY	5.83%	4.89%	5.60%
FEBRUARY	6.98%	5.82%	6.71%
MARCH	7.92%	7.77%	7.89%
APRIL	8.50%	8.90%	8.60%
MAY	9.80%	9.99%	9.84%
JUNE	8.92%	9.28%	9.01%
JULY	8.90%	9.45%	9.03%
AUGUST	8.39%	8.84%	8.50%
SEPTEMBER	8.64%	9.25%	8.79%
OCTOBER	8.63%	8.99%	8.72%
NOVEMBER	8.96%	8.74%	8.91%
DECEMBER	8.53%	8.08%	8.42%
TOTALS	100.00%	100.00%	100.02%

NOTE: Columns may not add to 100% due to rounding



ON RECRUITING SALESPEOPLE

"When you find that you need a salesperson, don't hire just one - hire two. My experience has been that when I hire just one salesperson, I usually lose him or her. But if I hire two at the same time, one of them usually makes it."

- Bill Holst, KYNT & KKYA Radio, 605-665-7892

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY  
PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates,  
Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates,  
Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #18 - September 22, 1994

**CASH FLOW MULTIPLES** have risen about one-half percent since Spring, according to Minneapolis-based station broker Jerry Johnson. "Sellers can now expect to get 6½ to 7½ times cash flow versus 6 to 7 times six months ago." Reasons: 1) Small town radio business is doing better this year; 2) If you can duopoly your station to a competitor, it's worth more to him/her than someone else. Johnson does not believe SBA financing will greatly impact small market sales.

**"NEW RADIO ADVERTISING CONSUMER LEASING DISCLOSURE LEGISLATION"** is a pamphlet written by the RAB in conjunction with the NAB to help clarify the bill President Clinton is to sign this week. Here are some of the requirements: 1) down payment, if any; 2) at least one of the following: the number, amounts, due dates or periods of scheduled payments; 3) the total of the payments for the lease term. The RAB has sent copies to hundreds of auto makers and agencies. If you are a member of either the NAB or RAB and would like a copy, you can access it via their on-line fax services.

**FCC PANEL DISCUSSION ON EEO AND INDECENCY RULES** will be held at the NAB Radio Show October 15 from 10:30-11:45 a.m. There will be a discussion on how to attract a diverse workforce on October 14 from 9-10:10 a.m. For information, call NAB's free fax- on-demand service at 301-216-1847.

**DAVE BURNS** has joined Harris-Allied, Richmond, IN to handle the firm's media and vendor relations. A 35-year industry veteran, Dave spent 19 years in a variety of posts with stations in Kentucky and Ohio. He then spent 13 years with Allied Broadcast Equipment before its merger with Harris. For the past 3 years, he has operated his own advertising agency.

AT THE FCC

NEW STATIONS (Granted):

INDIANA (New Albany) New Albany Broadcasting, 94.7, 3000w, 328'  
OREGON (Coos Bay) Bay Cities Building Company, 93.5, 2500w, 512'

AMENDMENTS TO THE FM TABLE (Proposed):

ALABAMA (Addison) new, 105.7 A  
ALASKA (Anchorage) new, 107.7 C2  
NEW MEXICO (Reserve) new, 100.7, C3

AMENDMENTS TO THE FM TABLE (Granted):

MICHIGAN (Tawas City) new, 103.3 A  
(Tawas City) WHST, to 106.1 A from 107.3 A  
MINNESOTA (Pillager) new, 95.9 A  
(Roseau) new, 103.5 A  
MISSISSIPPI (Cleveland) WDTL-FM, to 92.9 C2 from 92.7 A  
(Durant) new, 101.1 A  
(Sumrall) WJSJ (CP), to 106.3 A from 92.9 A  
MISSOURI (Jefferson City) new, 104.1 A  
(Neosho) new, 99.7 A  
MONTANA (Bozeman) new, 103.5 C1

REPORTED SILENT:

FLORIDA (Homestead-Miami) WOIR, 1430  
PENNSYLVANIA (Loretto) WJRV, 1400  
TEXAS (Denison) KTCY, 104.9  
(Slaton-Lubbock) KTEZ, 1050  
VIRGINIA (Norfolk) WZAM, 1110

FORMERLY SILENT:

CALIFORNIA (San Rafael) KTID, 1510  
(San Rafael) KKHI-FM, 100.7  
(Taft) KMYX, 1310  
COLORADO (Rifle) KKGD, 810  
(Rifle) KZKS, 105.3  
TEXAS (Bellville) KFRD, 1090

- Courtesy M Street Journal

WESTWOOD ONE TO AIR RICHARD SIMMONS, the diet and exercise guru, in his own two-hour motivational show, weekdays, 10 p.m. to Midnight. The show is scheduled to be released in January 1995.

PLAYBOY HOME VIDEO GOES RADIO, looking for the "Girls of Shock Radio." Playboy is looking for radio's sexiest on-air personalities, promotional models, dancers, regular and occasional program guests and contest winners. Candidates must be at least 18 and submit a photo. If interested, write to Playboy Productions, 9242 Beverly Blvd., Beverly Hills, CA 90210.

MONEY PAGE - SALES & PROMOTION IDEAS

One-Day Interior Car Cleaning Promotion. Jay's Cleaning Service is a service that cleans car, truck and van interiors. They wanted to increase their business, so KBEW and 98.1 Country teamed up with Hamilton's Restaurant and Juba's Super Valu to create one of our most successful promotions.

Jay's agreed to clean cars on a Saturday from 7 a.m. through 3 p.m.; we held the event at the parking lot of Hamilton's Restaurant and Juba's Super Valu. The cleaning service rates depended on the size of the vehicle, from \$14.50 for subcompact cars to \$25 for larger vans and trucks.

Car owners were invited into Hamilton's for free coffee, compliments of the radio station, which created extra traffic for Hamilton's and Juba's Super Valu.

The advertising consisted of a one-day radio blitz of 30-second ads on Friday - 35 ads on each station - and nine live two-minute on-location remotes on Saturday while cars were being cleaned.

Jay's estimated a cleaning time of 15 minutes per vehicle, and they hoped to clean at least 20 vehicles. They ended up cleaning a total of 200 cars and worked until at least 6 p.m. - three hours past the planned quitting time. Needless to say, it was a very successful venture for all involved - and they want to do it again!

- Jerry Papenfuss, The Result Radio Group,  
Blue Earth, MN, 507-526-2181

Letter Openers = Door Openers. One of the problems facing radio stations and sales people is, "How do we make our product more tangible?" We have been using a product for several years that gets used every day and lasts for years; it gives our radio station tangibility and visibility.

We give each client, prospective client and new business a letter opener with the slogan, "KJAM Radio - A Great Business Opener!" Clients use them daily to open their mail and often times request extra ones for their homes. Over the years we even had requests from the White House Office Staff for a few!

If readers are interested, our supplier has a special on these letter openers for only 69¢ each (regularly 88¢) through the end of September. Minimum quantity is 150 units; there is a one-time \$18 screen charge. For more information, call me and I'll give you the info.

- Rod Goeman, CRMC, KJAM, Madison, SD, 605-256-4514

## SALES - "YOUR PRICE IS TOO HIGH"

When salespeople hit a roadblock, they often come back with the complaint that "Our price is too high." Often customers have valid reasons for arguing about price. Marketers should be aware of customer complaints and take action before they arise.

**A Red Flag - Something's Wrong.** When customers complain about prices, it's almost always a red flag about something else. Rather than simply lowering prices, giving deeper discounts or blaming the sales staff, it may be time to take a close look at the causes of pricing objections. .

**Six Guidelines for Management.** Here are six reasons customers object to high prices:

1. A huge difference in perception. Customers may have a picture in their heads of your company, your product or your service that is at odds with your pricing. In other words, there may be a discontinuity in the customer's mind between the product or service and the price being charged.

When this happens, the customer will believe that "the price is too high."

2. Insufficient differentiation. The comment "We can get it cheaper somewhere else" generally indicates that your company needs to separate itself from the competition in ways that impact the customer. It suggests that customers are not seeing the added value of doing business with your firm.

If businesses selling the same products or services are all viewed alike, then price becomes the only factor separating one from the other, thus making the buyer's decision easy and automatic.

Unless a business is clearly differentiated from its competitors - in ways that are meaningful to customers - price will be a constant issue.

3. You may not have kept up with the changing market. Both markets and needs change. Just because a business did well with a particular product in the past does not mean that the product is automatically positioned to compete effectively in today's market.

It may be time to consider new strategies. Pricing problems occur when the marketers fail to match products or services with the current needs of their customers.



Also, companies get in "ruts" when they approach "the same old customers" over and over and make little or no effort to find new ones.

4. Customers sense a lack of commitment. This creates negative feelings about a supplier that often translate into severe price resistance.
5. Failure to educate customers on the value of doing business with your company. Sometimes we are so eager to drive up sales volume that we neglect customer relationships. We don't spend the necessary time and effort to ensure that customers understand they're buying a company as well as a product or service.
6. The price is too high. Maybe it's not just a perception problem. Maybe the price really isn't competitive.

**The Question for Marketers to Ask.** The age-old question, "Why should anyone want to do business with us?" must be constantly reviewed. If our quality, delivery, service and price are on a par with our competitors, then why should we get the business?

Unless customers are given other reasons to okay an order, price will be the basis for making the decision.

- The Marketing Report, Graham Communications, 617-328-0069



**Be Proud of Your Price.** Don't let anyone beat you up for having a product that's pricey. Announcing your price with pride goes a long way to proving that your product is worth its weight in gold. Here are three price closes for the next time a customer says "Your price is too high."

- ▶ "I know that the figure I am going to quote you is higher than what you had in mind. However, keep in mind that this product is going to help you make more money than you figured."
- ▶ "I just want you to know that the price of this product may shock you. But, of course, we are talking about one of the best investments you can make."
- ▶ "Our price is not the cheapest. However, nobody can offer you more for your money than we can."

- The Sales Closing Book, Personal Selling Power, 800-752-7355

## MANAGING YOUR STATION BETTER: MISCONDUCT

The following two court decisions relate to discharge for misconduct in connection with employment.

Kleidosty v. Employment Appeal Board, 482 N.W. 2d416 (Iowa 1992). An employee, convicted of selling cocaine on her own premises and her own time, was discharged by her employer. Her claim for jobless benefits was protested by the employer on the basis that she had violated a work rule prohibiting illegal, immoral or indecent conduct.

The court held that the act of selling drugs illegally and being convicted of a felony constituted a violation of the work rule prohibiting illegal or immoral conduct, which established a disregard of the employer's interest and therefore was misconduct. The principle is that work rules which govern off-duty conduct must prohibit employees from committing acts while off duty that would bring dishonor on the employer.

Reigelsberger v. Employment Appeal Board, 500 N.W. 2d64 (Iowa 1993). The employee, a truck driver, refused to undergo treatment for alcoholism. The employee's drinking problems occurred off duty and did not directly affect his on-the-job driving performance. The employer was aware when the employee was hired that he had a DUI conviction seven months before and had undergone alcohol abuse evaluation and treatment as part of his sentence. In spite of this fact, the employer hired this individual since he did have a valid driver's license.

Two years later the employee was convicted of public intoxication. He later became intoxicated and unruly at a company sponsored social event after hours. The employer suspended the employee pending an evaluation for substance abuse. After the evaluation, treatment was recommended. The employer then informed the employee that he had to undergo employer-paid treatment and random urinary analysis as conditions for continued employment. The employee refused to comply and the employer discharged him.

It was held that there was no question the employee had an alcoholism problem and needed treatment. It was also held that it was important to the employer for such treatment to occur as the employer could be subject to extensive liability in allowing the employee to drive one of the employer's trucks in an intoxicated state. It was determined that the employee's refusal to accept the conditions was unreasonable and this constituted misconduct.

- D.E.S. Today, The Iowa Department of  
Employment Services, Summer/Fall 1994

## GET OUT THE VOTE

\_\_\_\_\_ reminds you that democracy suffers when people stay home on election day. Democracy flourishes, freedom lives when good citizens cast an informed vote. \_\_\_\_\_ reminds you that your country needs you. Vote [DAY].

\_\_\_\_\_ believes that no one should be too busy to vote. Election means another test of the democratic principles upon which the nation was founded. \_\_\_\_\_ says, whatever your party, be sure to number yourself among good Americans. Vote!

\_\_\_\_\_ says, don't let democracy down. Let your voice be heard at the voting machine. It's your privilege and your duty as a citizen. Don't let others make the decisions alone. \_\_\_\_\_ says, vote [DAY].

\_\_\_\_\_ reminds you that every vote is important, and none is more important than yours. \_\_\_\_\_ says, be sure to take time [DAY] - Election Day. Take part in our democratic process - vote!

It's a fact: John F. Kennedy was elected President by less than one vote per precinct. \_\_\_\_\_ reminds you that your vote does count. \_\_\_\_\_ says, be counted on [DAY] - Election Day.

You often hear people say they don't bother to vote because one vote doesn't count much. \_\_\_\_\_ believes we'd be in a sorry shape if everyone felt like that. Make your vote count. \_\_\_\_\_ says, have your say on Election Day.

When you vote, you do have a say in how your government is run. That's why \_\_\_\_\_ thinks it's important that you cast your ballot [DAY]. \_\_\_\_\_ says, help make democracy work. Vote!

Government of the people, by the people, for the people is only possible when citizens cast an informed vote. \_\_\_\_\_ reminds you that [DAY] is Election Day. \_\_\_\_\_ says, cast your vote!

\_\_\_\_\_ reminds you that you can't complain later if you don't vote. \_\_\_\_\_ says, if democracy means something to you, do something for democracy on Election Day.

\_\_\_\_\_ thinks voting is important. They believe every citizen should play a part - lend a hand. \_\_\_\_\_ urges you to get out and vote Election Day.

Don't take freedom for granted! Vote! \_\_\_\_\_ urges you to take time to cast an informed vote [DAY]. \_\_\_\_\_ asks you to join them in playing an important part in our democracy.

## MORE ABOUT RENTING TOWER SPACE: COST ELEMENTS

Structural Engineering and Modifications. The cost of a structural engineering study can be sizeable. Depending upon the unknowns previously mentioned, the study alone can range from \$1,000 to \$15,000 and up, plus any special changes on the tower itself, which also can be very expensive.

Potential tenants, such as another broadcaster, could make up for the cost of any studies or modifications as part of their start-up costs. Naturally, the cost of the installation of the tenant's equipment is paid by the tenant.

Site Preparation or Improvements. Often there will be additional facilities required for housing the tenants' equipment, as well as power and telephone facilities and possibly heating, ventilation and air conditioning. The tower owner and the tenant should agree on how any improvements or permanent structures will be treated after the term of the lease expires.

Maintenance. Any maintenance fees, such as tower painting, lighting, grass cutting, access, snow removal, security, etc., may or may not be paid wholly by the owner of the tower.

Taxes. Real estate and other taxes and any increase in the same may be shared by the tenants or paid by the owner.

Electrical Interference. The lease usually provides for the last tenant on the tower to be responsible for protecting the electrical operations of all previous tenants. The costs of any special engineering or interference investigations should be billable to the tenant responsible.

Insurance. The owner and every tenant should have all risk liability coverage with at least a \$1,000,000 limit.

Possible Pitfalls. In the case of an AM directional antenna system, careful consideration should be given to the possible effects of new uses on the station's directional pattern; in FM and TV towers, any possible transmitter intermodulation or interference to remote pickup or ENG receiving equipment should be examined.

Personnel, Access and Security. An arrangement for access to the tower and the tenants' equipment should be made. The rules for use of the tower elevator (if any) and the method of identifying authorized personnel should also be developed.

- National Association of Broadcasters

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2

Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #19 - September 29, 1994

**PRESIDENT CLINTON SIGNS ADVERTISING CONSUMER LEASE BILL INTO LAW**, effective immediately. The law should generate more than \$20 million in new radio revenues. To comply, the radio commercials must give the following information:

- that the transaction is a lease
- whether or not the lease needs money down, and if so the amount
- the number, amounts, due dates, or payment schedule
- total number of payments
- a reference to a toll-free telephone number or written advertisement where consumers may obtain all seven disclosures required by the Consumer Leasing Act

The new law does not preempt state laws on consumer leasing disclosure. The NAB and RAB encourages broadcasters to check with state authorities to assure state compliance.

**INFORMATION SUPERHIGHWAY BILL DEAD FOR THIS SESSION**, according to Senator Ernest Hollings of the Senate Commerce Committee. Among the provisions, two were of interest to radio: increase of indecency fines from \$10,000 to \$100,000; and a FCC study of ownership restrictions and its effect on radio and television broadcasters' ability to compete in the multi-media marketplace.

**NETWORK LISTENING DECLINES 8.3%**, according to a recent survey comparing RADAR 49 to RADAR 48. Paul Harvey leads in program listening, while ABC Prime was first overall.

**GMI MEDIA GROUP RELEASES NEW PRODUCTS.** "Lazer Impact Plus" is a 122-cut CD production library. "Superhighway" is a Country jingle package. "Superstars" is a new AC jingle package. For information, call Leslie Erak at 206-839-9414.

AT THE FCC

NEW STATIONS (Applied For):

WYOMING (Powell) Cedar Mountain Broadcasting, 104.1, 78,000w, 1925'

NEW STATIONS (Granted):

NEW MEXICO (Grants) Philip D. Vanderhoof, 92.7, 50,000w, 164'

AMENDMENTS TO THE FM TABLE (Proposed):

OKLAHOMA (Nowata) KRIG, to 105.1 C3 from 94.3 A  
(Okmulgee) KTHK, to 94.1 C2 from C1  
(Pawhuska) new, delete 104.9 A

FORMERLY SILENT:

ALABAMA (Prichard-Mobile) WLPR, 960  
CALIFORNIA (Ventura) KBBY, 1590  
FLORIDA (Baldwin-Jacksonville) WXQL, 105.7, reported silent  
(Kissimmee-Orlando) WOTS, 1220, WMJK silent  
PENNSYLVANIA (Loretto) WJRV, 1400

- Courtesy M Street Journal

WHAT HAPPENED TO RADIO'S BASEBALL LISTENERSHIP? Here are some numbers compiled by Paragon Research:

What Play-By-Play Fans Are Listening To During The Baseball Strike	
Music Stations	40%
Replacement Programming On Baseball Station	14%
Different Sports Or Talk Station	11%
Not Listening To Radio	33%
How Much Play-By-Play They'll Listen To After The Strike	
Same Amount	68%
Fewer Games	15%
More Games	4%
Won't Listen	11%

- R&R, September 16, 1994

JAMES EARL JONES TO HOST CHRISTMAS SPECIAL, "Disney's Wonderful World of Christmas," distributed by ABC. The three hour special will feature best-loved holiday music and memories from the Disney archives, as well as performances by Walt Disney World's renowned musical talents.

MONEY PAGE - SALES & PROMOTION IDEAS

November Business Opportunities include the following businesses, whose sales in the month are above average:

Appliance Stores	Furniture Stores
Book Stores	Jewelry Stores
Carpet Stores	Men's Wear Stores
Consumer Electronics Stores	Music Stores
Department Stores	Shoe Stores
Discount Stores	Women's Wear Stores
Fabric & Sewing Stores	

- RAB's Top 40 Business Survey

November Promotional Opportunities - Events & Holidays

Months

Child Safety and Protection Month  
Holiday Canned Food Drives  
Hunger Awareness Month  
Model Railroad Month  
National Diabetes Month  
Real Jewelry Month

Weeks

November 13-19 - American Education Week  
November 13-19 - National Geography Awareness Week  
November 14-20 - National Children's Book Week  
November 18-24 - National Farm-City Week  
November 27-December 3 - National Home Care Week  
November 28-December 5 - Chanukah

Days

November 3 - Sandwich Day  
November 4 - Walter Cronkite's Birthday (1916)  
November 5 - Sadie Hawkins Day  
November 8 - Election Day  
November 11 - Veterans Day  
November 17 - Great American Smokeout  
November 17 - Danny Devito's Birthday (1944)  
November 18 - Mickey Mouse's Birthday (1928)  
November 19 - Ted Turner's Birthday (1938)  
November 21 - Goldie Hawn's Birthday (1945)  
November 22 - John F. Kennedy Assassination (1963)  
November 22 - Rodney Dangerfield's Birthday (1921)  
November 24 - Thanksgiving Day  
November 30 - Dick Clark's Birthday (1929)

- Chase's Annual Events, 1994

## SALES - MORE EFFECTIVE PRESENTATIONS

Retailers are confronted with, on average, over 100 sales pitches per day. They are just plain tired of people who want something from them!

On the other hand, retailers are confronting new and unfamiliar challenges today; they are looking for help.

It makes sense that our radio sales presentations should reflect these new realities. First, let's look at some mistakes stations make in their presentations; then we'll look at how to make our presentations better.

1. We stress how great the radio station is, not how we can help solve the prospect's problems. Statements like, "We serve all of the Monongahela Valley," "We play more music," "We have a bigger audience," "We play fewer commercials," and so on, don't really make a difference to the prospect.
2. We fail to make the feature-benefit connections strongly enough. Often we are guilty of making feature statements without clearly tying them to benefits - because we assume the prospect can make the connection him- or herself. Not so!
3. We over-do it. Our presentations are often too long, too involved, and skirt the prospect's only real concern: "How can you make me more money and/or alleviate my problems?"
4. We under-do it. We don't cater to the retailer's desire for objective information on which to base decisions. "Selling the sizzle and not the steak" is no longer the answer. When all is said and done, the buying decision is an emotional one ... but in building to that point, you need hard evidence.
5. We don't tailor the presentation to the individual prospect. We tend to use a generic presentation which fails to capture attention and interest.

Now here are some ways to make your presentation more effective:

1. Know what you're selling. It is not commercials, or air time, or even audience ... it is business solutions.
2. Keep it short. Try a five- to seven-minute presentation. It's meatier and it holds the prospect's attention better. Tip: Be sure you mention the length of your presentation when you make the appointment - and stick to it!



3. Take the prospect's point of view, not the radio station's. Always be asking yourself, "Is this something that a retailer can understand and appreciate?"
4. Arrange your selling points according to their relevance on the prospect. Work from the outside in. Instead of beginning with the radio station itself, begin with the retailer - his/her customers and problems.
5. Build the presentation around marketing, not radio advertising. "Marketing" is a term business people in every field use and feel comfortable with (after all, marketing is what they're trying to do with all that inventory). It shifts the emphasis of the presentation away from what you want, and toward what your prospect needs.
6. Use the concept of target marketing. The prospect is familiar with marketing, but now you are adding a new dimension; you arouse interest by promising to increase the prospect's knowledge about marketing. Discuss with your prospect his/her best market segment, then discuss ways of reaching that market. (Do your homework using RAB information.)
7. Prove radio is the most efficient means of reaching that desirable marketing segment. Again, the RAB has the data you need.
8. Prove your station is the most efficient medium to reach the prospect's market. This is when you can talk about all those wonderful things about your particular station - but be sure to document what you say. Don't shift from a factual presentation to a bunch of promises and catch-phrases.
9. Use visual elements in your written presentation. Restrict the amount of copy on each page; keep the "look" clean and simple. The use of graphs and charts is very effective to dramatize your data.

One final but vital point: The stage for the sale is set during the appointment call - so prepare that call as carefully as the presentation itself. Don't say, "I want to come in to talk about radio advertising." Instead, give the prospect a good reason to grant an appointment: "I want to discuss with you a new concept called Target Marketing that is helping other retailers put new business on the books ..." Tell the prospect that you'll take no more than ten minutes of his/her time.

These ideas can make your presentations more professional and, more important, make more sales.

## VETERANS DAY (November 11)

Please join \_\_\_\_\_ in remembering why we observe Veterans Day. Pause and reflect on the sacrifices made by men and women in defense of our liberty. A Veterans Day message from \_\_\_\_\_.

American men and women have been called upon many times to defend freedom. Many paid the ultimate price. \_\_\_\_\_ believes it is fitting that we reflect on their sacrifices. \_\_\_\_\_ is proud to join the observance of Veterans Day.

To save the nation and make this a better place in which to live, \_\_\_\_\_ were proud to serve in time of national emergency. In peacetime, they dedicate themselves to community service and the well-being of fellow veterans. \_\_\_\_\_ thinks Veterans Day is an ideal time to thank the community for their support.

\_\_\_\_\_ reminds us it is too easy to forget wars and emergencies and the sacrifices of men and women who serve their country during such times. That's why, each year, one day is set aside as Veterans Day. \_\_\_\_\_ asks you to join them in paying tribute to those whose sacrifices have made our freedom possible.

\_\_\_\_\_ is made up of men and women who served their country in time of war. Now, in time of peace, these men and women and their families serve their fellow veterans and the good of the community. \_\_\_\_\_ works hard to make [COMMUNITY] a better place in which to live. Join them in observing Veterans Day.

\_\_\_\_\_ asks you to pause and reflect on the sacrifices made by men and women in defense of our liberty. \_\_\_\_\_ asks you to join them in remembering why we observe Veterans Day - to honor those sacrifices.

This Veterans Day, \_\_\_\_\_ reminds you that every time our nation's liberty has been threatened, American men and women have come to her defense. They sacrificed to make sure our freedom was preserved. \_\_\_\_\_ salutes the veterans of this area and asks you to join them in saying, thank you.

The members of \_\_\_\_\_ are proud to have served the nation in time of national need. Today, they and their families continue to serve fellow veterans in need and other members of the community through the organization's service projects. Join the members of \_\_\_\_\_ in observing Veterans Day.

\_\_\_\_\_ says, Veterans Day is the time to remember ... to remember what so many American men and women have done to preserve our freedoms. Join \_\_\_\_\_ in saluting them.

## MORE ABOUT RENTING TOWER SPACE: A BROADCASTER'S VIEWPOINT

I saw the note from the fellow in Oneida, New York regarding renting space on "hot" AM towers. I was able to get into the subject in depth as we moved our towers last summer.

One can rent space on an AM tower, and with a simple isocoupler (about \$600) can mount additional antennas.

According to our consulting engineer, the problem with mounting on a "hot" AM tower is that the antenna, and the coax cable running down the tower, could affect the broadcast pattern, requiring a full retuning and proof of performance!

Unless you are going up on a new tower construction, a partial proof of performance would have to be done, and another following the auxiliary antenna installation.

If this is no change in the pattern, you are okay. However, if it's out, you are then looking at having to do the full proof of performance over again.

I explored with one company buying an insurance policy to cover the possibility of having to do a full proof of performance if it was needed, but so far, no takers.

I also explored putting some antennas and coax cables on our new AM towers, as they were constructed last year, for future leasing; however, this won't work either, since auxiliary service antennas have to be custom cut and tuned ... and any disturbance on a "hot" AM antenna again has the potential to change the pattern, requiring a retuning and a new proof of performance.

For FM's in particular, it is a great revenue stream. When I managed an FM station, we had space leased to Alcohol Tobacco and Firearms, the Sheriff's department, the Secret Service (no one dared mess with that tower site!), the school board (for school bus dispatching), and a paging service - in addition to our own RPU and STL equipment. Once installed, it's great no-brainer revenue.

However, I've not found anyone that's come up with a way that "hot" AM towers can be used without risking a full proof of performance each time an antenna goes up ... or down.

If this is not the case, I would like to know, since we do know that renting space on a broadcasting tower to some of the many new auxiliary radio services is a mushrooming revenue area.

- Chuck Thornton, WAGE, Leesburg, VA, 703-777-1200

## THE LAST WORD: FROM THE TRENCHES

It has now been six months since we assumed control of our local radio stations in Fairfield. As I have mentioned before, it has been gratifying to note how much of the advice I've given to clients over the years is good advice; and I have quickly learned what advice wasn't so good!

I have also discovered how much I have learned from my clients - what to do, and what not to do. (A consultant is kind of like Robin Hood anyway - steal from the rich and give to the poor.)

We were very fortunate to be able to tap a prominent local businessman (and one of our partners) to become the GM of the station. He had a brush with the business, as a salesperson, before starting his "real" career in insurance some 25 years ago - but he has always loved radio and was excited to rejoin it.

He still has much to learn about the business and about managing people (before this, he and a partner managed one office helper) ... but his true value has been his access to the highest levels of city and state business and politics. When he came on board, the station enjoyed instant credibility. After spending a month or so "managing" - sitting behind his desk - he hit the streets and has brought in many advertisers who would have never before considered using our station.

We have had a fair amount of turnover, as might be expected - mostly in sales. After one month, our best salesperson bailed on us to sell cars. Her replacement washed out after 45 days (and a fair number of bogus contracts, it turns out). Our manager and our other original salesperson did double duty until our new salesperson could relocate; then, just three days before the new one was to start, the old one jumped ship, also to sell cars. So now we are still at least one salesperson down. Fortunately, our new one has a fine track record at another station, and brings lots of professionalism and good ideas with her.

The only termination from our side has been the front office position. The former employee was a wonderful person, but limited in her knowledge and creativity. We hired a woman with radio experience and the difference has been remarkable - proving how pivotal that position really is!

All in all, what we have gone through so far seems about par for the course. One thing I will definitely do differently next time, however: when I am negotiating my bank loan for Station #2 and the bank asks, "Are you sure this is going to be enough working capital?" - I'm going to "just say no."

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #20 - October 6, 1994

**RADIO BEATS NEWSPAPERS IN UPSCALE DEMOS**, according to a report from CBS Radio Representatives. Demos where radio's reach is higher than newspapers: 84% higher for college graduates, 86% for household incomes of \$75,000+, and 89% for business proprietors and managers. The report, composed by Terry Drucker, is called "Radio & Newspaper Together: A Strategic Media Decision," is available from CBS Radio Reps at 212-975-4243.

**NEWSPAPERS FIGHT BACK**. A group of 48 major dailies, along with the Newspaper Association of America, have organized a multi-market network to make buys easier for national advertisers. In addition, over 200 papers have formed "loyal reader" clubs, similar to radio listener clubs.

**COUNTRY REMAINS ON TOP** in a Katz Radio Group report using Arbitron data gathered from 3,353 radio stations in 263 markets. Country leads the 12+ AQH share by more than 7 points over Urban, Spanish, and CHR.

**FCC TO PROVIDE DAILY DIGEST FAX SERVICE**. The fax system will have news releases, speeches, calendar items, Public Notices and fact sheets. To access, dial 202-418-2830 from your phone or fax handset.

**ARBITRON'S COUNTY DIRECTORY WILL BE ON COMPUTER** as well as their radio and television city book in a new program called Find It. Users will be able to display all the zip codes, counties or cities within a selected metro, TSA or television DMA. The printed Television and Radio City book will be replaced by the software.

**BROADCAST ELECTRONICS BUYS MARTI ELECTRONICS**. Marti will become a division of BE. Marti's staff and distributor network will handle customer service and sales. Marti remains in Cleburne, TX.

AT THE FCC

NEW STATIONS (Applied For):

MINNESOTA (Babbitt) Eclectic Enterprises, Inc., 106.7, 19,800w,  
790'

NEW STATIONS (Granted):

ILLINOIS (Carlyle) Clinton County Broadcasting, 96.7, 6000w, 328'  
NEW MEXICO (Clovis) Thelese Broadcast International, 106.5,  
60,000w, 177'  
TEXAS (Centreville) Caroline K. Powley, 103.1, 1900w, 207'

AMENDMENTS TO THE FM TABLE (Proposed):

CALIFORNIA (Korman) new, 98.3 A

AMENDMENTS TO THE FM TABLE (Granted):

FLORIDA (Sebastian) new, 95.9 C3  
HAWAII (Lihue Kauai) new, 98.1 C  
ILLINOIS (Galatia) new, 98.9 A  
MISSOURI (Halfway) KYOO-FM, to 99.1 A from 93.1 A  
(Ozark) KZPF, to 92.9 C2 from A

REPORTED SILENT:

MISSOURI (Owensville) KLZE, 95.3

FORMERLY SILENT:

NEW JERSEY (Mount Holly) WWJZ, 640

- Courtesy M Street Journal

PROGRAM NOTES

Tribune Radio Networks will launch Ross Perot's 90-second commentaries beginning October 10th. Perot's weekly program will air Sundays, 7-8 p.m. (CT).

United Stations Radio Networks will distribute "The Comedy Central Minute" featuring audio clips from comics like Brett Butler, Richard Lewis, and Ellen Degeneres. A second feature will be based on "Politically Incorrect" from Bill Maher. United is offering all barter, market-exclusive.

Westwood One Entertainment will launch "The Mike Walker Show," a new celebrity gossip talk show. It is scheduled to air October 24th, Monday through Friday, 10 a.m. to Noon (ET).

Major Networks will syndicate "The Michael Reagan Show," the conservative son of former President Ronald Reagan. The 3-hour show will air October 3rd. For information, call 312-755-1300.

## MONEY PAGE - SALES & PROMOTION IDEAS

Election-Day Countdown. Sell hourly poll count-downs to a political candidate - something like, "It's two o'clock, only six more hours to vote; this reminder from ..." [Dean Sorenson, Sorenson Broadcasting, 605-334-1117]

The Motor Voter Promotion. With election season just around the corner, we have a prime opportunity to get involved with the community. A simple promotion to promote voting and provide a service in your city/town is to hook up with your school district to organize the use of a bus on election day.

A problem that faces many elderly people is transportation to and from the voting polls. Our idea is to have the "WYYY Motor Voter Bus" provide transportation all day long, from various elder-care facilities/retirement apartment complexes, etc. to the voting polls.

Have one of your staff air personalities on board to greet people, hand out voter info and instructions, and promotional station paraphernalia. At the actual voting place, tie in with a donut shop and offer free donuts and coffee to voters while they wait. Make sure the station banner is very visible as the main sponsor who organized this.

Do your community a service such as this, and the worst thing that can happen is your local news media might give you some incredible, free exposure (they love stories like this).

Keep in mind that the "Seniors" demo may not be your target audience, but these people all have two to three generations of current and future family listeners - and they'll talk about it.

Voting may seem like simple procedure to you or me, but it's an adventure to a older person - especially if your station makes it fun and convenient. You'll be surprised by the mileage your station will get out of this. [Howard Rosen Promotions]

Downtown "Hit-Man". Have a station staffer (preferably a jock) walk around downtown - dressed in a special/crazy way (and/or with the call letters prominently displayed) - doing various things to benefit listeners and downtown shoppers: feeding parking meters (leaving a card under the windshield stating the fact); stopping people and awarding "KXXX Holiday Bucks"; doing cell-phone remotes announcing on the air that the next n people who approach him/her will win a prize; etc. This can easily and profitably be incorporated into a "Shop Downtown" promotion and sold to local retailers.

## SALES: THE SALES IMPACT PLAN - I

The "Sales Impact Plan" (SIP) is a way of presenting, selling and scheduling radio advertising that has been in use for many years throughout the country. The principle of the SIP is consistent long-term advertising. SIP schedules are written as one per day, two per day, three per day and so on; seven days a week; 13-week minimum commitment; no end date.

In making a case for consistent, long-term advertising, we can use two pieces of evidence. In one case, we use a "target" graphic which the salesperson draws for the advertiser. The finished graphic is shown to the right.

The salesperson first draws the inner circle and explains that this represents all the people who are in the market for the advertiser's goods or services that day. The second circle represents all the people who are in the market for the advertiser's goods or services within the next seven days. The third circle

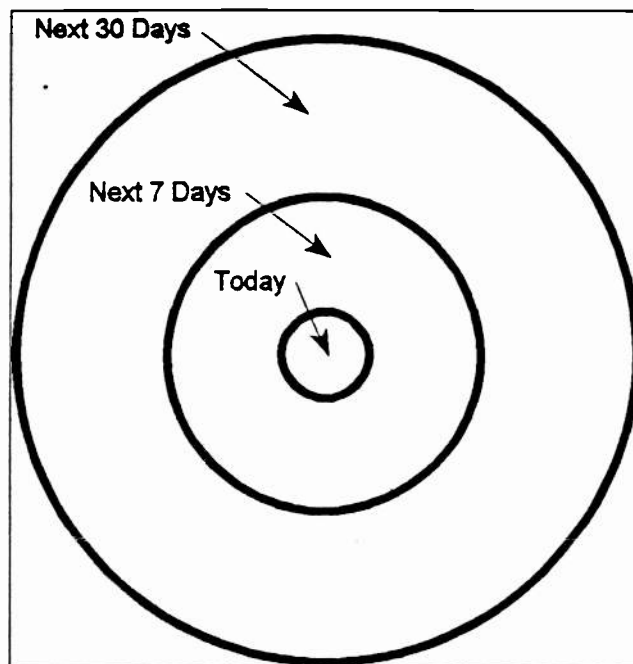
represents all the people who are in the market for the advertiser's goods or services within the next 30 days.

With the Sales Impact Plan, using a consistent daily schedule of advertising, the advertiser is assured of reaching the people in all three circles and beyond - guaranteeing that he/she will be top of mind when the buying decision is reached.

Another compelling graphic is "Ebbinghaus's Curve of Forgetfulness," shown to the right. To quote Beyond The Ratings, Spring 1994:

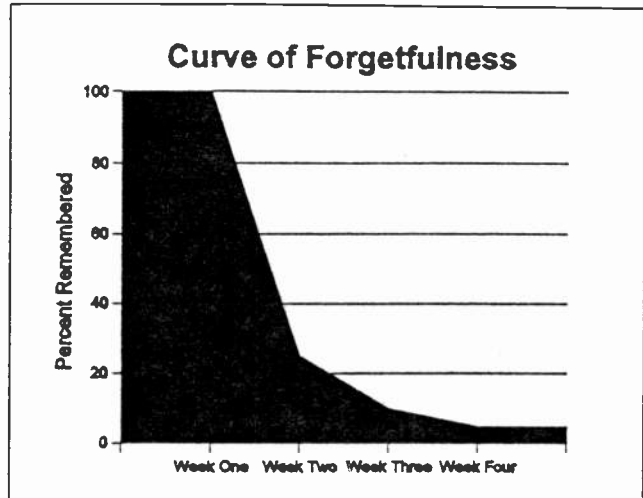
"In 1885, researcher Thomas Ebbinghaus did a study on people's ability to retain information. He called the results the Curve of Forgetfulness.

"Ebbinghaus found that a person forgets 75% of what he or she has learned in the previous week. After three weeks, he/she forgets 90%. After four weeks, he/she forgets 95%.





"The Ebbinghaus study is an illustration of retentiveness; the brain retains information it considers important to the individual and 'forgets' information not deemed relevant. In terms of advertising, it is crucial for the advertiser to make the message important enough for the individual to want to retain it and act on it."



In setting up SIP rates and plans, it is important for the rate card to reflect the philosophy you are preaching: day-in, day-out advertising. Thus, the various rate levels should be presented as per day or per week plans.

Here is a sample SIP rate structure in use by many stations. The rates shown are for illustration purposes only; obviously you will want to insert the rates that make sense in your market.

Number of 30-Second Ads/Week	Per Ad	Weekly Investment	Bonus Ads
90	10.00	900.00	15
60	10.25	615.00	10
42	10.50	441.00	7
36	10.75	387.00	6
30	11.00	330.00	5
24	11.25	270.00	4
18	11.50	207.00	3
12	11.75	141.00	2
6	12.00	72.00	1

Since the SIP plan stresses long-term consistent advertising, the advertiser must give it time to bear fruit. Therefore, it is designed to require a 13-week minimum commitment. Contracts are written as 13-week non-cancelable, with no end date (for internal accounting purposes, it is a one-year contract). This way, the advertiser must take overt action to cancel the arrangement. If he or she does nothing, the SIP continues indefinitely.

Next week: More about the Sales Impact Plan - how it builds, and some pitfalls to avoid.

## ABOUT THIS & THAT

**ANOTHER SCAM HITTING THE FAN?** This one is from an outfit called "Direct Ad's," 1685 South Colorado Boulevard, Suite 117, Denver, CO 80222; phone 1-800-786-4386.

Direct Ad's is faxing to radio stations an order for thirty-second ads to run 10x/day for 10 days. The ad copy concerns a DBS television service called "Star-Vision." The "agency" gives a purchase order number and instructs the station to "Bill at the end of run."

As with any of these things - and there are a ton of them out there - it is prudent to protect yourself by checking before you run. We have found that at some stations, when such an order comes in, it automatically gets logged by the traffic manager, bypassing the GM and/or SM and getting on the air unchecked.

If such a thing could happen at your station, you may want to install some safeguards. (It's like those bogus advertising or subscription invoices that we all receive from time to time; the reason they keep sending them is that at least some gullible office managers pay them.)

**INTEREP STUDY PROJECTS BABY BOOMERS TO INCREASE TOTAL HOUSEHOLD CONSUMER SPENDING** to 53% by the year 2000 (at which time they will be in the 35-54 demo), compared to the less than 50% market share in 1991. Other findings:

- Boomers are 30% more like to have post-graduate degrees.
- Their educational levels are among the highest in the country.
- 38% have annual household incomes of \$50,000+.
- Boomers are heavy consumers of radio/stereo equipment.
- Radio is the first choice in electronic media among Boomers.
- Both sexes are very heavy radio listeners.

Contact the Interep Radio Store for more information regarding this study at 212-309-9020.

**1995 BUSINESS PLANNER** is another form you might find useful in your budgeting process. It appears on the following page.

# 1995 Business Planner

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1992												
1993												
1994												
AVG												
1995 GOAL												
CUMU-LATIVE												
1994 ACTUAL												
CUMU-LATIVE												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1												
9												
9												
5												
S												
P												
E												
C												
I												
A												
L												
	NOTES & MISC											

## THANKSGIVING ANNOUNCEMENTS

\_\_\_\_\_ hopes you'll join them in giving thanks for friends, family and other blessings. Thanksgiving is a festive holiday. Enjoy it, but don't forget the real meaning of the day. Give thanks. The best Thanksgiving holiday wishes are from \_\_\_\_\_.

\_\_\_\_\_ have much for which to be thankful. Among the most important is the friendship and patronage of their many friends and customers throughout our area. During this very special holiday, please accept the thanks of \_\_\_\_\_.

Remember why the Pilgrims observed the first Thanksgiving? \_\_\_\_\_ says, as the Pilgrims did, "Let us recognize His hand in our lives and give thanks." To you and your family, \_\_\_\_\_ extends best wishes for an old-fashioned Thanksgiving.

Loving family ... good friends ... a good meal. They're all part of the traditional American Thanksgiving Day. But, isn't there something missing? \_\_\_\_\_ says, sometimes we forget what the real meaning of Thanksgiving is. Count your blessings. Give thanks. \_\_\_\_\_ extends best wishes for a Happy Thanksgiving.

Many of us spend time complaining about what's wrong. This Thanksgiving, think about all of the things that are right. \_\_\_\_\_ says, think about the good things and give thanks. \_\_\_\_\_ says, let's put "Thanks" back into Thanksgiving.

\_\_\_\_\_ hopes you'll pause for just a moment to think about the good things in your life. There's a lot to be thankful for! Each of us has been richly blessed. \_\_\_\_\_ hopes you'll have a happy holiday - a real day of Thanksgiving.

Thanksgiving is a family holiday. That's what makes it great. \_\_\_\_\_ hopes you and your family are together this Thanksgiving. \_\_\_\_\_ hopes this Thanksgiving is truly a happy one for you and yours.

Pause for a moment to think about the good things in your life. \_\_\_\_\_ believes there is much to be thankful for. Each of us has been richly blessed. \_\_\_\_\_ hopes that your Thanksgiving will be a happy one and a real day of Thanksgiving.

America is still the best place on earth. \_\_\_\_\_ says, we are truly lucky to be here. They hope you'll join them in giving thanks. \_\_\_\_\_ extends best wishes for a Happy Thanksgiving.

The Pilgrims started our Thanksgiving holiday. They set the day aside to thank God for their blessings. \_\_\_\_\_ hopes that you and your family will observe the day in the spirit of the Pilgrims. \_\_\_\_\_ believes there is much to be thankful for.

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2

Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #21 - October 13, 1994

**U.S. AND MEXICO BROADCAST AGREEMENTS GO INTO EFFECT IMMEDIATELY.** The areas effected are FM, AM expanded band, and Multi-Point Distribution. Both countries will have greater flexibility to allocate new FM stations in the border zone, as well as to permit facility upgrades for existing U.S. FM stations. The expanded AM band agreement creates an assignment procedure for the ten channels above 1605 kHz. There will be 21 new AM allotments near the U.S./Mexico border areas. Maximum power for the new stations is 10,000w days and 1,000w nights. Other operations will have limited maximum power of 1,000w days and nights.

**ODD-LENGTH ADS DO NOT HAVE TO BE OFFERED TO POLITICAL CAMPAIGNS** if they have not been offered to other advertisers or programmed in the past year, according to the FCC. The FCC made this declaratory ruling in response to a petition filed by the NAB in August 1992. For details, contact your communications counsel, FCC Political at 202-632-7586, or NAB Legal at 202-429-5430.

**FOCUS ON AMAX** is the advice to broadcasters from NAB's Eddie Fritts. The outlook for in-band, on-channel DAB is good, but it will be years before DAB receivers will be available to consumers. Many listeners are unable to tell the difference. Here is a list of AMAX products:

- Sony's low-cost AMAX Stereo Walkman (Model SRF-42).
- Delco places AMAX radios in almost all GM automobiles. Delco receivers are a standard in all new Cadillacs.
- Denon-NAB AMAX tuner as a high-end AMAX component for audiophiles.
- Moderately priced GE Superadlo III meets all AMAX standards except stereo.

Fritts urges broadcasters to promote AMAX receivers as they are in the market now, especially with the holidays nearing.

AT THE FCC

NEW STATIONS (Granted):

NEBRASKA (Blair) Joseph A. Nugent, 97.3, 25,000w, 325'

AMENDMENTS TO THE FM TABLE (Proposed):

KANSAS (Ingalls) new, 105.9 A

VIRGINIA (Farmville) new, 92.9 A

AMENDMENTS TO THE FM TABLE (Granted):

ARKANSAS (Harrisburg) new, 95.9 C3

NEW MEXICO (Gallup) new, 101.5 A

OREGON (The Dalles) new, 92.7 C3

REPORTED SILENT:

PENNSYLVANIA (Mount Pocono) WPMR, 960

FORMERLY SILENT:

PENNSYLVANIA (Sharpsville) WHTX, 95.9

VIRGINIA (Spotsylvania) WYSK, 99.3

- Courtesy M Street Journal

ANOTHER AD SCAM may be in the wind, we hear from several readers. This one is from Lone Star Advertising, 9898 Bissionett Street, Houston, TX 77036; 800-716-3417, fax 800-860-3960; contact is Robert Reagan. Lone Star faxes an order (200 spots, 10 per weekday for two months) along with ad copy (the most illiterate we've seen yet). BEWARE!!!

SMRN SUBSCRIBER NEEDS HELP locating a supplier of bingo cards. Long-time supplier Worldwide Bingo is no longer in business, or at least not under that name. Please contact SMRN at 515-472-4087 or fax 515-472-6457 if you know of a supplier. Thanks!

PROGRAM NOTES: Kris Stevens Enterprises announces their Christmas programs for this season: "Christmas in the Air," a Lite Rock and AC format featuring a blend of traditional and contemporary arrangements; "Christmas in the Country," a Country-format show; and "The Magic of Christmas," the latest Christmas hits and special features. For information, call 1-800-231-6100.

Westwood One Entertainment introduces "Casey's Hot 20," with Casey Kasem, for Hot AC stations. The weekly three-hour show will be similar to "Casey's Top 40."

United Stations Radio Networks presents "Top 20 Double Play," a weekly four-hour show with Albie Dee. It is designed for Top 40/Rhythm-Crossover stations. For information, contact Janis Burenga at 609-397-4880.

## MONEY PAGE - SALES & PROMOTION IDEAS

Thanksgiving turkey promotions to boost fourth quarter ...

Turkey Shoot. Rick Bulger, WLRB/WKAI/WLMD, Macomb, IL, tells us they have listeners write in to win a free Thanksgiving turkey from one of their participating sponsors. They sell advertisers a "Turkey Shoot" package consisting of a certain number of ads, and each sponsor has a turkey given away in their name during the contest.

Rick makes up a rotating cart with various animal sound effects - a duck, a goat, and so on, along with a turkey. (One year he threw in a curve and put a cuckoo clock on the tape as well.) The station selects cards from all those submitted by listeners, calls them, and puts them on the air. The jock asks if they're ready to "go turkey hunting," plays a shotgun sound effect, then plays the animal-sounds tape. If the turkey sound comes up, the player wins a turkey; if it's another sound, the player wins a consolation prize.

For more information, call Rick at 309-833-5561.

Variations on the theme: have listeners call in to win, or have them register at participating sponsor locations.

Zeke the Turkey Freak. Don Fjerstad, KWAT, Watertown, SD tells us they use this feature, which they purchased some years ago from KQDJ, Jamestown, ND. [We spoke with KQDJ, and the current management has no idea where the feature came from or who originated it - if any reader does, please let us know!]

"Zeke" is a series of produced vignettes that you play with the contestant (the nth caller). The player "goes hunting with Zeke," who is an outrageous cartoonish-sounding character. The player chooses the number of shots, from one to six, he/she thinks it'll take to bag the turkey; then the jock plays the tape. "Zeke" counts the shots and makes funny comments about his efforts to shoot the turkey. Every sixth or seventh play, there's a automatic winner - "Zeke" unleashes a barrage of shots in comedic frustration.

KWAT sells the feature to one advertiser a market, which also contributes the turkeys. Call Don, Dean Johnson or Bruce Erlandson, at 605-886-9306 for more information. If we cannot track down the original program - some of the references are dated anyway, according to KQDJ - you could produce something similar yourself. Don says it's a lot of fun and a perennial seller.

## SALES: THE SALES IMPACT PLAN - II

Continued from last week: The "Sales Impact Plan" is a way of building base business and promoting consistent advertising. Here are more details on the rate card and the plan in general:

Cutting corners or altering the basics of the SIP plan renders it less effective. SIP is designed to be a seven day a week program; this is what generates the reach and frequency to make it work. Even if an advertiser is accustomed to vertical saturation plans, checkerboarding or whatever, it is important to help him/her understand the importance of a constant, consistent schedule.

Note in the rate card (see last week's SMRN) that the advertiser is paying for six days in the week, and the station is paying for the seventh. This should be part of the SIP presentation, to demonstrate the importance of being on every day.

Other common aspects of the rate card:

- ▶ Sixty-second spots are priced at a percentage (usually 120-125%) of thirties.
- ▶ Sponsorships are priced at a percentage (usually 150%) of the applicable spot rate.

An important part of the SIP concept is scheduling. To achieve the proper reach and frequency, it is important to schedule the spots equally in all dayparts from 6 a.m. to Midnight. This is the true meaning of the term "Run of Schedule" (ROS) - high-priority, all-daypart scheduling. Often ROS is confused with "Best Times Available" (BTA), a low-priority schedule in which the advertiser is run whenever and wherever there is room.

The exception to this scheduling pattern is when the advertiser buys one of the lower-level plans (one or two spots per day). In this case, you are better off going for higher frequency by scheduling the spots in the same one or two dayparts (or hours) every day across the board.

Normally the advertiser would not see the rate card; it is an internal tool with which to work up the appropriate investment levels to propose to an advertiser. A couple of points on putting together a proposal:

1. Offer three levels of participation: "aggressive," "moderate" and "conservative." Make the lowest level the investment to which you think you can get the advertiser to agree, then go



up from there. Most people will choose the *middle* level, so usually you will end up with a higher sale than expected.

2. Price each level on a per-week basis. Do not give a per-spot rate and do not give a contract total rate.

Basically we can look upon the SIP as our "frequent flyer" program. It is designed to build customer loyalty and retention. As such, you can think of your SIP advertisers as members of a club. This can mean several things:

- ▶ The earned SIP rate can be applied to other advertising done by the client.
- ▶ SIP advertisers can be included in other station activities (sports, safety messages, events, etc.) at reduced rates or, in some cases, no charge.
- ▶ Remotes, service campaigns or sponsorships are sometimes used as value-added items to make the SIP sale.

An important component in the Sales Impact Plan is the level of service rendered by the station. As part of the SIP presentation, the salesperson offers this guarantee: if he/she does not keep a prearranged appointment with the client once a week (to update copy and monitor progress), that week's advertising is free. When the contract is signed, the salesperson and client should determine a mutually-agreeable day and time each week for that appointment.

This weekly contact is the key to the relationship. If you're tempted to resist seeing every SIP client every week, remember that our competitors are seeing our clients every week; if we don't, we lose!

These weekly visits enable us to reinforce the SIP concept, anticipate and resolve challenges, and build closer relationships. Most important of all, the visit itself contributes to the perception that the advertising is working!

Once the contract is signed, the salesperson should never again mention the 13-week minimum commitment. If the salesperson is doing his/her job from week to week, the client will be satisfied with the progress of the SIP and the thirteenth week is not a hurdle to be jumped - it is just another week on the way to forever.

Next week: Just how much money can the Sales Impact Plan mean to the station and the salesperson?

RADIO FORMATS - WHO'S DOING WHAT?

Country is still the king of radio formats; AC is declining, but still holds the Number Two spot (albeit with less than half the stations). Here is an updated list of how many stations are programming each format:

Commercial Stations By Format	Sept. 1994	Aug. 1994	Change
Country	2,642	2,626	+14
Adult Contemporary	1,197	1,235	-38
News/Talk/Sports/Business	1,029	1,002	+27
Oldies	714	726	-12
Religion - Music	500	504	-4
Rock (AOR/Alt/Modern)	457	461	-4
Adult Standards	435	428	+7
Religion (Teaching/Variety)	426	435	-9
Spanish	401	398	+3
CHR (Top 40)	358	357	+1
Soft AC	345	340	+5
Classic Rock	264	259	+5
Adult Hits	242	233	+9
Urban/R&B	203	208	-5
Variety/Other	151	155	-4
Urban AC/R&B Oldies	125	122	+3
Easy Listening	106	106	0
Classical/Fine Arts	44	43	+1
Jazz/NAC	43	43	0
Silent stations	409	392	+17
Not available/changing	6	14	-8
<b>Commercial total</b>	<b>10,057</b>	<b>10,056</b>	<b>+1</b>
<b>Non-commercial total</b>	<b>1,917</b>	<b>1,913</b>	<b>+4</b>
<b>Total</b>	<b>11,974</b>	<b>11,969</b>	<b>+5</b>

- M Street Journal, 212-473-4668

## STATION OF THE MONTH: A 50% DROP IN REVENUE

What do you do when your economy collapses and the smaller "pie" has twice as many people to share it? Ken Orchard cut expenses and cut his staff from 23 to nine. "You work a whole lot harder for a lot less money. But you survive and then things come back."

Ken Orchard landed his first radio job in 1957 after graduation from a California university. He took a job across the country as chief engineer of two small radio stations then owned by Country music stars Hank Snow and Ernest Tubb - WTCW, Whitesburg, KY and WHBT, Harriman, TN. After a time he and his wife, Millie, worked their way back to California, with stopovers in the Midwest.

By late 1959 they were back in California, where Ken was hired by RKO General as an engineer at KHJ, Los Angeles - the fabled "Boss Radio." He was there twenty years.

In 1980, with their savings and some discarded equipment from Los Angeles stations, the couple built their own station, KVVQ, a Class A FM at Victorville, then a town of some 15,000 residents located about 60 miles east of Los Angeles, known as California's "High Desert Country."

Orchard designed an elaborate automated format which allowed a disc jockey to record a four-hour shift in twenty minutes. Everyone was a combo person: the morning disc jockey doubled as news director; salespeople did the midday and afternoon shifts; the night shift was done by the production manager; and the all-night shift by a person who doubled as traffic manager-production person. "The station was an instant success, making money from day one," says Ken. "For ten years the station grew 10% to 20% every year."

While other sections of the country had economic troubles, California, with its defense and high-tech base, grew by leaps and bounds. Then military down-sizing and high-tech cutbacks struck with a vengeance. At Victorville, decades-old military bases and defense-related industries closed. The hot real estate market came to a standstill. Hundreds of retailers called it quits. In Ken's market of 200,000 people - many unemployed or under-employed - there were by then eight radio stations - mostly out-of-towners who bought high with borrowed money.

By then, Ken and Millie were the only local radio owners, and the longest established. During the good times they had built a 7,000-square-foot facility to house their FM station and had recently built an AM station (a four-tower directional on very expensive California land). They also had acquired an AM station

in the next town east, Barstow (about 50,000 people with eight signals in the market). In an industry where consolidation has become the buzzword, Orchard says, "I've taken steps to be a consolidator, rather than be consolidated."

The two AM stations run a homemade Adult Standards format with music that spans 50 years (1920-1970), personally selected by Orchard, an avid record collector. All the stations are run from the FM facility; an ingenious automation system allows for local cut-ins. "Our two AMs cover 180 miles of I-15, where every year 50 million people travel from Los Angeles to Las Vegas."

The FM, KVVQ, which programs Oldies, will soon get a sister, a new station being built for the Barstow market. "We'll set the two FMs up to operate similar to our AMs, with local cut-aways for Victorville and Barstow," Orchard says.

Although his revenues are now about 50% of his best years', Orchard says with an air of confidence, "I don't believe our best years are behind us. This is part of the peaks and valleys you experience after you've been around for awhile." He is probably right. The High Desert Country has "something that can't be moved to somewhere else - great weather year around."

Victorville's two most famous residents, Roy Rogers and Dale Evans, are about to set off a boom there, with a unique \$50-million retail/amusement/convention development. The shopping area will have three streets: one with a 1930s look, one with a 1940s look, and one with a 1950s look. McDonald's will have a restaurant on each of the streets in keeping with the era it recreates. The Roy Rogers Museum, where the "King of the Cowboys" often drops in, already attracts thousands of visitors each week.

With the boom that's sure to come and with the strong business relationships the Orchards have forged, Ken says he is "happy with my life in every way. I wouldn't have changed a thing - even though things might have been quite different."

How different? Orchard worked his way through college at one of the early McDonald's restaurants, and Ray Krock was a frequent visitor. Krock once asked him, "What are you planning to do after college?" Ken replied, "I'm going into radio." Krock said, "Don't do that. I was a piano player on an Oak Park station. There's no money in radio. Stay with me and I'll make you a millionaire." Ken says today, "I guess he would have," and concludes thoughtfully, "I'm pretty sure I'm not a millionaire, particularly in 1950s dollars, but this is a lot more fun - and a lot more challenging than serving up Big Macs and french fries." [Ken Orchard can be reached at 619-244-2000.]

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #22 - October 20, 1994

**THE WESTIN BONAVENTURE HOTEL MARS NAB RADIO SHOW** on opening day as the Bonaventure's computer crashed. Upwards of a thousand radio executives had to stand in line for up to eight hours to check into their rooms. The internal phone system was also wiped out, with only a few lobby phones available for guest communication. An infuriated NAB President Eddie Fritts demanded that the guests who registered through NAB receive the first night's lodging without charge.

**AUGUST REVENUES** increased 13% in combined local and national spot sales, and 12% growth in combined YTD, according to RAB's radio revenue index. National figures indicate double-digit growth for all regions, with the Southeast experiencing 22% growth. Local radio remained steady across the country.

**FCC CHAIRMAN REED HUNDT COMMENTS ON RADIO** in his first-ever address to the industry. Hundt commented on whether Talk Radio was presenting the truth on important issues, or misinforming listeners. Hundt also confirmed that a vote on reconsideration of radio ownership rules is on the FCC's agenda.

**AM EXPANDED BAND ALLOTMENTS NAMED** in a list available from NAB's HelpFax. The list of 79 AM stations is still subject to petitions for reconsideration and related FCC procedures.

**WORLD MEDIA EXPO DRAWS RECORD CROWD.** Expo attendance was higher than expected, attracting 17,637 people.

**SMALL AND MEDIUM MARKET MANAGERS WANTED** to attend the NAB's Small/Medium Market Managers Roundtable, November 12th in Washington, D.C. For information, call 202-429-5402.

AT THE FCC

NEW STATIONS (Applied For):

FLORIDA (Henderson) George M. Arroyo, 1370, 5000/230w, DA  
MAINE (Winter Harbor) Theodore Field, 97.7, 6000w, 328'

NEW STATIONS (Granted):

OREGON (Canyon City) Blue Mountain Broadcasting Co., Inc., 94.5,  
190w, 1729'  
WISCONSIN (Altoona) Metro Media Broadcasting, Inc., 1560,  
2500/1000w, 1700w CH, DA-N

AMENDMENTS TO THE FM TABLE (Proposed):

LOUISIANA (Clayton) new, to 99.3 A from 107.9 A  
(Jena) KJNA-FM, to 102.7 A from 99.3 A  
MISSISSIPPI (Woodville) WLGG (CP), to 107.7 C3 from A  
MISSOURI (Cape Girardeau) new, 93.9 A  
(Hermitage) new, 93.1 A  
TENNESSEE (Bulls Gap) new, 98.7 A  
(Elizabethton) WAEZ, to 99.3 C2 from C3  
(Jefferson City) WEZG, to 99.1 A Cumberland Gap from 99.3  
Jefferson City  
(Norris) new, 106.7 A  
VIRGINIA (Ettrick) new, 93.1 A

AMENDMENTS TO THE FM TABLE (Granted):

FLORIDA (Marco) WGUF, to 98.9 A from 92.7 A  
(Punta Gorda) WIKX, to 92.9 C1 from C2  
LOUISIANA (Jackson) new, 104.5 A  
MARYLAND (Cavalier) new, 105.1 C  
NEVADA (Pioche) new, 98.9 A  
NORTH CAROLINA (Ocean Isle Beach) new, 93.5 A  
(Southern Shores) new, 100.9 C2  
SOUTH DAKOTA (Belle Fourche) new, 102.1 C3

REPORTED SILENT:

MAINE (Houlton) WHGS, 1340

FORMERLY SILENT:

ALABAMA (Atmore) WYDH, 105.9  
FLORIDA (Key West) WKWF, 1600

- Courtesy M Street Journal

MONEY PAGE - SALES & PROMOTION IDEAS

Zeke the Turkey Freak Refuses to Die. In our last issue we mentioned this clever promotion that has been kicking around since the early Eighties. Well, thanks to helpful readers Dave Grosenheider, KLEM/KKMA, Le Mars, IA and Vern Rasmussen, KATE, Albert Lea, MN, and our intrepid investigative staff (me), we have traced Zeke back to his hutch - Greg Knute Hammer, Knute Hammer Productions, 608-791-7777. When we contacted Knute he was amazed at the interest in Zeke, and told us he probably has the program "kicking around here somewhere."

If you are interested in acquiring the contest, which consists of 24 variations of 11 basic games, as well as an "instant winner" game that comes up every seventh time or so, to assure you do get some winners. Knute says that a couple of the cuts are dated (references to peanut farming and "Charlie's Angels") but that most are not. He has agreed to sell the feature to SMRN readers for the same price as in 1982 - \$75 complete with staging promos.

Radio Bingo Lives. We got several responses to the reader inquiry about radio bingo. Here are some suppliers to contact:

Bingo King  
1704 Nebraska Avenue  
Council Bluffs, IA 51501  
800-243-1421

Bingo King  
400 East Mineral Avenue  
Littleton, CO 80161  
800-525-8380

These are two locations for the same company. Here is one more:

Dover Productions  
43 Casebridge Court  
Toronto, ON M1B 5M9  
Canada  
800-268-4297

Thanks to Dave Grosenheider, KLEM/KKMA, Le Mars, IA; Paul Ballion, The Ballion Company, St. Paul, MN; and KCLN/KLNT, Clinton, IA for helping us out!

While on the subject, Dick Gleason, The Gleason Group, Norway, ME, writes, "I can't get my people to do bingo. How about a story on bingo successes." Okay, readers, share your experiences!

Dinner on the Mayflower. A cute one for Thanksgiving: arrange with your local Mayflower movers to award a sumptuous catered dinner in one of their moving vans. Get your town's best restaurant to supply the food and the service. Get your town's best decorator to fix up the inside of the van. [Radio Ink]

SALES: THE SALES IMPACT PLAN - III

Concluded this week: How "little things can mean a lot," and some final points about the plan.

Sometimes salespeople have difficulty buying into the SIP concept, especially if they are geared toward fewer, bigger advertising contracts. Since one of the main points of the SIP is to get smaller, limited-budget advertisers on the air, this can be a major shift in thinking.

The first point to keep in mind is that a revenue base of more but smaller contracts is simply more stable. If you lose one or two, it does not result in a major hit to the station's billing. (Any salesperson can recall the trauma of losing a big account!)

Second, consider the cumulative effect on a salesperson's commission check from selling just one SIP a week for a year - even the lowest plan on the card (see the sample card in the October 6, 1994 issue of SMRN). Here is how it works:

Week Number	SIP Sold That Week	Total Revenue From SIPs That Week
1	72	72
2	72	144
3	72	216
4	72	288

Thus, if a salesperson were to sell one little \$72 SIP per week for a year, at the end of the year he/she would be billing \$3,744 per week, or \$194,688 per year.

Not every SIP advertiser will stay with you, of course - and hopefully the salesperson will be selling more and different things - but this merely illustrates the power of selling SIPs!

The SIP concept works very well, and thousands of advertisers around the country stay with the plan literally for years. But as we know, things don't always go smoothly.

For example, what if an advertiser wants out of the contract early for some reason? After diligently attempting to uncover the cause of the dissatisfaction, most stations will let him/her out with no penalty. The reasoning is that we want to maintain good relations to keep the door open for future business. Of course, if the advertiser in question is simply trying to take advantage



of the station in some way, then you must use your best judgment.

If the SIP is based on a TFN ('til further notice) contract, what about rate increases? The basic purpose of the contract is to spell out the terms of the minimum commitment. In most industries (insurance, for example), a contract will protect a rate for a certain amount of time, but not forever. Most stations using the SIP do not hesitate to improve rates every year; in some cases they do not even notify clients.

While we believe some notice is in order, the point is well taken: we in the business make a far bigger deal about rate increases than is warranted. As one manager argues, "When the supermarket raises the price of a pound of meat, do they send out letters?" Rate increases are a fact of life in every industry. We need not be ashamed of ours!

If all the components of the SIP concept are used, it becomes a powerful and effective way to deliver better results to our advertisers and more base business for our station. Stations that use the SIP really use it - it is their primary advertising vehicle, not just another package stuck in the briefcase.

It is important to understand that if some components of the SIP are omitted, then it becomes just one more useless gimmick. These elements should be present for the concept to work:

- ▶ The advertiser must commit to a minimum of 13 weeks.
- ▶ The advertising should run seven days a week, every week.
- ▶ The schedule should be "true ROS," meaning that it is specifically rotated through all dayparts equally. (The exception is the lower SIP commitments - one or two spots per day - where it is better to schedule the advertising horizontally, in the same dayparts or hours every day.)
- ▶ Run only one ad at a time. Try to avoid changing copy frequently, and never oftener than once a week.
- ▶ The salesperson should see the client every week, ideally on the same day at the same time.
- ▶ The salesperson should never talk to the client about when the 13-week commitment is up.

If you keep the Sales Impact Plan pure, you will have a growing roster of stable, loyal, satisfied customers.

## COPYWRITING: SIX STEPS TO A THIRTY

According to advertising man Milo O. Frank, there are six steps involved in preparing a thirty-second sales message:

1. Identify your objective. Why do you want to deliver this message?
2. Know your listener. Who will hear the message? What facts do you know that will influence him or her?
3. The right approach. How will you get your message across? What is the strategy, game-plan or theme?
4. Select your hook. In one sentence, what is the most unusual, interesting, dramatic or humorous part of your message?
5. Build the body. The "what, who, where, when and how" of your message are the questions to answer here.
6. Decide on a close. Do you want to use an action close ("Buy now and save!") or a reaction close ("If you want the best advice on investing, call for an appointment!")?

According to Frank, a thirty-second message including hook, body and close should contain no more than eight sentences.

- Milo O. Frank, How To Get Your Point Across In 39 Seconds or Less, Simon & Schuster, 1986, reprinted in One to One



### QUOTE OF THE WEEK

"Eighty-five percent of all advertising is invisible. It's there but no one sees it. Then 14% of all advertising is terrible. It's ugly, stupid, patronizing and demeaning - and you see it, even though you hate it. The remaining 1% is the great stuff, the advertising characterized by The Big Idea. The big idea can go further than you can imagine. It can save a business, start an enterprise, spark a revolution, turn an industry - or the world - upside down. If you're faced with an ad that doesn't have an idea, an idea that can be expressed in one sentence, save your money.

- Advertising legend George Lois, ad for The Wall Street Journal

COLLECTIONS: INCLUDE THE CLAIM FORM

Chuck Thornton, WAGE, Leesburg, VA uses an innovative approach to collecting his money. He sends a letter (reproduced below), to which is attached a copy of the "Warrant in Debt" form used to file a claim with the county court. Chuck tells us that the inclusion of the claim form gets good results for WAGE.

The Letter

Dear \_\_\_\_\_

I do need to ask for your immediate attention to taking care of the outstanding balance that WAGE has been carrying for advertising you placed in support of [client].

The amount owed to WAGE by [client] for advertising is \$\_\_\_\_\_.

I have spoken to you personally regarding this matter, along with having sent several personal letters.

At this point, without a payment this month, I will be left with no alternative but to file a Warrant in Debt for collection of this advertising balance in General District Court.

I honestly feel that having to appear in General District Court is not beneficial to either of us.

I look forward to receiving your payment this month. If you have any questions regarding this matter, please do not hesitate to call me.

Sincerely

Chuck Thornton  
General Manager  
WAGE Radio

✦ ✦ ✦

**FIRE UP** an employee who is underperforming by comparing his or her problematic behavior with your idea of superior performance. Note the response. If the employee is indifferent, he/she may not be salvageable. If the response is blame or denial, at least he/she is listening. Continue giving feedback. If the response is receptive and thoughtful, try working with him/her to improve performance. Helpful: Develop a strategy and timetable for the turnaround. Example: Punctuality can begin tomorrow. More complex changes - learning new skills - may take several months.

- Bottom Line Personal

**MARCONI WINNERS** were awarded at the closing ceremony at the NAB Radio Show. Here is the list of categories and winners: legendary station of the year - KDKA-AM, Pittsburgh, PA . . . network/syndicated personality - Don Imus, Westwood One Radio Networks . . . major market personality - J.P. McCarthy, WJR-AM, Detroit, MI . . . large market personality - Coyote Calhoun, WAMZ-FM, Louisville, KY . . . medium market personality - Bobby Byrd, WUSY-FM, Chattanooga, TN . . . small market personality - Jeffrey Steffen, KEXL-FM, Norfolk, NE . . . major market station - WJR-AM, Detroit, MI . . . large market station - WHAS-AM, Louisville, KY . . . medium market station - KLBJ-AM, Austin, TX. . . small market station - KUOO-FM, Spirit Lake, IA . . . AC/EZ - WSPT-FM, Stevens Point, WI . . . CHR - WXKS-FM, Medford, MA . . . Country - KSSN-FM, Little Rock, AR . . . News/Talk/Sports - KRLD-AM, Dallas, TX . . . Religious/Gospel - WVEL-AM, Peoria, IL . . . Spanish - KBNA-AM/FM, El Paso, TX . . . Big Band/Nostalgia - WPEN-AM, Philadelphia, PA . . . Classical - KING-FM, Seattle, WA . . . Jazz - KIFM-FM, San Diego, CA . . . Oldies - KXKL-AM/FM, Denver, CO . . . Rock - KQRS-AM/FM, Minneapolis, MN . . . Urban/R&B - WROU-FM, Dayton, OH.

**BROADCAST PROGRAMMING'S RADIO AWARD WINNERS** received their awards October 14th during the NAB Radio Show. According to BP, they were very impressed with the quality of the presentations. Here are the winners: best Country station - KEKB-FM, Grand Junction, CO . . . best AC station - WKSJ-FM, Williamsport, PA . . . best Soft AC station - WISP-FM, Sarasot/Bradenton, FL . . . best CHR station - KSSZ-FM, Fargo, ND . . . best Easy Listening station - WHKQ-FM, Racine, WI . . . best "Specialty" station (Christian) - WAVA-FM, Washington, D.C. . . . best morning show - KXDD-FM, Yakima, WA (Chris & Butch) . . . best walk-away sound - CKBD-AM, Vancouver, BC . . . best live or live-assist sound - WSOY-FM, Decatur, IL . . . best local production - KFIN-FM, Jonesboro, AR . . . best station promotion - WELK-FM, Elkton, WV.

#### THE LAST WORD: ON THE NAB CONVENTION

We're not sure who was served by the "World Media Expo" which took place last week in Los Angeles, but it sure wasn't the small market broadcaster. There was practically nothing on the program for us, and - whether this is cause or effect - there were very few small market broadcasters in attendance. We had the feeling that radio itself was shoved aside in this multimedia jumble, and small market radio definitely become the odd man out.

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #23 - October 27, 1994

**NEW PUBLICATION ON SBA LOANS** is available from Patrick Communications Corporation. "The Broadcaster's Guide To SBA Loans" helps stations determine their eligibility, complete the applications, calculate formulas, and offers other detailed information. Information: 301-596-9814.

**FCC PROPOSES RAISING MINORITY OWNERSHIP LIMITS** to 25 AMs and 25 FM's. Another proposal would allow a non-minority owner to have non-controlling but "considerable" interest in a minority-owned or small business-owned station or group not to exceed five AMs and five FM's.

**DUOPOLY RULES WILL STAND**, according to the FCC, which has turned away several challenges to those rules. The local ownership limits remain at 2 AMs and 2 FM's with a 25% audience share limit.

**NEW FCC PHONE NUMBER** for recorded listings of releases and texts: 202-418-2222.

**HUNDT EXPRESSES CONCERN ABOUT TALK RADIO - AGAIN -** at an IRTS meeting last week. As in his speech at the NAB, the FCC Chairman voiced doubts about Talk Radio's treatment of facts, and questioned whether it should be monitored. (But Hundt also said he does not want to the FCC to censor programming.)

**HUNDT THREATENS SPECTRUM AUCTION**, commenting that broadcasters have not lived up to their civic responsibilities. Hundt went on to say that the FCC is about to raise billions of dollars by auctioning off what broadcasters have been receiving for free - scarce spectrum.

**SOLD OUT? POLITICAL ADS KEEP COMING?** You do have certain obligations to federal, state and local offices. For help, call your FCC counsel; the FCC at 202-632-7586; or NAB Legal at 202-429-5430.

AT THE FCC

AMENDMENTS TO THE FM TABLE (Granted):

ARKANSAS (Maumelle) new, 96.9 A  
IOWA (Muscatine) new, 93.1 A  
MICHIGAN (Traverse City) new, 104.5 A  
MISSISSIPPI (Tunica) new, 96.1 C3  
SOUTH CAROLINA (Bamberg) WWBD, to 95.7 A from 92.1 A

FORMERLY SILENT:

MISSOURI (Columbia) KTGR, 1580  
NORTH CAROLINA (Wilkesboro) WWWC, 1240  
WEST VIRGINIA (Moundsville) WZA0, 1370

- Courtesy M Street Journal

REJECTED COMMERCIALS RUN - AND AT LOWEST UNIT CHARGE! The Chicago local of the National Association of Broadcast Employees and Technicians unsuccessfully tried to place ads on local radio stations to support a boycott of Channel 5 TV. NABET then rewrote the commercials on behalf of a state congressional candidate; not only were the radio stations forced to accept the spots as is, but had to charge the lowest unit rate to boot!

PROGRAM NOTES

Dick Clark's "Rock, Roll & Remember" is moving to United Stations beginning January 1, 1995. Clark will also produce a new three-hour AC program, "Dick Clark's U.S. Music Survey," available for syndication January 15, 1995. For information call Janis Burenga at 609-397-4880.

Talk show "The Working Mom on the Run (aka What the Heck Happened to My Life?)" is hosted by Debbie Nigro on Saturday mornings. For information call 212-685-4300.

SW Networks, a venture between Sony Software and Warner Music, have announced several programs. The 24-hour programs include "Classic FM U.S."; "Success Radio"; and an unnamed NAC format. Two-hour niche format programs: "Static" for 18-34s; "Street Heat," featuring Urban and Hip-Hop; and for Country, "Country's Most Wanted." Other programs include "Pure Concrete," an Album Rock show, and an unnamed adult alternative show.

Charles Michelson is offering Famous Drama/Comedy, a package of half-hour radio specials for Christmas. The twelve specials include The Jack Benny Christmas Special, The Burns & Allen Christmas Show, The Dragnet Holiday Show, and more. For information call 1-800-648-4546 or 310-278-4546.

MONEY PAGE - SALES & PROMOTION IDEAS

December Business Opportunities include the following businesses, whose sales in the month are above average:

Appliance Stores	Hardware Stores
Auto Repairs	Jewelry Stores
Book Stores	Life Insurance
Camera Stores	Men's Wear Stores
Consumer Electronics Stores	Movie Theaters
Department Stores	Music Stores
Discount Stores	Shoe Stores
Drug Stores	Sporting Goods Stores
Fabric & Sewing Stores	Supermarkets
Florists	Tire Dealers
Furniture Stores	Women's Wear Stores

- RAB's Top 40 Business Survey

December Promotional Opportunities - Events & Holidays

Months

Pre-Christmas/Clearance Sales  
Bingo (the game) Birthday Month (1929)

Weeks

December 10-16 - Human Rights Week

Days

December 1 - World AIDS Day  
December 1 - Woody Allen's Birthday (1935)  
December 1 - Bette Midler's Birthday (1945)  
December 5 - Strom Thurmond's Birthday (1902)  
December 7 - Pearl Harbor Anniversary (1941)  
December 10 - Human Rights Day  
December 13 - Dick Van Dyke's Birthday (1925)  
December 15 - Bill of Rights Day  
December 17 - Wright Brother's Day (First Flight 1903)  
December 18 - Ty Cobb's Birthday (1886)  
December 21 - Winter begins  
December 22 - Barbara Billingsley's Birthday (1922)  
December 25 - Christmas  
December 31 - New Year's Eve

- Chase's Annual Events 1994

Leftover Weekend. Right after Thanksgiving, clean out your prize closet and give away leftover promotional material from the past year. Or clean out your station and give away some of the oddball things that have accumulated over the years. [One to One]

## SALES - PARTNERS, NOT PEDDLERS

At the NAB in Los Angeles, RAB President Gary Fries repeated his "farming, not hunting" message. It's a great analogy, and a message that needs to be heard, understood and acted upon by all of us in the radio industry.

Gary talks about the differences between the "hunter" and the "farmer" style of salesmanship:

- ▶ The "hunter" approach to radio involves the "kill and make budget" method of selling radio time. The objective is to make the sale, now, at all costs.
- ▶ The "farmer" approach involves planting seeds, fertilizing, watching them grow, and harvesting the rewards. The objective is to build long-term relationships based on trust and mutual benefit.

"Never has there been a finer hour," Fries says; "never has there been more opportunity." But he and his staff are frustrated with the need to pick up after "slash and burn" radio salespeople.

Radio's salespeople must learn to become marketers instead of "spot peddlers." We must learn to establish marketing relationships with our advertisers - "to be as intimate with our advertisers as we are with our listeners."

According to Fries, we need to get to know owners, not just buyers. We need to think more about how to move product than about how to sell spots.



THE UNEXPECTED happened to me recently while on a United Airlines flight to Los Angeles: I was sitting in the back of the plane, minding my own business, when a flight attendant stopped to give me a business card from the pilot, one Donald Danborn, on which was jotted a note: "Mr. Mitchell - Just wanted you to know how much we appreciate one of our Premier Execs flying with us today. Your business is important to us. [Signed] Don."

My friend Warren Lotsberg once said (and I quoted him in these pages), "Today it is not enough merely to satisfy the customer. We must surprise and delight the customer." That business card definitely surprised and delighted me - and, not counting SMRN readers, I have probably told 100 people the story, never failing to mention the airline by name. The question is, What have we done to surprise and delight our customers lately?



PROGRAMMING - FORMAT PERFORMANCE FOR SEPTEMBER

FORMAT	AM	AM %	FM	FM%
Country	1084	23.1%	1564	22.7%
News, Talk	900	19.2%	267	3.9%
Adult Contemporary	398	8.5%	817	11.9%
Adult Standards	381	8.1%	56	0.8%
Religion	362	7.7%	422	6.1%
Oldies	294	6.3%	422	6.1%
Spanish	284	6.1%	149	2.2%
Southern Gospel	168	3.6%	48	0.7%
Black Gospel	113	2.4%	11	0.2%
Soft AC	106	2.3%	240	3.5%
Top-40 CHR	21	0.4%	394	5.7%
Variety	67	1.4%	377	5.5%
Alternative Rock	12	0.3%	358	5.2%
Rock	22	0.5%	297	4.3%
Classical, Fine Arts	11	0.2%	272	4.0%
Sports	103	2.2%	3	0.0%
Urban, R&B	73	1.6%	161	2.3%
Ethnic	57	1.2%	22	0.3%
Gospel	46	1.0%	13	0.2%
Contemporary Christian	43	0.9%	173	2.5%
R&B Oldies	37	0.8%	2	0.0%
Easy Listening	25	0.5%	90	1.3%
Urban AC	25	0.5%	62	0.9%
Adult Hits	17	0.4%	226	3.3%
Pre-Teen	16	0.3%	3	0.0%
New Rock	5	0.1%	49	0.7%
Classic Rock	9	0.2%	258	3.8%
Jazz	7	0.1%	112	1.6%
Not available or changing	4	0.0%	9	0.1%
<b>Total operating stations</b>	<b>4687</b>	<b>100%</b>	<b>6877</b>	<b>100%</b>
Silent	277		132	
Construction Permits	88		585	

- M Street Journal

## CHRISTMAS SEASON SAFETY

\_\_\_\_\_ says, be sure to include safety in your holiday plans. When selecting a Christmas tree, look for a fresh, natural tree. Fresh trees are less likely to catch on fire than older trees. And when you put your tree up, give it plenty of water to keep it from drying out. A reminder from your friends at \_\_\_\_\_.

Getting ready for that visit from Santa Claus is a lot of fun. Your friends at \_\_\_\_\_ remind you to avoid small toys with removable parts - they can be swallowed or lodged in a child's throat. Avoid toys made of brittle plastic or glass - they can break easily - and avoid toys with sharp edges. \_\_\_\_\_ says, let's make this a happy, safe Christmas.

Here is a Christmas-tree buying tip from your friends at \_\_\_\_\_: stay away from "flocked" trees. Children often think the flocking is powdered sugar, but it's actually poisonous. A safe holiday reminder from \_\_\_\_\_. They want this holiday season to be a happy, safe one.

\_\_\_\_\_ sends best wishes for the holidays with this safety reminder about candles: don't place candles near draperies or near anything else that might catch fire easily. Teach children not to touch burning candles, and not to get too close to the tree. Replace candles before they burn too low. Holiday safety reminders from \_\_\_\_\_.

\_\_\_\_\_ reminds you to set up your Christmas tree away from heat sources like fireplaces and radiators. Decorate your tree only with U.L. approved lights and cords. Examine the lights carefully for frayed wires, loose connections or broken sockets. Make sure all the sockets have lights. \_\_\_\_\_ says, don't let a fire mar your family's holiday season.

\_\_\_\_\_ wishes you and your family the happiest and safest holiday season ever. Trim the tree with children in mind. Don't put breakable ornaments, or ornaments that look like food or candy, on the lower branches where the little ones can get to them. Always turn off tree lights when you go to bed or leave the house. Best wishes for a happy, safe holiday season from \_\_\_\_\_.

\_\_\_\_\_ sends best wishes for a happy holiday season. Here are some tips to make it safer: Don't overload extension cords with lights. Use no more than three strings of lights on one extension cord. Keep toddlers away from electrical fixtures. Always unplug and cover electrical sockets when they're not in use. Safety reminders from your friends at \_\_\_\_\_.

FROM OUR READERS: SCAM-O-RAMA

Lone Star follow-up: "I read with interest your article on another ad scam, Lone Star Advertising. When I called them after receiving their fantastic fax order, I got an answering machine. I left a message that I was checking that they were legitimate. In the meantime I called the Houston Chamber of Commerce; they never heard of Lone Star. I called the sales manager of KIKK Radio; she never heard of them either. Finally I got a call back from Mr. Robert Reagan; he was very put out that I would check up on him, rudely accused me of being a Yankee, and hung up on me. Now today I get another offer via the fax; I'm sending it along for your amusement."

- John Meder, WWOJ/WWTK, Sebring, FL, 813-382-1063

The fax: From Continental Credit Repair, 5182 Katella Avenue, Suite 101, Los Alamitos, CA 90720; 310-799-8346: "Currently Continental Credit Repair is offering a new 1-900 phone number to aid potential clients in fixing their bad credit. We are beginning a three month advertising campaign, beginning November 10th, with combined newsprint and radio advertising. What can you do for us? Our budget is approx. \$1,000.00-3,500.00 per station and are looking at basing our ads during drive time and late night slots. Please contact our advertising department, Mr. Greg Fortre or Mr. Steve Humphries at 310-799-8346, 310-799-8347."

Another one: Received from WCTW/WMDH, another "insertion order" from Liberty Advertising, 1926 West 18th Street, Suite 162, Houston, TX 77092; 713-867-9079. The advertising is for DBS (direct broadcast satellite) subscriptions; the advertiser is "U.S. Entertainment."

The bottom line: We don't know if there is a book somewhere that describes this technique for getting free radio ad time, but all the faxes we've seen are remarkably similar. It is clear to us that the enterprising entrepreneur behind one of these deals figures that (a) a certain number of gullible stations will run the ads, and (b) a certain number of gullible listeners will respond to the offer (probably also a scam). Then again, the entrepreneur may actually have the good intentions to pay for the advertising - if he/she generates enough money from the offer.

If and when you get any type of order like this, we recommend faxing an immediate reply, to the effect that "To accept your order we will require payment in advance for the entire schedule. The order will commence when the check clears. At our option we may waive this requirement upon receipt of proof of AAAA affiliation and/or four credit references." Then put the entire matter out of your mind. They will not reply.

## FCC FILING

When the FCC reinstated filing fees several years back, they also began accepting applications at a lockbox in Pittsburgh. Applicants may no longer mail filings to the Secretary's office in Washington, as had been done for years.

If the application requires a fee, as most now do, it must be sent to the appropriate post office box in Pittsburgh. There are different post office boxes for different filings. For example, most AM applications go to Box 358190, most FM applications go to Box 358195 and assignment applications go to Box 358350.

If you want to send your filing by Federal Express or UPS, the box number just won't do. According to an FCC Public Notice, the correct address for FedEx or UPS delivery is:

Federal Communications Commission  
c/o Mellon Bank  
Three Mellon Bank Center  
525 William Penn Way  
27th Floor, Room 153-2713  
Pittsburgh, PA 15259-001  
(Attn: Wholesale Lockbox Supervisor)

Try squeezing all of that on the FedEx or UPS label! For years, I've been successful addressing my filing as follows:

Mellon Bank/FCC  
3 Mellon Bank Center, Room 153-2713  
525 William Penn Way  
Pittsburgh, PA 15259

You should put your filing inside a regular envelope and address it to the appropriate box number and put that envelope inside the FedEx or UPS envelope. It's okay to send multiple filings in the same FedEx or UPS envelope and are all addressed to the appropriate box number.

- Larry Fuss, Contemporary Communications, 601-846-1787

## YOU CAN HELP SMALL MARKET RADIO

The NAB Small & Medium Market Radio Committee will be meeting soon to discuss matters of interest to small market broadcasters—and they need your help. What more can the NAB do for small market radio? If you have ideas or suggestions, please contact Dick McBroom at 419-592-8060 or Ross Biederman at 616-947-7675 right away.

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2

Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #24 - November 3, 1994

**FCC REVISES LICENSE RENEWAL FORM.** The revised renewal form 303-S will apply to co-owned and separately licensed FM and TV translators and LPTV facilities. The renewal dates will be modified to conform with full-service station deadlines. Form 348 has been eliminated. According to the FCC, the modifications should result in "savings to broadcasters and the public."

**SHOULD SMALL/MEDIUM MARKET DUOPOLIES HAVE ONE SALES STAFF OR TWO?** That was the topic of a panel debate at the NAB Radio Show. The panelists had opposing views: One view is that a separate sales staff is necessary so management can ensure that both stations are sold equally. The opposing view is that one sales staff is better, primarily because in a small market it is difficult to find enough good salespeople to staff two separate operations.

**NAB RENEWAL SEMINARS,** conducted by NAB Legal, are free to the first person from a NAB member station, with a nominal fee for each additional person. A seminar in Columbus, GA on November 17 is for licensees to cities in Alabama and Georgia. A seminar in Jackson, MS on January 24 is for stations in Arkansas, Louisiana, and Mississippi. Advance registration is required. For more info, call Christina Griffin at 202-775-3511.

**FCC FINALIZES NEW MINORITY OWNERSHIP RULES** in an action taken last week. The Commission raised the limits for minority- and small-business-owned stations to five AMs and five FM's above the national 20/20 ownership limits.

**SAFE HARBOR MAY SINK.** The U.S. Court of Appeals last week heard arguments pro and con regarding the FCC's Midnight-6 a.m. "safe harbor" for indecency broadcasts. A ruling is expected soon.

AT THE FCC

NEW STATIONS (Applied For):

UTAH (Salt Lake City) Family Broadcast Laboratory, 92.5, 100w,  
889'

NEW STATIONS (Granted):

TEXAS (Point Comfort) BMW Broadcasting of Texas, 94.1, 25,000w,  
328'

(Seadrift) William E. Cordell, 105.1, 6000w, 328'

AMENDMENTS TO THE FM TABLE (Proposed):

NORTH CAROLINA (Nashville) new, 99.7 A

WASHINGTON (Mabton) new, 98.7 A

AMENDMENTS TO THE FM TABLE (Granted):

ARIZONA (Payson) new, 101.1 C3

GEORGIA (Warrenton) new, 93.1 C3

IDAHO (Bonners Ferry) new, 92.1 A

INDIANA (Evansville) new, 107.5 A

KANSAS (Hutchinson) new, 97.1 C3

KENTUCKY (Beaver Dam) new, 100.7 A

MAINE (Winslow) new, 95.3 A

MICHIGAN (Pentwater) new, 103.1 A

MINNESOTA (Nisswa) new, 93.3 C

MONTANA (Sidney) new, 95.1 C1

(West Yellowstone) new, 96.5 A

OKLAHOMA (Pawhuska) new, 104.9 A

OREGON (Burns) new, 92.7 A

SOUTH CAROLINA (Kingstree) new, 94.1 A

SOUTH DAKOTA (Flandreau) new, 107.9 C3

TEXAS (Denver City) new, 97.5 C2

WASHINGTON (Elma) new, 102.1 A

(Omak) new, 104.3 C2

WISCONSIN (Spooner) new, 106.3 A

WYOMING (Casper) new, 97.3 A

REPORTED SILENT:

MISSISSIPPI (Ocean Springs) WWXX, 92.5

FORMERLY SILENT:

NORTH CAROLINA (Wadesboro) WADE, 1340

- Courtesy M Street Journal

RADIO IS "FASTEST GROWING MEDIA SECTOR" according to Drew Marcus, analyst for Alex. Brown & Sons, in remarks to the Broadcast Cable Financial Management Association last week. According to Marcus, "For 1995 we'll see advertising growing faster than the economy, with a shift from promotional to brand identity expenditures."

## MONEY PAGE - SALES & PROMOTION IDEAS

A bunch of money-makers from a brainstorming session between Dean Sorenson, Sorenson Broadcasting, Sioux Falls, SD (605-334-1117) and Jim Thompson, Greenlight Productions, Watertown, SD (605-886-3521) ...

- ▶ Recruitment Advertising - Suggest a Sunday-Tuesday schedule. The argument is, "When you are on the radio you are the only one, whereas in the paper there are many ads for same category." Use 60-second ads; mention the phone number four times. Prospects: hospitals and other health-care facilities; manufacturers; corporations.
- ▶ Lottery Numbers - Announce the numbers the next morning on the air. Sell the feature to an outlet that sells lottery tickets. Give away tickets as a tie-in.
- ▶ Overnight success - For 10% extra, add another 50% to the schedule and run the extra ads overnight. (One station calls this "rust proofing.") Another station uses the phrase "Double Your Pleasure" for a further upsell: for 20% extra, start the extra ads at 9 or 10 p.m.
- ▶ Portable Plastic Signs - 18-inch by 5-foot clear plastic sign fits in the bottom rail of a client's sign. The station gives an ad a week as trade for the sign. (Rather than tell them they'll get "\$15 a week" in ads, tell them "\$700 a year.") Cost of signs: about \$10 each from a local screen-printer. Bonus: the client sees the sign, too.
- ▶ Time To Buy a New Car Today - Ad with sound of car door closing, car starting, drive away. Sell tags to car dealers.
- ▶ The Ultimate Ad Package - An ad an hour, 24 hours a day, 365 days a year. One station that did this got \$150,000 from their Sears store. (They hired a separate copywriter to handle the extra business.)
- ▶ Business Profiles - Sponsoring merchants give a history of their stores in 60 seconds: how the store was established; a profile of the staff; what the store "stands for." Or do multiple ads for each store, with different employees giving a piece of the story.
- ▶ Junior Announcer Contest - For a car dealer: have kids register at the showroom to do the dealer's ad for a day. Select five per week. Judge the ads. Winning kid gets \$100 or perhaps a savings bond.

## \$ALES\$

Practical sales ideas from ad-man-turned-small-market-station-owner Tim McMahon, KLIR, Columbus, NE (402-564-9101) ...

- ▶ If a prospect makes reference to "one of your competitors," I say, "Competitor?" He or she will say yes, such-and-such radio station. I say, "Competitor? No, they're an ally ..."
- ▶ If you run into a prospect who tells you, "I don't need any more customers," try this: "Wouldn't you like to form a closer bond with your present customers? You want to make sure they are still your customers a year from now, don't you? That's where we can help."
- ▶ Ask your prospect, "Do you ever have trouble getting your in-store salespeople to understand what you're trying to do?" He/she will probably agree. Tell him/her, "Your radio advertising will put your business in focus for your own people, so they'll know what your business stands for."
- ▶ Sometimes a prospect thinks he/she wants traffic. What they really want is sales. Most businesspeople would rather have ten buyers than a hundred tire-kickers. Show how radio advertising will deliver buyers.
- ▶ It's not a goal to make money in business - it's a requisite. It goes without saying. Our real objective is to create and keep customers.

Why this man is worth \$125 million: "In the advertising business, people would come up with a hundred reasons for not buying. I figured that if I could develop better responses to objections, I could make more sales. One day I decided to write down the reasons people did not buy from me. Each day I would write down what I thought was the best logical answer to these objections. Over time, I had pages and pages filled with answers to price objections, stalling tactics and other excuses for not buying. I field-tested these answers and edited them in my notebook.

"By writing these responses over and over, I came up with the best possible answers. I discovered that people don't have a hundred reasons for not buying, but only a few that they express in a hundred different ways. As I refined my answers, I got better at recognizing the patterns of resistance. Soon, no matter what they said, I had an answer to it. There was nothing that could stop me and I just sold, and sold, and sold and sold."

- Martin Edelman, Boardroom Reports, Inc.,  
in Personal Selling Power, October 1994



## CHRISTMAS GREETINGS

Your friends at \_\_\_\_\_ believe there is no better time than the holiday season to say "Thank you." \_\_\_\_\_ thinks it's also a good time to express warm seasons greetings to friends old and new. From \_\_\_\_\_, best wishes for the coming year.

From your friends at \_\_\_\_\_, thank you and best wishes for a happy holiday season - and a new year of health, happiness, and prosperity. The season's best from \_\_\_\_\_.

At this special time of the year, \_\_\_\_\_ finds it a real pleasure to take time out to send warm seasons greetings and sincere best wishes for the new year. Happy holidays to friends old and new, from \_\_\_\_\_.

Best wishes from everyone at \_\_\_\_\_. It is their sincere wish that you enjoy a wonderful holiday season and a very happy new year. Seasons greetings from \_\_\_\_\_.

From your friends at \_\_\_\_\_ comes this sincere holiday wish: May happiness brighten your holidays and remain with you throughout the year. Warmest seasons greetings from \_\_\_\_\_.

Best wishes and seasons greetings from \_\_\_\_\_. May the peace and joy of the season be yours through the new year. Happy holidays from \_\_\_\_\_.

Warmest thoughts and best wishes for a wonderful holiday and a very happy new year from \_\_\_\_\_. Above all, here's a warm "thank you" to friends old and new, from \_\_\_\_\_.

From \_\_\_\_\_ comes best wishes for a beautiful holiday season and a new year full of peace and happiness. Happy holidays and happy new year, from \_\_\_\_\_.

It is with pleasure that \_\_\_\_\_ pauses from business as usual to say "thank you" for your friendship, goodwill and loyalty. It is \_\_\_\_\_'s sincere hope that the happiness and good cheer of the holiday season will be yours through the new year.

May your holiday season be filled with beautiful moments and cherished memories. That's the wish of your friends at \_\_\_\_\_. Seasons greetings and best wishes from \_\_\_\_\_.

\_\_\_\_\_ hopes that the warmth and love that is all around us this holiday season will fill your heart with joy. In the new year, \_\_\_\_\_ hopes your life will be full of health, happiness, and prosperity.

## WINTER SAFETY

\_\_\_\_\_ reminds you that if you're driving this winter, stock your auto with dry mittens, gloves, headgear, clothes, flashlights, flares, candles and blankets or sleeping bags. Also include waterproof matches, a hatchet, shovel, sand, rope, and a first aid kit. \_\_\_\_\_ says be ready for the unexpected.

\_\_\_\_\_ says, if you have an auto accident during bad weather, remain calm and dry. Conserve your energy. Wait for help to come. It is usually safer to stay with your vehicle than to try to walk out of a snowstorm. Run the car engine only at intervals and with adequate ventilation. \_\_\_\_\_ wishes you safe winter driving.

\_\_\_\_\_ says, don't kill yourself shoveling snow - it is hard work that can bring on a heart attack. \_\_\_\_\_ reminds you that heart attacks while shoveling snow are a major cause of death during winter months. Be careful!

If you're first to arrive at the scene of an accident, \_\_\_\_\_ reminds you to pull over and use your emergency flasher to warn oncoming traffic. Send someone to telephone the police or an ambulance. Check the condition of the victims, but it's usually not wise to move them. A safe driving reminder from \_\_\_\_\_.

Here's a winter safe driving tip from \_\_\_\_\_. Adapt your driving for better traction. If you find your car sliding, ease off the accelerator. Avoid using your brakes. \_\_\_\_\_ says, safe winter driving means being extra alert and careful.

Hold onto your steering wheel firmly during the winter driving season. \_\_\_\_\_ says, don't attempt large turns. A light touch should be used to correct swerves. React as soon as the car begins to slide. Minor adjustments will halt most slides. \_\_\_\_\_ reminds you that safe winter driving means extra care.

\_\_\_\_\_ says, before you start up that car, be sure you've thoroughly scraped and cleaned all of your car's windows. Clear the snow from the roof and hood, as well as from headlights, taillights, and turn signals. In winter, \_\_\_\_\_ reminds you it's wise to see and be seen.

If you have a kerosene heater in your home, \_\_\_\_\_ says to refer to the instructions carefully and often. Always leave a window cracked, so fresh air can replace toxic gasses expelled by the heater. Use a good grade of kerosene for cleaner, safer burning. Store kerosene outside the house in a marked container. Always use that kerosene heater carefully. \_\_\_\_\_ reminds you it's always better to be safe than sorry.

## ENGINEERING: UPGRADING YOUR FM

Upgrading an FM station from a Class A to a Class C3 (or any higher class) once required the station licensee to file a "Petition For Rule Making" with the FCC. In such a petition, the station had to request that its existing allocation (for example, Channel 272A) be deleted and a new allocation (for example, Channel 273C3) be substituted.

Once the substitutions were accomplished, which could take several years, the station then had to file a minor-change application (FCC Form 301) for a construction permit. Upon grant of the CP, the station could then construct the new facilities. If you've ever been through this process, you know how long and frustrating it can be.

The FCC has recently streamlined the process for some stations with its new "one-step upgrade" processing. Under the new procedure, qualifying stations can skip the rulemaking process and go straight to the submission of an application for new higher-class facilities. Once filed, the allocation is automatically changed to the higher class, the application is processed and a CP is granted. The entire process can often be achieved in less than a year.

One-step upgrades are limited to stations that can upgrade on their present channel or on one of the adjacent channels (three up or three down), or an "IF Channel" (channels 53 or 54 up or down from the present channel).

One-step upgrades are also restricted to proceedings that do not involve changes by other stations or changes in a station's city of license. If either of these factors are present, a rulemaking proceeding is required, just as in the past.

One-step upgrades are not necessarily limited to upgrades in class of channel (for example, an A to a C3). They may also be used to substitute a 6 kw FM channel for a 3 kw FM channel. If your current FM is limited in power to 3 kw because of being short-spaced another station, it may be possible to move up or down a channel in order to achieve 6 kw operation.

- Larry Fuss, Contemporary Communications, 800-657-1646

**ABOUT DUPLICATE COPIES OF SMRN:** Each week we send out a certain number of promotional copies of SMRN. We try to avoid promotional mailings to current subscribers, but due to call-letter and other changes we are not always successful. If you receive an extra copy of SMRN addressed to "General Manager," please disregard it and accept our apology. (Better yet, pass it on to a friend!)

FROM OUR READERS

Small market sales training. "We are looking for a sales training/motivation seminar targeted for us small market stations. We get calls all the time about sales seminars basically for major and metro markets, but quarter-hour share, points and agency dealings are not the issues we deal with.

"I know there have to be good small market oriented training programs and seminars out there, and I'd appreciate hearing from other SMRN readers on where I can find them."

- Pat Chambers, KNEV/KNMO, Nevada, MO, 417-667-3113

Editor's Reply: We will be happy to pass along reader suggestions on this point. In addition, Bob Doll and I have been discussing joining forces for a Small Market Radio Seminar. If you're interested, let us know. We'll keep you posted.

More about Zeke the Turkey Freak. "Sorry to throw a wrench in the works ... but maybe, just maybe, Zeke the Turkey Freak was developed by different great minds in parallel universes!

"While general manager of KYSM AM & FM, Mankato, MN about six years ago the program director, Dean Lester, and I didn't want to do the same old 'Turkey Shoot' with shots and animal sounds, so Dean dreamed up 'Zeke the Turkey Freak.' We collaborated on strange verbiage and I did the voice of Zeke!

"Honest to goodness, if someone else did it sooner, I promise Dean and I never had heard of it! I had hired the general manager from KQDJ [Jamestown, ND - where we first heard about Zeke] as my sales manager. When I read your item about Zeke I figured he had sent a tape back to his friends there to use - and that's how it started (or did it?).

"Confusing though it may be, Dean Lester - now at WCUB in Manitowoc, WI - and I did author Zeke, even if someone else did, too!"

- Jack Davison, WMCW, Harvard, IL

Editor's Note: We've had similar things happen in our career, where we thought we'd come up with something original only to find that it had been done by someone else. It could be that we heard something without it registering at the time, only to pop up as a "new" idea later. The "Zeke" we wrote of, from Gregg Knute Hammer, was copyrighted in the early eighties, which would predate Jack's Zeke by a few years. Still, it would be interesting to compare the two Zekes ...

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #25 - November 10, 1994

**FCC CHAIRMAN HUNDT LASHES OUT AT BROADCASTERS** for being "long on opinions, but short on facts" in their newsgathering. Addressing the Connecticut Broadcasters, Hundt expressed the need to adopt similar news practices as those used by print publishers: "Since more Americans get their news from broadcasters than from print, why not employ similar practices?"

**SEPTEMBER REVENUES INCREASED 12%** in national spot sales, 9% local, and 11% growth combined YTD, according to RAB's radio revenue index. Local radio remained steady across the country.

**NO HELP WANTED.** There are 10,000 radio stations in the U.S., but just 10 radio help-wanted ads in the mid-October issue of Broadcasting magazine. That's one opening for each 1,000 stations. The 10 consisted of two manager jobs, four sales, two news, one engineering - and somebody looking for someone who sounds like the late Earl Nightengale. No jobs for jocks or PDs.

**FCC MAY UPGRADE EBS - SMALL MARKETS CONCERNED ABOUT COST.** The Commission may vote at its November 10 meeting to upgrade the EBS system, based on data from a National Weather Service survey of 10 Alabama and Georgia radio stations. The NWS found that some stations did not keep EBS logs - an FCC violation - and many chose not to air EBS signals for state or local emergencies - which is not a violation. Of the surveyed stations, none used the NOAA Weather Wire Service to activate EBS (the most efficient manner, according to NWS); stations instead used manual receipt of National Weather Radio broadcasts, AP bulletins, phone calls from local emergency agencies, or cable TV. One station could not broadcast an emergency signal because its transmitter was incorrectly tuned, supporting the argument that the EBS needs to become automated.

AT THE FCC

NEW STATIONS (Applied For):

NORTH DAKOTA (Devils Lake) Robert Ingstad Broadcasting, 96.7,  
45,000w, 512'

NEW STATIONS (Granted):

ILLINOIS (Galva) Coleman Broadcasting Co., 102.5, 3000w, 328'  
OKLAHOMA (Stillwater) Patrick G. Walters, 98.1, 6000w, 328'  
OREGON (Seaside) Ken's Corporation, 98.9, 6000w, 327'

AMENDMENTS TO THE FM TABLE (Proposed):

IOWA (Atlantic) KXKT, to 103.7 C Glenwood from Atlantic

AMENDMENTS TO THE FM TABLE (Granted):

ARIZONA (Wellton) new, 104.5 C2  
KENTUCKY (Jeffersontown) WLSY-FM, to 101.3 A from 101.7 A  
(Shelbyville) WTHQ, to 101.7 A from 101.3 A  
LOUISIANA (Franklinton) new, 98.9 A  
OHIO (Pleasant City) new, 92.1 A

REPORTED SILENT:

NEW YORK (Pulaski-Syracuse) WSCP-FM, 101.7  
(Sandy Creek-Syracuse) WSCP, 1070

- Courtesy M Street Journal

**HOLIDAY MUSIC SPECIALS** are being offered again this year by the Christmas Music Networks. These are satellite-delivered long-form (18-36 hours) programs which come in three versions - AC, Oldies and News/Talk (which permits more time for information segments in the hour). For this year only, for quality-control purposes, there is a fee for carrying the programs - \$225 for small market stations - but there are also no national advertisers. (The show will pick up a national advertiser and go back to all-barter in 1995 if a suitable advertiser can be found. Also coming in 1995: a Country special.) For more information and a demo tape, contact Susan Jay or Ross Reagan at 1-800-423-XMAS (9627).

**KENTUCKY BROADCASTERS ASSOCIATION** is recruiting an Executive Director. J.T. Whitlock, who has held the post for 22 years, will retire in April 1995. Applicant should have broadcast experience and some tie to Kentucky. Resumes to: Box 680, Lebanon, KY 40033.

**FIVE YEAR FORECAST** from Sales and Marketing Management: Retail sales nationally will grow 30.6%. The fastest growth is predicted for the Mountain states, growing at a rate of 47.7%; followed by West North Central, growing 38.2%; and East South Central, 37.8%. The slowest growth is projected for the Middle Atlantic, 19.9%; New England, 23.3%; and Pacific, 24.2%.

## MONEY PAGE - SALES & PROMOTION IDEAS

It's beginning to look a lot like Christmas, at least in terms of promotion planning ...

Jingle Bill\$. The station furnishes each sponsor with a Christmas tree decorated with "crisp \$1.00 bills." (The station buys tabletop Christmas trees from a local merchant; then it gets some new \$1.00 bills from the bank and ties them into bows and puts them on the tree.) The sponsor's customers register in-store to win the tree and all the money. The sponsors also receive ads to promote their holiday offerings. [Rick Bulger, WLRB/WKAI/WLMD, Macomb, IL - 309-833-5561]

Christmas Ca\$h Call. Each morning at 7:30, the announcer gives the amount in the Christmas Ca\$h Call jackpot. Later in the day, the station makes calls to listeners who have registered at sponsor locations. If the listener doesn't know the amount, more money is added to the jackpot. [Rick Bulger]

The Twelve Days of Christmas. A participating mall or merchant association provides gift certificates and prizes, and buys a holiday advertising program from the station. The station starts promoting the contest on December 2 (the first Friday of the month). Then, beginning December 9 (the following Friday), every weekday at 7:20 a.m. and weekend day at 9:20 a.m., the station announces "what my true love gave to me." For example, on Day Three the announcement might be, "On the third day of Christmas my true love gave to me three party trays from Cheese World, two chairs from This End Up and a watch from Kay Jewelers." To make listeners tune in more often - and to expose as many merchants as possible - change the items daily.

When listeners hear the announcement, they can call in and identify that day's gifts. On the first day, the correct caller wins a \$10 gift certificate; on the second day, the winner receives a \$20 gift certificate; and so on, until a \$120 gift certificate is awarded on December 20 (to allow time for more Christmas shopping). The station will give away \$670 in gift certificates and participating clients will get tremendous exposure. [The size of the gift certificates can be scaled up or down to fit your budget.]

Secure a mall or merchant association sponsorship so the gift certificates can be redeemed at any of the stores. Display counter cards or posters around the mall or in the participating stores to promote the contest. Make sure you get the gift certificates in advance so winners can pick them up immediately. [Mike McVay in Radio & Records, 10/23/92]

## BASKETBALL OPENING

It's tip-off time! Time for another great basketball season. \_\_\_\_\_ wants to wish the best of luck to the [team]. \_\_\_\_\_ is proud of [team] and are behind them every game of the season.

Basketball time is here again. \_\_\_\_\_ sends best wishes to the [team] as they open another basketball season. This year's schedule promises a lot of exciting moments. \_\_\_\_\_ says, let's support the [team].

There's nothing like the excitement as another basketball season opens. \_\_\_\_\_ wishes [team] the very best of luck. \_\_\_\_\_ is happy to join the entire community in saying, "We're behind you all the way."

Another season of high school basketball is about to begin. \_\_\_\_\_ is behind the [team] all the way. Fans, \_\_\_\_\_ says, let's let the [team] know we're behind them. Good luck [team].

\_\_\_\_\_ are with the [team] all the way. Here's hoping they have a great season and great community support all year long. Go [team] from \_\_\_\_\_.

\_\_\_\_\_ is proud of the [team]. Luck has a lot to do with it, but really great teams need more than that. \_\_\_\_\_ salutes the hard work being put forth by Coach [coach] and the [team]. Good luck [team]!

Good luck and best wishes to [team] from \_\_\_\_\_. They know that [team] is ready to get 'em. Join \_\_\_\_\_. Support the [team].

The [team] are ready for the tip-off. \_\_\_\_\_ and everybody in [area] is ready to support them. \_\_\_\_\_ says, let's play ball. Go [team].

Win or lose, \_\_\_\_\_ always stands behind [team]. Over the years, the [team] have given us great seasons - great teams to be proud of. \_\_\_\_\_ is ready for another great season of [team] basketball. Go [team].

There's only one way to play the game - hard. \_\_\_\_\_ believes that's what gives [team] such a great basketball tradition. The tradition continues this year. \_\_\_\_\_ believes it deserves everyone's support. Go [team].

Good luck and best wishes to [team] from \_\_\_\_\_. The team is ready to go get 'em. \_\_\_\_\_ urges old fans and new to join them in supporting [team].



## SMRN AT THE NAB RADIO SHOW

Editor's Note: At the recent NAB Radio Show, one of the panels featured five members of the trade press. Representing the Small Market Radio Newsletter was its founder/co-editor, Bob Doll. His remarks are carried here for the benefit of those who were not in attendance.

If Robert Unmacht, M Street Journal, had asked me for a title for my remarks today, I think it would have been, "Is most of the trade press missing the real story, or at least, an important part of the story?"

At the present time we have 409 radio stations off the air in this country. 3% of the stations in metros are silent, 5% in the non-metro areas are silent for financial reasons. The big story in the trade press for the past several years has been the overcrowding of the major markets. The pressure brought by the trade press reporting has led the Commission to make significant changes in the ownership rules - duopolies and LMAs. How many people realize that the over-crowding problem is not in the metros, but "out in the country?"

Currently, 79% of the nation's population lives within metropolitan areas and 21% in non-metro rural areas. Since 1980, we have an increase in population within the metro areas of 15.5% - the number of stations there has grown by 13.5%. In the non-metro areas whose population did not grow at all, we've had a station increase of 42%. On a population per station basis, the metro areas are actually less crowded than 15 years ago. That translates into one station per 38,500 people in the metros, and one station per 11,200 people in the non-metro areas.

What is happening now with stations going off the air or swallowed up in duopolies is what economists call Economic Darwinism - the survival of the fittest, the selection process when the market becomes overcrowded.

In addition to all those new stations, small market radio is facing another real problem - the disappearance of much of its traditional customer base. You've all heard about the "Wal-Marting of America" and the exodus of "mom and pop" from Main Street. In a few words, "There are too many small town radio stations chasing too few traditional dollars."

It's not all bad news. The good news is that many small market operators have developed new, nontraditional lines of business. There's been an increase of telemarketing, radio auctions (direct marketing), that sort of thing. But honestly, the real focus has been on expense cutting. This is most evident in the spread of satellite and automated programming. What has really happened is that most small town radio stations have gotten out of the music business and into the advertising business. I don't imagine that Billboard or Radio and Records are setting any circulation records out in the country. Decisions about what record is going to be played are being made thousands of miles away.

Small town radio stations are conducting their advertising business without the benefit of an Arbitron book. They don't play the game by the numbers because meaningful numbers are not available or too expensive. Instead, the business is conducted door-to-door and store-to-store and as Dean Sorenson says, "The customers make their own rating - people through the door and money in the drawer."

What Jay Mitchell and I have found at the Small Market Radio Newsletter is that to stay in business, we have to be meaningful to the

subscribers. Most of our space is being devoted to sales, self-liquidating promotions, and making the "windows" in satellite or automated programming more exciting and relevant to the people in the small markets a station undertakes to serve.

I may have given you a "down" report on small town America and small town radio. The news is not all bad. First, a record number of stations are off the air, but, a record number are on the air. There are 1,250 more small town stations now than 14 years ago. Right now, the non-metro areas are growing twice as fast as the metro areas. People are looking for a safer, less expensive place to live. The Roper Poll says that one-third of the people now living in cities would like to live in a rural area in 10 years. In small towns, 60% of the people think their town is moving in the right direction. In the metro areas, only 5% do.

In coming to the fall conventions for a dozen or more years, it's my experience that the attendees are largely from big markets. I'm sure there are a lot of you in this room.

I have a lot of friends who lost their big station jobs because of a "bad book" or maybe they found out that they and the new owners weren't meant for each other. They've bought a small station or stations and are having a lot of fun building something worthwhile for themselves. Not everybody makes it, but a lot of people do. Ten years from now, there will be fewer small town stations but they'll be better stations with better operators. That's the way a mature business operates in a free and open economy.

About the future, there's nothing on the information highway that can give the audience entertainment, protection, and companionship. Stations that do well will be in business 100 years from now.

Like the other people on this panel, I spent my early years, over 30, in radio. Then I became part of the trade press. So, I must tell you I see things more from the standpoint of a broadcaster than a reporter. I therefore close with a few questions for my fellow panelists and those of you in the audience who read what we write:

- ▶ I wonder if too much space isn't being spent on reporting the Arbitrons. Almost two-thirds of the radio stations in the country are not mentioned in the 269 Arbitron "books." Is it wise to reduce the value of a station to a column of suspect figures?
- ▶ I wonder, in a business of 10,000 stations that will do \$10-billion worth of business this year, why is it necessary to bring three other groups into our convention to make it financially viable for our national trade association?
- ▶ I wonder why the national association has membership of only about 25% of radio stations and many of the states have membership equal to only about one-third of their stations? Are the trade associations relevant to the majority of radio stations? We're told that stations can't afford association dues - they're paying their electric bills.
- ▶ Finally, I wonder, is the trade press devoting too much of its space to people out to build a fortune rather than building a life for themselves and the people around them?

## THE WHOLE WORLD'S LISTENING

The locals will tell you, "Nothing ever happens here. We like it that way." But on Thursday, October 27, 1994, all that changed. Union, SC, population 9,826, would be the scene of one of the most riveting news stories of the year.

It started when the sheriff's office called WBCU News Director William Christopher, saying, "You'd better bring your microphone over. We have an important announcement to make."

When Christopher arrived, 23-year-old Susan Smith appeared with sheriff's deputies in a quickly-arranged press conference to announce that Smith's two young sons - Michael, 3, and Alex, 14 months - had been abducted by "a black man" who had driven away in her automobile. WBCU Owner-Operator Art Sutton then instructed Christopher to originate the station's six daily local newscasts from the sheriff's office for the duration of the emergency.

During the week that followed, in addition to handling its own extensive coverage, WBCU's small staff fed over 50 radio stations (as far away as Australia) and numerous radio networks. They also assisted the many television crews that came to Union.

A week and a day after the emergency had started, the sheriff and prosecuting attorney appeared in another hastily-arranged press conference. They announced that Smith had confessed that she had "seat-belted" the young boys into the car's back seat, then allowed the car to sink into a nearby lake.

After that announcement, WBCU cancelled all music programming to carry over 24 hours of listener calls - hundreds of them, including a father whose daughter had been kidnapped and murdered; and a state legislator, 60 miles away, who told of his daughter being sexually assaulted and narrowly escaping death. The callers told how they'd dealt with their personal tragedies. The broadcasts were handled by Sutton and his operations manager/morning man, Phil Hobbs. Afterward, local officials called the WBCU broadcast "excellent therapy for the community."

Several special services were scheduled in the community and broadcast on WBCU. When the Sunday funeral was held, surviving family members requested that there be no television cameras in the church. However, WBCU was permitted to broadcast the service live and to originate it for the ABC Radio Networks.

Burial has taken place. Smith's trial is months away, but WBCU's coverage continues. The station has started a fund raising effort to establish a scholarship in law enforcement at the Union Extension of University of South Carolina. It will be named "The Michael and Alex Smith Memorial Scholarship."

THE GUEST WORD  
John David, Senior VP/Radio, NAB

I don't want SMRN to leave the impression that the NAB Radio Show offered nothing for small market broadcasters. The steering committee created to suggest program topics included Dean Sorenson, Don Seehafer and Radio Board Chairman Doug Williams, all well-known successful small market operators. My own radio career started in Poteau, OK, so I have a good appreciation of small market radio.

Your publication says that "radio was shoved aside in this multimedia jumble and small market radio definitely became the odd man out." The radio industry told us that they wanted to maintain their identity and keep the conference separated. NAB has received high marks for keeping the Radio Show meeting and special events isolated from other conferences.

Whether operating stations in small markets or large, the legal, management, sales, marketing, negotiating and future of radio sessions provided suggestions for new revenues. And the format roundtables provided great opportunities to learn and grow. The country format forum alone included Lincoln Zeve from WHYL with Promotions for Small Markets, Rick Honea from Westwood One on Country Live via Satellite and some of the format's hottest consultants.

Our keynoters, Les Brown and Paul Harvey, had just as much to say to small markets as to larger markets. Our National Radio Award Winner, Dick Harris, talked about his first job at KXEO in Mexico, MO. All broadcasters should have an interest in what FCC Chairman Reed Hundt and three other FCC commissioners had to say about issues like DAB and EEO. As you noted, Jeffrey Steffen of KEXL-FM in Norfolk, NE, won the Small Market Personality of the Year and KUOO-FM in Spirit Lake, IA, got the Small Market Station of the Year at the Marconi Awards.

While I believe the steering committee did a very good job of considering small market interests, there's always room for improvement. It's a great time to hear what your readers would like to see and hear in New Orleans at the next NAB Radio Show.

The steering committee will begin planning very soon. I welcome their suggestions for sessions and speakers and will personally get them to the committee, which will again have representation from small market radio.

Please send comments to me at NAB, 1771 N Street, Washington, DC 20036. Thanks for the opportunity to respond.

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

*HAPPY  
THANKSGIVING!*

VOLUME XII - Issue #26 - November 17, 1994

**WHAT DOES THE NEW REPUBLICAN CONGRESS MEAN TO RADIO?** The election sweep may mean sweeping changes for vital radio issues. In an attempt to balance the federal budget, there may be new attempts to bring in billions of dollars through spectrum fees, spectrum auctions, and performance royalties. NAB's Jim May cautions broadcasters that previously-won battles may have to be fought again, and it won't be any easier the second time around.

**ELECTION SWEEPS REPUBLICANS INTO COMMITTEE CHAIRS.** Representative Carlos Moorhead (R-CA) and Representative Thomas Bliley, Jr. (R-VA) are vying for House Energy and Commerce Committee Chairman. Senator Larry Pressler (R-SD) will become the head of the Senate Commerce Committee. Senator Orrin Hatch (R-UT) will likely become chair of the Senate Judiciary Committee. Moorhead is also in the running for House Judiciary Committee Chairman in case he does not snag the Energy and Commerce chair.

**THE 26TH ANNUAL COUNTRY RADIO SEMINAR** will be held March 1-4, 1995 in Nashville at the Opryland Hotel. For information, contact Dave Nichols or Dave DeBolt at 615-327-4487.

**NAME CHANGE:** RAB's "Managing Sales Conference" will become the "Marketing Leadership Conference and Executive Symposium" starting with the upcoming February meeting. The 1995 symposium will be held at the Loews Anatole in Dallas, February 16-18.

**RADIO LEGEND GARY OWENS WILL BE INDUCTED INTO THE BROADCASTING HALL OF FAME** at NAB '95, April 9-13, 1995 in Las Vegas. Owens, one of radio's most famous voices, has also done TV, records, books on tape, animated cartoons, publishing, and videos.

AT THE FCC

NEW STATIONS (Applied For):

ARKANSAS (Maumelle) George S. Flinn, Jr., 96.9, 6000w, 282'  
(Maumelle) Humnoke Corporation, 96.9, 6000w, 328'  
MICHIGAN (Traverse City) MacDonald Broadcasting Co., 104.5, 870w,  
617'  
(Traverse City) Salija Bokram/Michael St. Cyr, 104.5, 3000w,  
328'

NEW STATIONS (Granted):

CALIFORNIA (Modesto) Modesto Communications Corp., 93.9, 3000w,  
328'  
MISSOURI (New London) Proradio, Inc., 105.9, 25,000w, 328'  
OHIO (Huron) Luipold Broadcasting, Inc., 96.1, 3000w, 328'  
TEXAS (New Boston) Louis M. Basso, III, 95.1, 4200w, 390'  
(Winters) AFM Associates, G.P., 95.9, 3000w, 328'

AMENDMENTS TO THE FM TABLE (Proposed):

VIRGINIA (Rocky Mount) WZBB, to 99.9 C3 from A  
(Stanleytown) new, 99.9 C3

AMENDMENTS TO THE FM TABLE (Granted):

KENTUCKY (Clinton) new, 102.1 C3  
MISSISSIPPI (Hazlehurst) WMDC-FM, to 92.9 A from 100.9 C3  
(Utica) WJXN-FM, to 100.9 C2 from 92.9 A  
(Vicksburg) WBBV, to 101.3 A from 101.1 A  
MONTANA (Cascade) new, 104.9 C

FORMERLY SILENT:

CALIFORNIA (Carmel-Salinas) KXDC-FM, 101.7  
(Monterey) KIDD, 630  
INDIANA (Fort Wayne) WLYV, 1450  
NORTH DAKOTA (Durham) WTIK, 1310  
(Winston-Salem) WMQX, 1340

- Courtesy M Street Journal

**PROGRAM NOTES.** "The Computer Connection" is a live, one-hour talk show on Saturdays, 2-3 p.m. ET, hosted by Christopher Vogt, for beginning and intermediate computer users. The show has a toll-free national line. For demo and information, call 916-338-3347.

"Branson Coast to Coast," by The Branson Country Music Network, will air Monday to Friday, 7 p.m.-Midnight ET. For information, call Doug Raines at 1-800-680-2261.

USA Program Services features special Christmas shows: "Bible's Greatest Heroes," "The Good Shepherd," "Pleasant Hill," and "America's Greatest Heroes." For info, call 1-800-829-8111.

## MONEY PAGE - SALES & PROMOTION IDEAS

### Last-minute Christmas promotion shopping ...

Christmas Gift List. Sell participations to sponsors, each of whom selects a hot, high-volume, \$50-or-less item to be used as a prize. The sponsor and the item are promoted without the price; listeners are invited to visit the store to get the price, so they can play the game. When the game is played, the first caller to give the correct price wins the item. The ad package consists of the contest participation and ROS announcements to run November, December and January. [Neil Cary, KQDJ, Jamestown, ND - 701-252-1400]

Christmas Card Contest. Good for restaurant and fast-food clients. Make forms available at participating sponsors for parents to pick up, so their kids can design greeting cards. Cards must be returned to the store to enter the kids for prizes. Your clients can use the cards for a holiday display. [Radio Sales Today, RAB - 800-232-3131]

Christmas Preview Sale. Get your clients to designate a special preview day to demonstrate new products. Provide free holiday gift wrapping; hold special prize drawings; offer free cider; be creative! [RAB]

Home for the Holidays. Create a package where you fly the grand prize winner home for Christmas. Gift runners-up certificates for free long-distance calls. [RAB]

The Gift Tree. Decorate a tree with envelopes containing gift-with-purchase certificates, discount coupons, prizes, etc. Encourage listeners to stop by the store and select an envelope from the tree. [RAB]

Tips for Holiday Shopping. This list from the Portland, OR downtown merchants would make a great station/sponsor hand-out, downtown and in the malls: 1. Shop early in the season, when it's not so crowded and stores are well stocked. 2. Save time and money by parking in a nearby parking area. 3. Ask your merchant to validate your parking. 4. Shop during the mid-morning, mid-afternoon or in the evenings when stores are less crowded and salespeople can give you more attention. 5. Holiday shopping can be tiring; take a break from it all at one of our many restaurants, cafes, delicatessens, or coffee shops. 6. Have your merchant wrap it for you - for a minimal fee, for free, or to benefit a worthy cause. 7. Ask for handled bags or bring a reusable bag of your own. 8. Do or buy something for yourself, to give you a second wind during your shopping spree.

## SALES - HANDLING OBJECTIONS

In a recent SMRNewsletter we printed a quote from Martin Edelson of Boardroom Reports, Inc. about how he, as a young account rep, became invincible in answering the objections that his customers would throw at him. The process involves these steps:

1. Write down all the objections encountered.
2. Write down possible responses to each objection.
3. Try out the responses in the field.
4. Add, discard and modify responses according to how successful they are.
5. Keep testing and refining responses continually.

This is an exciting exercise for your entire sales team - keeping your people constantly focused on one of the most important steps in the sales process (answering objections) and dramatically improving confidence and results.

To give you an idea of how this can work, here is a table with some common objections and "response modules" that we developed with a client station:

OBJECTION	RESPONSE
I don't want to.	What is it that you don't want to do? Increase traffic? Increase sales? Increase profits? Remember, [name], I'm not talking about <i>buying advertising</i> here. . .I'm here to <i>help you overcome your business frustrations</i> .
I'm waiting for the Christmas season.	It's a good idea to reserve a good portion of your ad budget for the holiday season. It's also a good idea to advertise consistently throughout the year, to keep your name and what you stand for fresh in your prospects' minds. It's more efficient that way, because you don't have to start from a dead stop when you advertise during peak periods.
I just sent over eight thousand dollars to Uncle Sam.	Congratulations! There are a lot of businesses that wish they were doing that well. (But seriously, folks . . .) We're not talking about your tax budget here, we're talking about your <i>marketing</i> budget. We are in the business of helping you <i>continue</i> to send huge chunks of money to Uncle Sam. We don't like to do that, but it is the sign of a healthy business.



OBJECTION	RESPONSE
I have other bills.	Of course you do. Most of those bills are costs and a few are <i>investments</i> that bring you returns. That's what we're talking about here—not a cost, but an investment.
I overspent my advertising budget.	<i>[Assuming he/she didn't spend it on Our station!]</i> I'm sorry to hear you put it that way, because that tells me that you ended up <i>spending</i> instead of <i>investing</i> —that you didn't get the return on your ad dollar that you deserve. Let's take a couple of minutes here to discuss how you can get a decent return on what you invest in advertising.
There is no rhyme or reason to selecting who to advertise with. I wish I had enough money to advertise on all stations.	You're lucky you <i>don't</i> have enough money to do that, because it would not be the best way to get the best return on your investment. The most effective way to advertise is to pick your media carefully and dominate those media. Let's spend a few minutes to see whether our station deserves to be part of the mix for what you want to achieve.
There is no reason to commit to a three-month advertising program.	You're right. A three-month advertising program might not be the best thing for you. What we want to do is work out the most efficient level of consistent advertising for you, based on your objectives and budget, with some built-in slack so we can take advantage of peak times and other opportunities. I'm sure you'll agree that taking a little time right now to develop your program will save you a lot of time in the future.
Sales are really off. I want to hold off until things pick up.	I'm sorry to hear that your sales are off, and I don't blame you for wanting to conserve your resources. That's why we need to talk about your advertising program on our station. For the market you need to reach, Our station is about the most efficient and economical way to go. Let's sit down and design a really powerful campaign that will get those sales picked up <i>fast</i> .
Radio is not really effective. The market is too small to concentrate any meaningful ad dollars.	It's good that you understand the importance of concentrating your advertising. That's why you need to use a medium that delivers your prospects most efficiently. Let's discuss whether our station might be the right medium for you.

This gives you an idea of how you can build one or more response modules for any sales objection. By treating sales as a cooperative process, and by continually sharing what works and doesn't work among the entire staff, the confidence and knowledge of the individual salespeople are raised to the point where call reluctance becomes a rare thing indeed.

**1995 PROMOTIONAL OPPORTUNITIES**

MONTH	WEEK	DAY
<b>JANUARY</b> Diet Month Blood Donor Month March of Dimes National Eye Care Month	#1 #2 #3 International Printing Week #4 Celebrity Read a Book Week #5	Sun.-1 - New Years Day Sun.-8 - Elvis's Birthday Mon.-16 - Martin Luther King, Jr. Holiday Fri.-27 - Vietnam War Ended Sun.-29 - Super Bowl XXIX
<b>FEBRUARY</b> American Heart Month Children's Dental Health Month National Weddings Month Responsible Pet Owner Month	#6 Boy Scouts of America Week Crime Prevention Week #7 #8 Brotherhood/Sisterhood Week #9	Thu.-2 - Ground Hog Day Sun.-12 - Abraham Lincoln's Birthday Tue.-14 - Valentine's Day Mon.-20 - Presidents' Day Wed.-22 - George Washington's Birthday
<b>MARCH</b> American Red Cross Month National Nutrition Month Poison Prevention Month	#10 Girl Scout Week #11 Manufacturing Week #12 Agriculture Week American Chocolate Week Poison Prevention Week #13	Fri.-17 - St. Patrick's Day Mon.-20 - Spring Begins
<b>APRIL</b> Keep America Beautiful Month National Humor Month Stress Awareness Month	#14 #15 Buildings Safety Week Home Safety Week Library Week #16 #17 Secretaries Week	Sat.-1 - April Fools' Day Sun.-2 - Daylight-Saving Time Sun.-16 - Easter Mon.-17 - Income Tax Pay-Day Sat.-22 - Earth Day Fri.-28 - National Arbor Day
<b>MAY</b> National Good Car-Keeping Month National Physical Fitness & Sports Month Older Americans Month	#18 #19 Nurses Week Pet Week Small Business Week #20 Transportation Week Police Week #21 Safe Boating Week (Coast Guard) #22	Tue.-9 - National Teacher Day Sun.-14 - Mother's Day Sat.-20 - Armed Forces Day Sun.-28 - Indianapolis 500 Mon.-29 - Memorial Day
<b>JUNE</b> Dairy Month	#23 Safe Boating Week (Presidential) #24 National Flag Week #25 National Little League Baseball Week #26	Wed.-14 - Flag Day Sun.-18 - Father's Day Wed.-21 - Summer Begins
<b>JULY</b> National Hot Dog Month National Ice Cream Month National Recreation and Parks Month	#27 #28 #29 #30	Tue.-4 - Independence Day Tue.-11 - 2000 Days before the Year 2000 Sun.-16 - National Ice Cream Day
<b>AUGUST</b> National Water Quality Month	#31 #32 #33 National Aviation Week #34 #35	Sun.-6 - American Family Day Sat.-19 - Aviation Day
<b>SEPTEMBER</b> Baby Safety Month Library Card Sign-up Month	#36 #37 #38 Constitution Week Farm Safety Week #39	Mon.-4 - Labor Day Sun.-10 - Grandparents Day Fri.-22 - American Business Women's Day Birthday of the Ice Cream Cone Sat.-23 - Autumn Begins National Hunting & Fishing Day
<b>OCTOBER</b> Car Care Month Campaign for Healthier Babies Month Consumer Information Month Co-op Awareness Month Energy Awareness Month Pizza Month Pork Month	#40 Customer Service Week #41 Fire Prevention Week #42 Credit Union Week #43 #44	Mon.-2 - Child Health Day Mon.-9 - Columbus Day Mon.-16 - Boss's Day Sun.-22 - Mother-in-law Day Tue.-31 - Halloween
<b>NOVEMBER</b> National Hospice Month Peanut Butter Lover's Month Real Jewelry Month	#45 #46 American Education Week #47 #48	Fri.-3 - Sandwich Day Tue.-7 - General Election Day Sat.-11 - Veterans Day Thu.-23 - Thanksgiving Day
<b>DECEMBER</b> Month Bingo Invented	#49 #50 Human Rights Week #51 #52	Mon.-25 - Christmas Sun.-31 - New Year's Eve

## MORE CHRISTMAS GREETINGS

With warmest thoughts, \_\_\_\_\_ sends best wishes for a holiday season filled with happiness. It is the hope of \_\_\_\_\_ that the hope and peace of this season will be with you always.

Greetings of the season from the folks at \_\_\_\_\_. They wish you the joys of Christmas - and prosperity throughout the new year. Again, best wishes from \_\_\_\_\_.

Happy holidays and best wishes for the new year from \_\_\_\_\_. \_\_\_\_\_ hopes the holiday season and the new year is filled with good friends, good times, good health, and good cheer.

\_\_\_\_\_ hopes that the holidays and the new year will bring you joyful hours, pleasant memories, thoughts of friends and much happiness. Merry Christmas and Happy New Year from \_\_\_\_\_.

Christmas is a time for enjoying friends and family, for spreading cheer and goodwill. For \_\_\_\_\_ it's also a time to send warmest wishes to the special people who they number among their friends and customers. Best wishes from \_\_\_\_\_.

At this special time of the year, a special message from your friends at \_\_\_\_\_. May the miracle of Christmas bring thoughts of joy and peace. Happy holidays and best wishes for the new year from \_\_\_\_\_.

The folks at \_\_\_\_\_ believe the holiday season is the perfect time to send warm wishes for the best that life has to offer - and to say thanks for your friendship and goodwill. The holiday's best from \_\_\_\_\_.

\_\_\_\_\_ hopes that you and your loved ones will enjoy the special gifts of the season: the gift of love, the gift of peace, the gift of happiness. \_\_\_\_\_ hopes this will be your best Christmas ever.

\_\_\_\_\_ believes Christmas is the best time of the year. For \_\_\_\_\_ it's a time for enjoying friends and family, for spreading cheer and goodwill, and for sending warmest wishes to special people like you. Merry Christmas! Happy new year from \_\_\_\_\_.

There is no time more fitting than this holiday season to say thank you. From \_\_\_\_\_ thank you for your friendship and support. Please accept their best wishes for a merry Christmas and a happy new year. Again, thank you and best holiday wishes from \_\_\_\_\_.

## HOLIDAY SEASON SAFETY TIPS

If you're planning a holiday party, \_\_\_\_\_ suggests you include plenty of non-alcoholic drinks. If you're serving punch, use a non-carbonated base - alcohol is absorbed much faster when it's combined with a carbonated mixer. \_\_\_\_\_ brings you this message with their best wishes for a safe, happy holiday season.

One in four adults will make an out-of-town trip during the holidays. If you're one of them, \_\_\_\_\_ says, it's easy to get tired and bored while driving. Falling asleep at the wheel can be fatal. Let someone else take a turn behind the wheel. A holiday safety reminder from \_\_\_\_\_.

\_\_\_\_\_ believes it's a good idea for a holiday party hosts to serve plenty of food. Snacks will help slow the rate at which the body absorbs alcohol. It's a good idea to avoid salty food, which stimulates thirst. Good holiday party foods include open-face sandwiches, low-salt crackers, vegetables to dip, candy, cookies and breads. \_\_\_\_\_ says, have a happy, safe holiday season.

Did you know that half of all fatal holiday auto accidents involve drinking? \_\_\_\_\_ reminds you that alcohol dulls your judgement and your reflexes. It impairs your vision. \_\_\_\_\_ believes the old advice is still the best advice: "If you drink - don't drive. If you drive - don't drink."

During the holidays, \_\_\_\_\_ reminds you that abstinence from drinking is always acceptable. But if you plan to drink, set limits and stick to them. Stop drinking long before you start home. Ask for help in getting home if you think you need it. This reminder is from \_\_\_\_\_, with best wishes for the holidays.

It's a fact: coffee will not sober a person up. \_\_\_\_\_ suggests you plan a large breakfast of fix-your-own eggs, meat and fruit to wind up your party. Having guests help prepare the breakfast forces them to put down their drinks. \_\_\_\_\_ wishes you a safe, happy holiday season and a new year. \

Staying close to home this holiday season? \_\_\_\_\_ hopes it will be the happiest season ever for you - please don't let an accident ruin it. Remember that the majority of auto accidents happen close to home and that over half of them involve a drinking driver. \_\_\_\_\_ says, be happy. . .but be careful.

Plan your holiday party around a fun event. \_\_\_\_\_ suggests selecting a theme, and planning games and activities around that theme. Games and activities give people a reason to put down their glasses. A reminder from \_\_\_\_\_ who extends their best wishes for a safe, happy holiday and new year.

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #27 - November 24, 1994

**SMALL MARKET MANAGERS BRAINSTORM THE FUTURE** at the November 12 NAB Radio Managers Roundtable at NAB headquarters in Washington, DC. The key issues were recruiting good salespeople, compensating salespeople and developing sound sales strategies. To keep good salespeople, the participants suggested recognition and creative incentives - like weekend getaways, dinners for two, etc. To increase yield, some managers are dividing their sales staffs into specialty areas - vendor dollars, cars, fast food, etc. FCC Enforcement Chief Chuck Kelley participated in a luncheon at which the main topic was EEO fines and compliance. Kelley told the attendees the Commission is looking for better ways to address the concerns of small market broadcasters in this area.

**FRIES TO LEAD RAB INTO THE NEXT CENTURY**, as his contract has been renewed through the year 2001 during last week's RAB Board Meetings. New RAB officers: Federated Media's John Dille, Chairman; Granum Communications's Herb McCord, Vice Chairman; Albimar Communications's Skip Finley, Finance Chairman.

**MORE ON EBS:** The FCC has voted to change the name of EBS to "EAS," for Emergency Alerting System, beginning next July. And, at long last, the infamous tone will be shortened from 30 seconds to eight seconds. The NAB estimates it will cost the average station \$600 to comply with the new regulations. Cable systems will be required to participate by July 1, 1997.

**CORRECTION:** In the October 27 issue of SMRN (Page 8), we reported the wrong box number for the FCC. The correct box number is 15259-0001. An additional reminder: if you are sending multiple filings in the same FedEx or UPS package, make certain that they are all in separate envelopes inside the package.

AT THE FCC

NEW STATIONS (Applied For):

ALABAMA (Brantley) Alatron Corporation, Inc., 100.3, 6000w, 328'  
ARKANSAS (Maumelle) Robert Copeland, 96.9, 6000w, 233'  
MICHIGAN (Traverse City) Central Michigan University, 104.5,  
800w, 505'  
(Traverse City) Interlochen Center for the Arts, 104.5,  
1480w, 472'  
(Traverse City) Interlochen Center for the Arts, 104.5,  
1000w, 581'  
(Traverse City) WTCM Radio, Inc., 104.5, 1400w, 482'  
MINNESOTA (Buhl) Minnesota Public Radio, 92.5, 50,000w, 561'  
MISSISSIPPI (Greenville) Mid-America Broadcasting Co., Inc.,  
104.7, 30,000w, 344'

FORMERLY SILENT:

MISSISSIPPI (Ocean Springs-Biloxi) WXOR, 92.5, WWXX silent

FINES:

CALIFORNIA (Paradise/Chico) KHSL-FM, \$2,000, for broadcasting  
telephone conversations without permission  
GEORGIA (Atlanta) WNNX, \$2,000, for broadcasting telephone  
conversations without permission

- Courtesy M Street Journal

PROGRAM NOTES

Westwood One Entertainment and Hard Rock America will be bringing "Hard Rock Cafe Concert Series" to Rock radio listeners. Listeners can win trips to various Hard Rock Cafe locations by listening to the show. For information, call 212-641-2052.

Westwood One Entertainment will broadcast "Clint Black - In His Own Words" December 9-11. The three-hour show will feature Black's biggest hits as well as a personal account of each song's meaning. For information, call 212-641-2052.

Wolfman Jack's "Live from the Hard Rock Cafe" is being syndicated by Liberty Broadcasting. Starting November 25, the show will run Friday evenings, 7-11 p.m. (ET) on a barter basis. For information, call 813-253-4500.

USA Radio Networks will debut "America's Consumer Advocate," hosted by Jim Pars, C.F.P., on December 1. The show will run 4:05-5 p.m. (ET). For information, call 800-829-8111.

"The Difference," by United Stations Radio Networks, provides Adult Alternative Album programming on a market-exclusive, barter basis. For information, call 212-767-1111.

## MONEY PAGE - SALES & PROMOTION IDEAS

January Business Opportunities include the following businesses, whose sales in the month are above average:

- ▶ Book Stores
- ▶ Office Supply Stores
- ▶ Tire Dealers

- RAB's Top 40 Business Survey

### January Promotional Opportunities - Events & Holidays

#### Months

Blood Donor Month

Diet Month

March of Dimes Birth Defects Prevention Month

National Eye Care Month

National Radio Month

#### Weeks

January 15-21 - International Printing Week

January 22-28 - Celebrity Read A Book Week

#### Days

January 1 - New Year's Day

January 8 - Elvis Presley's Birthday (1935)

January 12 - Kirstie Alley's Birthday (1955)

January 15 - Martin Luther King, Jr. Federal Holiday

January 17 - James Earl Jones's Birthday (1931)

January 20 - George Burns's Birthday (1896)

January 23 - National Pie Day

January 25 - National School Nurse Day

January 26 - Paul Newman's Birthday (1925)

January 27 - Vietnam War Ended (1973)

January 29 - Super Bowl XXIX

January 29 - Oprah Winfrey's Birthday (1954)

- Chase's Calendar of Events 1995

JANUARY IS NATIONAL RADIO MONTH and the NAB has sent to all radio stations - members and non-members alike - a "Radio Month Kit" containing jingles from TM Century in five formats (Contemporary, Country, Urban, Rock and Hispanic); a "proclamation" for local officials to issue; programming and promotion ideas; radio facts; a speech script; ad slicks; and other goodies.

This is a well-organized package and the jingles sound terrific - a good re-launch of a good idea. For more information and assistance, call the NAB at 800-368-5644.

## SALES - SETTING MEANINGFUL GOALS

As we approach the new year, we are all in the process of setting goals for our radio stations. We tend to use the word "goals" rather loosely in our business; refining our definition of that word, and looking at different types of goals, can make our goal-setting - and our goal-realizing - more meaningful.

The most important "goal" is the strategic, management-level number that you and the bank feel confident your station can achieve. I call this the projection. It is the aggregate of the actual, realistic numbers that you feel can be generated by individual salespeople, yourself, national/regional business, and any other revenue sources available to you.

Working our way down (or up - closer to the "street"), there is what I call the billing goal of the station, which should be set higher than the projection. This is the billing number that you believe is attainable with luck and hustle (not necessarily in that order). (Note the word "believe": it is very important that everyone buys into the goal.)

Then there is the written sales goal, which is higher than the billing goal (usually by 5% or so). This is the what you expect to be written. We set this higher so that when cancellations, hiatuses and so on are taken into account, the written goal will still ultimately yield us the desired billing goal.

The written sales goal is the tactical tool by which you operate your sales department. Nobody can do anything about billing directly; billing is the byproduct of written sales, which in turn is the byproduct of qualified sales calls.

We can influence qualified sales calls directly, and written sales indirectly (through training, so more qualified sales calls turn into sales). This is where the manager should have his or her attention every day, not on billing.

When it comes to written sales goals, I like to break down the yearly goal into weekly goals - for individual salespeople and stationwide - because that is the easiest way to keep track of whether you're on pace from week to week. (I wouldn't bother with seasonal adjustments, since this is a rough leading indicator and a motivational tool).

You might also want to set "stretch goals" - goals that you and your salespeople feel are slightly out of reach - and set some rewards for achieving those goals. A good set of stretch goals will be motivational - and surprisingly attainable!



## LOOKING BACK AT 1994

- ▶ SPECTRUM TAX DEFEATED; a means to pay for GATT
- ▶ RADIO LEASE ADS BILL PASSED, worth \$20-50 million in radio advertising
- ▶ ALCOHOL AD WARNINGS DEFEATED; radio could have lost \$800 million in beer and wine ads
- ▶ FCC FEE INCREASE DEFEATED, a proposed \$100 million to fund jailing of illegal immigrant felons
- ▶ PERFORMANCE RIGHTS AVERTED for digital sound recordings, amounting to 3% of station gross revenues
- ▶ INFORMATION HIGHWAY ISSUES ARISE, such as broadcast ownership, competition and spectrum-use
- ▶ AD TAX DEDUCTIBILITY PROPOSALS OBSTRUCTED; they would have disallowed full deductibility to fund health care reform
- ▶ SMALL BUSINESS LOAN REGULATIONS CHANGE, helping stations finance acquisitions

- RadioWeek, NAB, 202-429-5416

Editor's Note: All in all, a good year, with lots of credit going to the NAB, your state association - and you. As reported in these pages last week, the recent election and the new Congress mean that many of these issues will be back to haunt us. We all need to be ready to fight the good fight once more.

### "LIES, DAMN LIES, AND STATISTICS"

In the recent issue of Arbitron's Beyond the Ratings (Fall 1994), there appeared a piece on statistical sampling, including the statement that "It's common sense to think that a bigger sample is more reliable than a smaller one ... but statisticians can demonstrate this is not always the case."

To make this point clearer, the article uses the example of a Gallup poll taken in the early 1930s to find out whether Americans wanted to revive the National Recovery Act. Here is a table showing that the first 500 people sampled had almost the same "yes/no" ratio as all the 30,000 people ultimately sampled:

Percent Vote Against Reviving the NRA	
First 500 ballots	54.9%
First 1,000 ballots	53.9%
First 5,000 ballots	55.4%
First 10,000 ballots	55.4%
All 30,000 ballots	55.5%

FM WINDOWS CLOSINGS

ST	CITY	CHAN	CLOSES	ST	CITY	CHAN	CLOSES
AZ	Payson	266C1	11/22/94	MO	Jefferson City	281A	11/21/94
	Wellton	283C2	01/09/95		Neosho	259A	11/21/94
AR	Harrisburg	240C3	12/15/94	MT	Bozeman	278C1	11/21/94
FL	Sebastian	240C3	12/08/94		Sidney	236C1	11/22/94
GA	Warrenton	226C3	11/22/94		West Yellowstone	243A	11/22/94
HI	Lihue Kauai	251C	12/08/94	NV	Pioche	255A	12/23/94
ID	Bonnars Ferry	221A	11/22/94	NM	Gallup	268A	12/15/94
IL	Galatia	255A	12/08/94	NC	Ocean Isle Beach	228A	12/07/94
IN	Evansville	298A	11/22/94		Southern Shores	265C2	12/07/94
IA	Muscatine	226A	12/29/94	ND	Cavalier	286C2	12/19/94
KS	Hutchinson	246C3	11/22/94	OH	Pleasant City	221A	01/09/95
KY	Beaver Dam	264A	11/22/94	OK	Pawhuska	285A*	11/22/94
	Glasgow	231A	01/05/95	OR	Burns	224A	11/22/94
LA	Franklinton	255A	01/09/95		The Dalles	224C3	12/15/94
	Jackson	283A	12/23/94	SC	Kingstree	231A	11/22/94
ME	Winslow	237A	11/22/94	SD	Belle Fourche	271C3	12/19/94
MI	Pentwater	276A	11/22/94		Flandreau	300C3	01/05/95
	Tawas City	277A	11/21/94	TX	Denver City	248C2	11/22/94
MN	Nisswa	227C	11/22/94	WA	Elma	271A	01/05/95
	Pillager	240A	11/21/94		Mabton	254A	01/05/95
	Roseau	278C2	11/21/94		Omak	282C2	01/05/95
MS	Belzoni	292A	11/21/94	WI	Spooner	292A	11/22/94
	Durant	266A	11/21/94	WY	Casper	247A	01/05/95
	Tunica	241C3	12/29/94				

\*There is a proposed rule making, MM Docket 94-100, to change Channel to 280A or to delete the Channel if no party expresses interest in this allocation.

Channel and date information taken from FCC releases and is subject to accuracy limitations inherent in such distributions.

- E. Harold Munn, Jr. & Associates, Inc.

**WEATHER FOR SATELLITE STATIONS** comes from an automated forecaster called "Digital Weatherman II" from Weatheradio, Dubuque, IA, 800-728-4647. Digital Weatherman provides updated forecasts at the push of a button or an automation trigger tone.

The system uses a combination of off-the-shelf computer products and communications programs, along with Weatheradio's proprietary software. The hardware consists of a PC, a digital audio card and a fast modem. The parallel-port automation connection permits capture and broadcast of weather forecasts and bulletins, as well as triggering alarms, status lights, and a printer.

The computer system stores a large number of audio tracks which contain individual temperature and sky conditions - Weatheradio determines the appropriate combination of tracks to compose a forecast and downloads the cues via the modem connection. [Radio World, October 19, 1994]

## NEW YEAR'S GREETINGS

As the old year makes way for the new, \_\_\_\_\_ thanks you for your valued friendship and continued patronage. Please be assured that they will work even harder to serve you in the coming year. Thank you and happy new year from \_\_\_\_\_.

Old acquaintances are never forgotten at \_\_\_\_\_. To friends old and new, best wishes for the best of everything in the new year, from \_\_\_\_\_.

A new year of health, happiness, and prosperity. That's the wish of your friends at \_\_\_\_\_. Thanks for your continued friendship and patronage, and a happy new year from \_\_\_\_\_.

If the New Year's holiday includes alcoholic beverages, don't forget that old advice: "Make that 'one for the road' a cup of coffee." \_\_\_\_\_ hopes that your holiday will be a happy and safe one, and that the new year will be full of health, happiness, and prosperity. Happy new year from \_\_\_\_\_.

Here at the end of one year and the beginning of another, \_\_\_\_\_ looks back at a year full of many kindnesses from their many friends and customers. More important, they look forward to another year of your friendship and the opportunity of serving you even better. Happy new year from \_\_\_\_\_.

\_\_\_\_\_ thanks you for using the products and services they offer. In the new year, as in the old, only the best is good enough for their customers and friends at \_\_\_\_\_. Here's wishing you the best of everything in the new year.

Ring out the old! Ring in the new! Happy new year from \_\_\_\_\_. Here's hoping the new year will be full of health, happiness, and prosperity. Happy new year from \_\_\_\_\_.

This is the time of the year for making resolutions. \_\_\_\_\_ makes this resolution: In the year ahead they will work even harder to serve you even better. Happy new year from \_\_\_\_\_.

Best wishes for a happy new year from \_\_\_\_\_. It's been a real pleasure for them to serve you this year. In the new year they pledge to work even harder to merit your continued friendship and patronage. Happy new year from \_\_\_\_\_.

All drivers are not as careful as you are. \_\_\_\_\_ reminds you, if you're driving this new year's holiday, drive with extra care. \_\_\_\_\_ wishes you a happy, safe holiday and the best of everything in the new year.

FROM OUR READERS

"I'd like to comment on your front-page item in the 11/10 issue of SMRN titled NO HELP WANTED:

"I'm really not surprised there are only 10 radio help-wanted ads listed in Broadcasting magazine. Have you read Broadcasting recently? We still subscribe, but the Radio section is pathetic. At best, it's usually just two or three pages.

"If you check a recent edition of Radio & Records you'll find many listings for stations looking for help. I feel Broadcasting has really let their Radio coverage slip in recent years - hence the reason for the few radio ads."

- Dave Land, WFIW, Fairfield, IL; 618-842-2159

"The mid-October issue of Broadcasting lacked radio jobs because so damn few of the people we're looking for read it. They sign up for the several job-tips sheets or look at R&R.

"The only time I use it is if I'm looking for an entry-level newsperson. The college libraries get the publication if they have a Mass. Comm. department.

"Broadcasting's computer screwed up and I've been getting it at no charge, but I know of none of my owner friends that get it because there is damn little useful information in it."

- Bill Taylor, KQSS, Miami, AZ; 602-425-7186

"Regarding Zeke the Turkey Freak ... About 1987/88 Bill Robb left KQDJ, Jamestown, ND - where we were running Zeke - and went to KYSM, Mankato, MN as Sales Manager with Jack Davison as GM.

"I don't know about Zeke, but Bill ran Zeke in Jamestown, then left our company and moved to Mankato."

- Dean Sorenson, Sorenson Broadcasting; 605-334-1117

"We came across a radio person that is starting his own production company. His name is Buddy Scott and the company is Jaguar Productions, 608-524-8277. He works a day shift on-air radio job and does production after-hours for small market radio stations. He does 10-second sounders for us, complete with sound effects and music, and they are powerful!"

- Rod Goeman, CRMC, KJAM, Madison, SD; 605-256-4514

Editor's Comment: I listened to Buddy's tape and he is very good. Two other good, reasonable voice talents are Bill Shannon, 515-265-6181; and try Jane Matenaer, 414-529-1250, for a good female sound. Mention my (Jay's) name for the lowest price.

# Small Market Radio Newsletter

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627,2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #28 - December 1, 1994

**RETAILERS EXPECT HOT HOLIDAY.** According to New York consulting group Deloitte & Touche, 92% of retailers expect consumers to spend as much money as, or more money than, last year on gifts. Last year, only 65% of retailers predicted improved sales. In fact, retailers and consumers haven't been as optimistic since the mid-Eighties. [BrandWeek, November 14, 1994]

**NEWSPAPERS STRIKE BROADCASTERS** with a big push for its new "Newspaper National Network," a one-stop sales and marketing organization. Fifty of the biggest papers in the country are funding the network. However, newspaper revenues are only up 4.1% - behind TV, and further behind radio's 10% growth rate. According to the Audit Bureau of Circulation, all ten of the biggest papers in the country suffered a decrease in circulation in the six-month period ending in September.

**BMI GRANTED RATE COURT** by a U.S. District Court in New York for instances where a radio station and BMI cannot negotiate an equitable fee. Requests to play BMI licensed music would be allowed. If after sixty days a fee agreement has not been reached, the court will determine a reasonable fee.

**"MARKETING TO MEN,"** a study issued by the Interep Radio Store, found that nearly 40% of men do all of the household consumer shopping. The major format for males 25-54 is Sports. The major formats for males 18-49 are Rock, Urban, and New Age.

**RAB '95 SPECIAL OFFER:** Any sales manager who registers for the Sales & Marketing Conference can bring their general manager for half price. The Early Bird member rate is \$395. The conference is February 16-19 in Dallas. Early bird rates end January 10. To register, call 800-722-7355.

AT THE FCC

NEW STATIONS (Applied For):

ARKANSAS (Maumelle) Reynaldo Hernandez, 96.9, 6000w, 328'  
MICHIGAN (Traverse City) Good News Media, Inc., 104.5, 1480w,  
472'  
MINNESOTA (Grand Marais) Eclectic Enterprises, Inc., 95.3,  
100,000w, 538'

NEW STATIONS (Granted):

CALIFORNIA (Firebaugh) Central Valley Education Services, 103.1,  
3000w, 328'  
ILLINOIS (Streator) Kleven-Rodriguez Partners, 106.1, 6000w, 328'  
IOWA (Sibley) 21st Century Radio Ventures, 100.3, 6000w, 1561'

AMENDMENTS TO THE FM TABLE (Proposed):

CALIFORNIA (Willows) new, 106.3 A  
MICHIGAN (Reed City) new, 97.3 A  
OKLAHOMA (Bartlesville) KYFM, to 105.1 C3 from 100.1 A  
(Bixby) KRMP (CP), to 105.3 C2 from C3  
(Nowata) KRIG, to 100.1 A from 94.3 A  
(Wewoka) new, 104.7 A  
(Wright City) new, 103.3 A  
OREGON (Altamont) new, 104.7 C1 from 97.7 C1  
(Butte Falls) new, 97.7 C2

AMENDMENTS TO THE FM TABLE (Granted):

MINNESOTA (Nashwauk) new, 102.9 C3  
(Walker) new, 101.9 C3  
TENNESSEE (Morristown) WMXK, to 95.9 C3 from A

FORMERLY SILENT:

CALIFORNIA (Capitola-Monterey) KMBY, 1540  
MICHIGAN (Grayling) WQON, 100.3  
MISSOURI (Liberty-Kansas City) KCXL, 1140

- Courtesy M Street Journal

FINES:

MICHIGAN (Norway) WZNL-FM, \$4,000, for overcharging political candidates and not keeping political ad files up to date. WZNL will refund \$491.50 among three candidates.  
WISCONSIN (Sturgeon Bay) WFNL-FM, \$4,000, for overcharging political candidates and not keeping political ad files up to date. WFNL will refund \$223.52 among five candidates.

CREATE AN ON-BOARD FM RADIO WITH YOUR PC. Advanced Digital Systems has created the "Radio Rock-It RDS" card. After plugging it into your PC, it receives RBDS updates on screen such as weather reports, school closings, station call letters, etc., while listening to a station. Retail price: \$249. For information, call Mike McCoy at 310-926-1928.

MONEY PAGE - SALES & PROMOTION IDEAS

Odds & ends from our promotional files ...

Diet centers should be heavy advertisers. As fast as people gain pounds by eating out more - especially around the holidays - their desire to lose weight keeps growing. Weight-loss franchises will sell \$540 million in products and services to the 21 million overweight adults in the U.S. And the customer base is bigger than ever, thanks to a major study that redefines "obesity" as being 20% over your ideal body weight (compared to the previous definition of 40%). Should be good for a fat contract or two!

[Dean Sorenson, Sorenson Broadcasting, 605-334-1117; Jim Thompson, Greenlight Productions, 605-886-3521]

Catchy business slogan. WYAY, Atlanta, GA, prints this on all their business cards: "We won't ask for your business unless we can help improve it."

Monopoly with real money. Set up an event with 15 boards and four players for each board. When you get down to the finalists, play the game with real money. (Arrange this with a local bank.)

[WRFY, Reading, PA]

Reach out and touch new listeners. Have someone on your staff take an hour a night to call potential listeners, asking them to listen for 15 minutes. Then call them back to get their comments on the station. Offer each listener a small prize for participating. [KCAQ, Oxnard, CA]

The Unnamed Movie Game. Listeners try to identify lines from movies. Once they do, play the actual clip containing that line. Good tie-in with any business that rents and/or sells videos. [WCIZ, Watertown, NY]

Nothing Personal. Callers have 60 seconds to answer ten personal questions. (This works best with women.) [WIOT, Toledo, OH]

One on One Trivia. Two callers (if you're FM, put one on the left channel and one on the right) answer trivia questions. When the question is asked, the first caller to "buzz in," by pushing a touch-tone on his or her phone, gets to answer. [KDJK, Modesto, CA]

Do Your Job Friday. Every Thursday morning, listeners call in to try to get the morning man to work for them on Friday. [WKQZ, Saginaw, MI]

The Super Buzzword. Conference a listener with a friend. The listener must get the friend to say a predetermined buzzword without giving obvious clues. [KLBJ, Austin, TX]

## SALES - KEY SELLING LESSONS

Check yourself on these points from a winning salesman:

1. Don't begin the sales process until you have a complete understanding of your customer's needs. Make sure that you have something to offer that will clearly help your customer.
2. Before you develop your proposal, carefully review your prospects's unique situation. Put yourself in the customer's shoes. Customize your presentation to your prospect's unique needs.
3. People are always interested in new ideas. Be more creative than your competition and you'll outsell them every time.
4. Make it easy for people to buy. When customers buy a product, they buy ease of use, convenience, time savings, etc. Why should they have different expectations from the salesperson? They buy from salespeople who are easy to deal with, creative, reliable, honest and responsive.
5. Don't shuffle paper during prime time. If you are in business-to-business selling, the only time you can sell is between 9 a.m. and 5 p.m. Get into the habit of doing your paperwork only before or after prime time.

- Martin Edelston, Publisher, Boardroom Reports



Thanks for nothing. Send your customer a thank-you note for not getting the order. Yes, even if the customer gives the order to another company, send a note of thanks. Why?

Your bid for the business may have been a little high, and some buyers may be embarrassed to call you for another. Proposals require number-crunching and, since you didn't get the business the first time, the buyer may feel bad calling you again.

Your note will remove strain and show you are a professional who doesn't bear a grudge. Here's how your thank-you note should go:

"Thanks for letting us make a presentation. I'm sorry we couldn't help you this time. Please keep us in mind for future projects and feel free to call or fax me for jobs in the future."

Such a thank-you note leaves the door open for sales opportunities in the future. It works!

- Alan Goldstein in Personal Selling Power, October 1994



## MANAGING BETTER: EXCISE TAX EXEMPTIONS

The Iowa Broadcasters Association received a number of inquiries about a possible broadcaster exemption to the 3% federal excise tax collected by local telephone companies on all long distance services. Because there is some confusion on the subject, the IBA asked their Washington attorneys for clarification; we present their findings here for the edification of our readers:

1. Radio and TV broadcasters as well as networks are exempt from the 3% federal excise tax on telephone communications, IN VERY LIMITED CIRCUMSTANCES.
2. The exemptions apply to the use of non-local telephone services for (a) news gathering and dissemination through wire services and (b) limited long distance services.
3. The limited long distance service exempted is "WATS"-like in nature and DOES NOT include all long distance service.
4. The local long distance telephone company is responsible for determining which services are exempt, but often grants the exemption in error. Broadcasters should contact their respective telephone companies to determine the procedure to be followed to assert a claim of exemption.
5. The IRS will refund excise taxes which have been collected in error. They will, however, occasionally refund excise taxes that were properly collected. For excise taxes already paid, broadcasters should file IRS Form 843 for each quarter for which the excise tax was paid.
6. If a telephone company grants an exemption in error, or the IRS mistakenly refunds excise taxes that were properly collected, there is a risk that such cases could result in the imposition of interest and penalty charges by the IRS.

For more information, contact your state association or your local tax advisor.

- Sue Toma, Iowa Broadcasters Association, 515-224-7237

"Eighty-five percent of all advertising is invisible. It's there but no one sees it. Then 14% of all advertising is terrible. It's ugly, stupid, patronizing and demeaning - and you see it, even though you hate it. The remaining 1% is the great stuff, the advertising characterized by The Big Idea. The big idea can go further than you can imagine. It can save a business, start an enterprise, spark a revolution, turn an industry - or the world - upside down. If you're faced with an ad that doesn't have an idea, an idea that can be expressed in one sentence, save your money."

- Advertising legend George Lois, Wall Street Journal ad

## BLOOD DONOR MONTH

\_\_\_\_\_ believes you should know that 40,000 units of blood are needed each day for patient care in the United States. There is a blood shortage in many communities. Donating blood is a safe and simple process. \_\_\_\_\_ reminds you, it saves lives.

\_\_\_\_\_ wants you to know that as many as four million Americans may need blood transfusions this year. There are shortages of blood in many communities. Donating blood is a safe and simple process. Your blood donation may save the life of a loved one - or yourself. \_\_\_\_\_ urges you to volunteer to give blood.

You cannot get AIDS or any other disease by donating blood. Donating blood is safe and simple. \_\_\_\_\_ urges you to take part in the [AREA] blood drive. The time, day, and place are: [INFO] A community service message from your friends at \_\_\_\_\_.

Each year four million Americans need a blood transfusion because of accidents or illness. Think! You know someone whose life was saved by blood from the community blood supply. Blood supplies are dangerously low. \_\_\_\_\_ says, do your part! \_\_\_\_\_ urges you to volunteer to give blood.

\_\_\_\_\_ warns you that blood supplies are dangerously low. You can help be becoming a regular blood donor. In [AREA] call [NUMBER] for information. \_\_\_\_\_ reminds you that you are giving the gift of life when you give blood.

\_\_\_\_\_ salutes the [DONOR CENTER] - one of 2,400 community blood centers serving the nation. 8,000 individuals nationwide work in this effort. Virtually all of the nation's blood supply comes from volunteers like you, donating blood to agencies like [DONOR CENTER]. If you're a regular blood donor, \_\_\_\_\_ says, thank you. If not, why not become a blood donor?

There is a blood shortage in this community. \_\_\_\_\_ reminds you that you can help. It'll take just a few minutes of your time. The truth is: donating blood is a safe and simple process. \_\_\_\_\_ urges you to call [NUMBER] for information. When you give blood, you give the gift of life.

\_\_\_\_\_ is happy to be a part of [AREA]. They want to make this the healthiest, safest, happiest community possible. That's why \_\_\_\_\_ wants you to know that there is a blood shortage. Your blood donation is needed. It's safe and simple and it saves lives.

## PROTECTING YOURSELF FROM INTERRUPTIONS

We small market broadcasters never have enough time, so managing it is especially important. Experts tell us that our biggest time-management problem is all those interruptions that occur during our workday. Here are some ways to control them:

### Telephone

- Immediately after greeting a caller, ask, "What can I do for you?" (Not "How are you?")
- After a caller states the purpose, silently set a limit for the call and write it where you can see it as you're talking.
- If a call you are making is answered by a machine, leave your entire message instead of only a request for a call-back.
- Get callers used to specific call-back hours: "Please call me back between 4 and 5:30 p.m. any day of the week."

### Office Visits

- Close your door part way. This is a very effective visit-deterrent that still communicates, "I'm available if needed."
- Before visitors sit down, stand up (to shake their hand, adjust blinds, etc.), then remain standing while you chat.
- Have a clock clearly visible.
- Institute a closed-door policy for up to two hours a day, preferably during your prime productivity period.

### Subordinates/Support Staff

- Ask subordinates who often interrupt to make lists of questions. When they have five or more, suggest that they leave them in your in-box or on voice mail.
- Always give clear and complete instructions, together with this request: "I'd prefer you to take notes, because I find it cuts down on any questions later."
- Communicate positive expectations by saying things such as, "I know I can count on you to figure out how to do this with a minimum of direction from me."
- When subordinates go through a day or a project without interrupting you, comment appreciatively.

### General

- When someone asks (in person or on the phone), "Got a minute?" say, "Just about that," or "I can give you five now or 20 later this afternoon." That way, you alert your interrupter at the start that you're on a tight schedule.
- Have your top goals for the week and month in plain view every day, to help you remember that indulging interrupters steal time from moving toward your goals.
- Create a reputation as someone who highly values time management and productivity. When people know you're time-conscious, they'll interrupt less.
- Ask for cooperation in keeping calls and meetings short.
- Don't be a frequent interrupter yourself. Many people will treat you the way you treat them.

- Ann Reeves in the November 1994 Quill catalog

## FROM OUR READERS

Where the jobs are. Last week we printed a couple of responses to our Page One story using Broadcasting classifieds as an indicator of the lack of job openings in radio today. At the risk of overkill, I thought the following letter made a new contribution to the issue ...

"In one of your recent newsletters you published comments from a subscriber concerning the lack of radio jobs advertised in Broadcasting magazine. I think there may be a reason for that.

"As fine a publication as Broadcasting is, how many radio stations do you suppose still subscribe to it? How much emphasis is place on radio in that magazine versus the space devoted to TV in its various forms?

"In contrast, a recent copy of Radio & Records contained 70 radio help wanted ads, as well as 15 position wanted ads.

"There's still a lot of job openings out there. You just have to know where to look."

- Rick Bulger, WLRB/WKAI/WLMD, Macomb, IL, 309-833-5561

Editor's Note: Broadcasting has indeed largely abandoned radio, and our readers have noticed. In our recent subscriber surveys, Broadcasting has a very small readership among small market broadcasters.

## THE LAST WORD

Every week I am in touch with dozens of broadcasters all over the country, and over time I have noticed an interesting correlation: The most successful small market managers are rarely in when I call!

The most successful small market managers, on the whole, are "playing coaches" - out on the street, making their own sales, accompanying their salespeople, and involving themselves in community activities.

The best small market managers I know do not spend much time sitting in the office "managing." They let go of the day-to-day detail and focus only on the actions that make their stations money.

An old boss of mine once said, "There's no problem that can't be solved by another order." Managers that subscribe to this axiom aren't in much ... they're out getting that order!

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

VOLUME XII - Issue #29 - December 8, 1994

**MARKETING GURU FORESEES ONE-TO-ONE MARKETING IN, MASS MARKETING OUT**, according to Don Peppers, author with Prof. Martha Rogers of "The One to One Future: Building Relationships One Customer at a Time." Peppers will be giving the opening "futuristic keynote" address at RAB '95. Peppers is president of marketing 1:1, an independent marketing consulting firm specializing in relationship management, business development and marketing technology.

**FCC TO UNVEIL NEW EBS SYSTEM** Tuesday, December 13, at a public how-to session on the Emergency Alert System (formerly EBS). FCC members, equipment manufacturers, and technical experts will also be there. Information on the new rules and how much new equipment radio stations will have to install will be provided.

**NAB URGES BROADCASTERS TO BUILD RELATIONSHIPS WITH NEW LAWMAKERS.** According to NAB President Eddie Fritts, it's important to establish individual relationships with new Congress members and bring them up to speed on broadcasting issues, such as performance rights, ad tax deductibility and spectrum fees. Keep NAB informed of meetings with the new members by calling NAB's Government Relations Hotline at 800-424-8806 or fax to 202-775-2157.

**1995 NAB CRYSTAL RADIO AWARDS ENTRIES SOUGHT** and accepted through February 6. The awards recognize outstanding community service conducted in 1994. Entry fee: \$50 for members, \$75 for non-members. For information, call BJ Cohen at 202-775-3510.

**NAB NAMES NEW BOARD MEMBERS:** Eric Hauenstein, VP/GM, Jones Satellite Network for radio; Preston Padden, Fox Broadcasting Company and Michael Fisher, KTXL-FOX 40 for television.

AT THE FCC

NEW STATIONS (Applied For):

ALASKA (Cordova) Risoc, Inc., 100.9, 1200w, -423'

AMENDMENTS TO THE FM TABLE (Proposed):

ARKANSAS (Atkins) new, 99.3 A

COLORADO (Burlington) new, 99.3 C1

AMENDMENTS TO THE FM TABLE (Granted):

ALASKA (Houston) new, 92.1 A

ARIZONA (Nogales) new, 99.1 A

CALIFORNIA (Point Arena) new, 102.3 B1

(Templeton) new, 100.5 A

ILLINOIS (Taylorville) new, 94.3 A

MAINE (Isleboro) new, 105.5 B2

(Winter Harbor) new, 97.7 A

MINNESOTA (Hermantown) new, 92.1 A

NEVADA (Moapa Valley) new, 104.7 A

NEW YORK (Alfred) new, 101.9 A

(Grand Gorge) new, 105.3 A

(Jeffersonville) new, 102.1 A

(Minetto) 106.5 A

NORTH CAROLINA (Norlina) new, 94.3 A

OHIO (Athens) new, 95.9 a

OREGON (Bonanza) new, 102.9 A

(Keno) new, 98.5 A

(Lakeview) new, 95.3 C2

(Malin) new, 100.5 A

(Merrill) new, 105.7 A

WASHINGTON (Quincy) new, 95.9 C3

WISCONSIN (Balsam Lake) new, 104.9 C3

REPORTED SILENT:

WYOMING (Cheyenne) KFBQ-FM, 97.9, now in Chapter 7

FORMERLY SILENT:

KANSAS (Wichita) KIBN, 90.7

OKLAHOMA (Wagoner-Tulsa) KXTD, 1530

- Courtesy M Street Journal

CALENDAR OF EVENTS:

- ▶ January 24 - Radio License Renewal Seminar, Jackson, MS. Call Christina Griffin at 202-775-3511.
- ▶ January 30-31 - Midwest Broadcasters Conference, St. Paul, MN. For information, call 612-926-8123.
- ▶ February 20-22 - Great Lakes Broadcasting Conference, Lansing, MI. For information, call 517-484-7444.
- ▶ March 14 - Radio License Renewal Seminar, Louisville, KY. Call Christina Griffin at 202-775-3511.

## MONEY PAGE - SALES & PROMOTION IDEAS

Going after January business, keep in mind that most of your listeners will be feeling guilty about eating too much food and spending too much money during the holiday season. This leads to some natural business categories:

- ▶ Weight loss programs
- ▶ Quit-smoking programs
- ▶ Bookstores - self-help books

Not only are these natural sales prospects, but good sources for interviews for news and talk programming as well. [Broadcast Programming]

Some other ideas for getting your January sales in gear:

- ▶ Start selling Spring in advance: garden shops, boating, lawn mowers, pool shops, sporting-goods stores.
- ▶ Sell winter liquidation: snow blowers, snow shovels, winter clothes, winter implements.
- ▶ Sell school basketball, wrestling and baseball.
- ▶ Sell Spring break: travel agencies, hotels, rental cars.
- ▶ Don't forget auto repairs, building supplies, hardware, women's wear, jewelry stores, candy shops, card shops, restaurants, florists, book stores, optical, carpet stores, mobile home dealers, bridal market, music stores, pianos and organs, White Sales.

New Year First Born. Tie in with a clothing outlet and a hospital to give a gift pack to the first infant born in 1995. For listeners, add a "guess the first birth time" contest, with entry blanks at participating stores. Good prizes include "New Year's" items like calendars, new potatoes, Nuprin, etc.

One Ton Club. Tie in with a local weight-loss center and have your morning show recruit a group of listeners to pledge collectively to lose a ton (2000 pounds) by the end of March. Have them check in weekly and announce the total pounds lost. Everyone who reaches the goal gets a certificate of merit and perhaps a gift certificate for new clothes that fit. If the group dumps the ton, throw a party catered by the weight-loss center and/or give everyone trial memberships at the center.

## SALES - PUNCHY PROPOSALS & PRESENTATIONS

First quarter is a good time to update sales tools. Here's how to put together high-quality proposals:

1. Design a three- or four-page presentation for each of your 40 biggest sales categories.
2. Leave appropriate spaces in the master presentation pages to fill in the client's name and some customized information to personalize a proposal.
3. If you use a word processor, design the presentations as computer files which can be easily customized. The latest state-of-the-art word processors have a "template" feature which permits you to design fill-in-the-blanks master documents (for more, see Page 6). [Irwin Pollack]

Speaking of presentations, here are some ideas for a station presentation kit that doesn't tax the budget:

1. Rather than printing up an expensive presentation folder, consider that those folders do not easily fit into a file drawer, and most people end up taking the "guts" out and pitching the folder - if they don't pitch the whole thing. (I ought to know: when I was an ad-agency media director, I did it all the time.)
2. An attractive, businesslike and cost-efficient alternative is to get some "classy" file folders - plastic or durable fiberboard. Laser-print your station logo(s) onto file labels (use a color printer for even more impact) and affix the labels to the file folders.
3. Collect your presentation materials and fasten them into the file folder, using two-pronged fasteners at the top. For easier reference and a more professional look, make each page of your presentation physically shorter in length than the preceding one, and print the topic of each page at the bottom of the page - so when the pages are assembled, all the topics will be visible.
4. When putting together your presentation, remember to limit the text and put lots of white space on each page, use charts and graphics whenever appropriate. (This may be the time to invest or trade \$500 or less for a color inkjet printer.)
5. Above all, remember to express every selling point in the feature/benefit style - "What's in it for the customer?"



## FEEDING YOUR COMPUTER

Here is a quick run-down on general-market software that might prove useful to you. Unless otherwise noted, this software is designed to run on a "486" PC with at least 8 megabytes of memory under Microsoft Windows.

Word processing. WordPerfect for Windows version 6.1 has just been released. It continues the ongoing game of leap-frog between "WPWin" and Word for Windows by adding some features that "WfW" put in its most recent release (6.0). The conventional wisdom about these two powerful programs is this: If you want the most power and features, choose WPWin. If you want the tightest, silkiest and easiest to use, choose WfW. We are long-time WordPerfect users; when we test-drove Word we were frustrated by the absence of frequently-used WP features. But if you're just starting out or moving up, give Word for Windows a try.

Spreadsheets. At the top of this category there are three contenders: Microsoft Excel, Quattro Pro and Lotus 123. They all contain far more features than you are likely to use unless you are the Chairman of the Federal Reserve, so the choice depends on what other software you're using - since each spreadsheet is designed to integrate with its sister word processor, database, etc. If you use Microsoft Word for Windows, choose Excel. If you use WordPerfect for Windows, choose Quattro Pro for Windows (both are now owned by Novell). If you use the Ami Pro word processor (not many do), choose Lotus 123 for Windows. Any one of these three spreadsheets is a good choice.

Finances. For managing personal finances, the hands-down choice is Quicken. For small business finances, a good place to start is Quicken's companion product, QuickBooks. Both of these products operate so smoothly and intuitively that there really isn't any competition in the ease-of-use department. (Evidently Microsoft thought so too: they recently bought the company that makes Quicken and QuickBooks.) Another excellent small business accounting program - more feature-rich but also harder to learn - is Dac-Easy.

Time and information management. This software category is starting to take off, as more people find that yes, the computer is a perfect way of tracking contacts, calls, meetings and schedules. One of the best is also one of the easiest to use - Sidekick for Windows. The publisher, Borland International, released this as a minor title in its catalog, but it has quickly developed an avid following. It is simple, flexible and even fun to use. The "special days" (holidays, birthdays, etc.) and "multi-day events" features are especially elegant.

## NATIONAL EYE CARE MONTH MESSAGES

Here's an eye care tip from \_\_\_\_\_ in honor of National Eye Care Month. Children who consistently sit close to the television screen, ask to be moved closer to the chalkboard, or avoid sports may be nearsighted or have astigmatism. \_\_\_\_\_ urges you to have your children's vision tested.

January is National Eye Care Month, and \_\_\_\_\_ reminds you that children who avoid reading or other close work, or complain of headaches or eyestrain after reading, may be farsighted or have astigmatism. Don't wait - have your children's vision tested before serious problems develop. A message from \_\_\_\_\_.

Drivers who pass their motor vehicle eye test may still have dangerously poor vision. \_\_\_\_\_ wants to remind you that National Eye Care Month is the perfect time to have a thorough check-up - including distance vision, night vision, peripheral vision and depth perception. This message courtesy of \_\_\_\_\_.

Walking for health is good, but \_\_\_\_\_ reminds you to practice "defensive walking": Wear a fluorescent vest with reflective trim; walk against traffic; avoid walking at dawn or dusk; and obey all traffic signals. This message is brought to you by \_\_\_\_\_ in honor of National Eye Care Month.

Eyes become more susceptible to potentially-blinding retinal disorders after age 50. \_\_\_\_\_ reminds you to practice preventive care ... be alert for symptoms ... and take action if symptoms appear. The best step of all is an annual eye exam. This message a service of \_\_\_\_\_ for National Eye Care Month.

Most people over 35 have heard about glaucoma, but many do not protect themselves from it. \_\_\_\_\_ reminds you that glaucoma is a leading cause of blindness among adults over 35. The good news is, glaucoma is controllable if diagnosed early. \_\_\_\_\_ urges you to have regular eye check-ups.

For National Eye Care Month, \_\_\_\_\_ urges you to care for your eyes. Take frequent ten-minute breaks from work or TV. Wear eye safety equipment during hazardous work or sports activity. Wear sunglasses outdoors. Use adequate lighting indoors. And seek regular eye care. Eye care reminders from \_\_\_\_\_.

If you work on a computer, \_\_\_\_\_ reminds you to take precautions to save your vision. Reduce overall room lighting. Be sure lamps do not reflect off the screen. Adjust monitor brightness to 3-4 times room lighting. Take a ten-minute break every couple of hours. Eye care reminders from \_\_\_\_\_.

## STATION OF THE MONTH: A 46 YEAR CAREER ENDS

KWED (AM), Seguin, Texas was sold on December 1. The sale marks the end of one of the country's longest small station ownerships and the end of a 46 year radio career.

Stan McKenzie had started his college years with the idea of becoming a doctor as his older brother had. He recalls, only half jokingly, "When the best I could do was get a 'C' in biology, I decided I didn't have much to offer the medical profession."

What McKenzie really liked was sports, so he entered the communications school at the University of Texas at Austin. He soon landed a part-time sportscasting job at KVET in Austin. The AM station was one of four stations on 1300 KHZ granted to Democratic politicians on the eve of the 1946 Congressional elections. The others were in Nashville, TN, Lexington, KY, and Cleveland, OH.

After graduating in June, 1950, McKenzie was on the air almost every night of the week doing a ball game. "When I heard they were looking for a morning announcer/salesman at KWED, Seguin (60 miles south of Austin), I took the job mainly to get away from working every night. KWED was a daytimer."

KWED went on the air in 1948. "Everybody in town wanted to be on the first year, but in the second year, business dropped at least 20% as the newness wore off," McKenzie recalls. "Television came and it was hard to sell radio anywhere."

With McKenzie's persistence, the station's business stabilized and with the relaxation of engineering rules the station became profitable again.

The man who had hired McKenzie, the late Garfield Kiel, decided to give up management of the station to pursue a new career. He talked his partners into making McKenzie, then 26, the station manager and a minority stockholder. By that time, McKenzie had married a local girl and was starting a family. "Seguin and KWED were then the extent of my ambitions. It was then, and is now, a good life."

A year later, McKenzie accepted a job on the broadcast team of the Humble Oil (now Exxon) football network of 30 stations. That association continued for 33 years.

McKenzie recalls now, "In 1957, KWED's billing took a dramatic upturn. The excitement in radio, generated in this area primarily by Gordon McLendon, seemed to rub off on the rest of our stations. Radio was becoming a real medium again. There was real enthusiasm for it from our listeners and advertisers." KWED (and later its FM station) had solid billing increases and profit increases for 27 straight years.

When Kiel died in the mid-1960s, his widow, with the other stockholders' approval, sold his interest to McKenzie, making him controlling stockholder.

"With my income from KWED and my Humble sports income, I made an excellent living in a place I really liked. I had been offered several other jobs at big stations in cities, but, for my wife and I and our three children, this was what we really wanted," he says.

Things changed greatly in the 1980s. "First, there was the demise of several of our best local customers (replaced by chains) and the takeover of 4 of our 5 banks by out-of-town owners; like the chain retailers, not good radio advertisers.

"Secondly, there were the rules changes at the FCC. The Class C FM station that I had built on my AM tower, and carried for a couple of years by the AM station, was worth a lot of money because it could be moved to San Antonio. I remember talking to Mark Fowler at a state broadcasters meeting. I told him, 'You've made my FM station worth so much money, I can't afford to keep it in Seguin.' Fowler said, 'Make your millions. You've earned it.' The FM station was sold to a group operator for \$4.25 million."

McKenzie had had engineering done to put his AM station on the air full-time from a new site. "The FCC made that expense unnecessary. KWED, like other daytimers, became full-time with 249 watts from its existing facilities. It was really no loss to the community. People had listened to the station for local news and sports mainly. That works just as well on AM as on FM."

KWED in recent years has capitalized on its 40+ tradition as the community's station employing one full-time and three part-time newspeople. A station-prepared newscast is broadcast hourly in addition to a full hour each morning. There are a half dozen local public affairs programs weekly. On-the-spot coverage of parades, festivals, and community forums are carried. Coverage is expanded by the imaginative use of "stringers," including a seventh grader who is the station's soccer reporter/commentator. More local voices come on the station doing their own ads - long encouraged by Stan. "We don't want to sound like everybody's station," McKenzie says, "we want to sound like the Seguin station. There's only one."

One of the station's steadiest income sources is its daily 4-page news sheet distributed to dozens of restaurants and other public places each morning. It generates more than 10% of the station's revenue.

As he winds up his 46-year radio career, McKenzie says, "I look forward to some leisurely travel, and, though sometimes you get involved more than you should, I have gotten great satisfaction out of working on community projects. I'll continue to do that, as long as somebody asks me." Most recently, he was a principal in the effort to raise the city sales tax to make improvements. Not a popular idea anywhere, but it passed.

About small town radio, he says, "It's tough right now, but, it'll come back - just like it did in the 1950s. My only worry is that we are not producing enough young people who really love this business. The people who love it are the people who made it such a good business. We need a lot of them now."

# Small Market Radio Newsletter

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.

P. O. Box 1285 • Route 2

Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$109

26 Weeks ..... \$57

13 Weeks ..... \$33

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

VOLUME XII - Issue #30 - December 15, 1994

**NEW HOUSE COMMERCE COMMITTEE MEMBERS NAMED**, who have control over most broadcast issues. Here are the new members: Christopher Cox (CA), Steve Largent (OK), Charlie Norwood (GA), Tom Coburn (OK), Rick White (WA), Richard Burr (NC), Ed Whitfield (KY), Greg Ganske (IA), Brian Bilbray (CA), and Daniel Frisa (NY). If you are a broadcaster in one of these Members' districts, NAB encourages you to establish a relationship with them. For more information, call NAB Government Relations at 800-424-8806.

**MAIL RATE INCREASE IS BAD/GOOD NEWS FOR RADIO.** The bad news: starting January 1, postage costs will increase 14% for direct mail campaigns. However, there will still be discounts for presorts and carrier routes. The good news: more advertisers will become frustrated and will cut back on direct mail, looking for other means of promotion. Radio is a logical alternative.

**COST PER THIRD-CLASS PIECE IN 1995**

Letters:	Current Rate	New Rate	% Change
Required	19.8	22.6	14.14%
3/5-Digit	16.5	18.8	13.94%
Carrier	13.1	15	14.50%
Saturation	12.4	14.2	14.52%
<b>Flats:</b>			
Required	23.3	26.6	14.16%
3/5-Digit	18.7	21.4	14.44%
Carrier	14.2	16.2	14.08%
125 Piece	13.7	15.7	14.60%
Saturation	12.7	14.5	14.17%

AT THE FCC

NEW STATIONS (Applied For):

ARKANSAS (Maumelle) Robert O. Copeland, 96.9, 6000w, 233'

ILLINOIS (Beoga) WSHY, Inc., 98.9, 6000w, 328'

NEBRASKA (Falls City) C.R. Communications, Inc., 101.3, 6000w,  
328'

AMENDMENTS TO THE FM TABLE (Proposed):

ALASKA (Ketchikan) new, 99.9 A

WEST VIRGINIA (Romney) WJGF, to 104.1 A from 88.1 A

AMENDMENTS TO THE FM TABLE (Granted):

TEXAS (Borger) new, 106.7 A

FORMERLY SILENT:

FLORIDA (Ocala) WTMC, 1290

- -Courtesy M Street Journal

OCTOBER REVENUES INCREASED 14% in local spot sales as compared to October 1993, according to RAB's radio revenue index. National revenues were up 21%, and combined YTD experienced 15% growth.

FCC TO CONSIDER OWNERSHIP ISSUES when the Commission meets this week. Likely topics: radio-tv cross ownership, the "cross-interest" policy, minority ownership incentives, and changes regarding acceptable corporate structures.

PROGRAM NOTES

Westwood Radio Networks presents "Acoustic Country, Starring Shenandoah." The show, recorded live from the Stagedoor Lounge at the Opyland Hotel, will be available December 23-25.

People's Radio Network will run "The Helpful Santa-Man," providing assistance to parents as they try assembling their children's toys on Christmas Eve. Listeners may call on a toll-free line, and are encouraged to fax questions, diagrams or possible solutions to other listeners' questions. Call 800-397-8255 for information.

ABC Radio Networks announces a joint venture with Business Week, "Business Week Business Report," a daily feature beginning January 2, 1995.

"Honky Tonk Sundays," hosted by Ichabod Caino, features Country stars talking about their music, faith, and personal lives. Produced by GMI Media and distributed by Nashville's Positive Country; call 206-839-9414 for information.

## MONEY PAGE - SALES & PROMOTION IDEAS

Free Cab Rides. Tie in with a cab company and your restaurant and tavern clients to offer free rides home on New Year's Eve. For extra mileage, tie in with your local MADD or SADD chapter.  
[Broadcast Programming]

Super Station Sunday. On Superbowl Sunday, throw a party at a local restaurant or tavern. Make it fun - no cover charge, free food buffet. Plan some games, like Nerf football and Superbowl Trivia. Tie in with a local beverage distributor to give away beverages and logo prizes. Tie in with other sponsors to give away a big half-time prize; one station gave away a getaway weekend and a shopping spree.

The station games are played prior to "the" game, and at half-time, so serious bowl-watchers won't be disturbed. A station jock spins records before the game, at half-time and after the game. Start the party about an hour before the pre-game and wrap it up about an hour after the game. [One To One]

Always Buy [Your Area] Month. Coordinate with companies that are owned and operated in your region to present a salute to local products and services. Run a trivia contest about the region, with the prizes supplied by these local businesses.

Half Price Carnival. Set up a special trade show to which each participating merchant brings only items to sell at 50% off list price. This is good for clothing and other soft-goods retailers in January - one of their slowest months. [Irwin Pollack]

Winter Carnival. Advertisers who buy a January-February schedule get tickets to the "Winter Carnival," a dinner party preceded by a prize giveaway. Everybody wins: There are balloons for all participants; everybody picks one, punctures it, and finds the name of his/her prize inside. The prizes are all nice, but they vary in value.

Christmas in January. If you're thinking about throwing a holiday party for your advertisers, why not make it a "Christmas in January" party, when you and they aren't so busy?

Photographer's Special. Suggest to a local portrait studio that they offer a special Valentine's Day price for portraits - if the sitting takes place in January. This is promoted with a schedule on your station, of course!

Gotcha Card. Give this to any business "caught" listening to your station. It's a coupon good for \$100 in radio advertising.

## SALES - RESOLVING CUSTOMER COMPLAINTS

Studies reveal that up to 68% of all customers who stop doing business with a particular company do so because of dissatisfaction with service. Of the other 32% ...

- ▶ 3% move away
- ▶ 5% become involved in other friendship-based transactions
- ▶ 10% leave for competitive reasons (a more convenient location, better prices, etc.)
- ▶ 14% don't like the product

Obviously, offering the best possible service is the name of the game. Research by the White House Office of Consumer Affairs tells us:

- ▶ Up to 70% of complainants will remain loyal if their complaints are resolved
- ▶ Up to 95% will remain loyal if the complaints are resolved quickly.

It seems simple, doesn't it? Keep the customer satisfied - and keep the customer!

Here are some helpful hints to ensure that customer needs are met:

1. Listen for facts and feelings. Focus on your customer, thereby creating a non-verbal message that you care enough to listen carefully.
2. Ask open-ended questions to determine the difference between what your customer is saying and what he or she really means.
3. Select appropriate solutions to conflict. Treat customer complaints like a goldmine - let them vent their anger and frustration. Say, "I understand how you feel."

It costs up to six times more in time and effort to sell a new customer than to keep the ones you have.

Our customers are valuable to each and every one of us, and we can only win by letting them know it ... and letting them know it ... and ...

- Air Lines, KLIR, Columbus, NE; 402-564-9101



## KEEPING IT CLEAN

Clean-Up Day. Here's a one-day or half-day project for your entire staff that you can schedule for the last week in December of the first part of January. Since these are typically the slowest business days of the year and promotions slow down after Christmas, it's a perfect opportunity to shed all the dead weight of the old year.

The idea is to clear out all the paper, demos, outdated copy, news releases and unopened 1994 calendars that are cluttering up your radio station. More than almost any business, broadcasters receive and stack up material. Choose that one "unbusiest" day and, if practical, have your staff dress down for the day. Roll in some big garbage cans and fill them up with all the stuff you don't need. You'll be amazed at the volume of paper you'll be stacking up. Recycle what you can, and reward your staff for a job well done. (Order up pizzas for lunch and throw the empty boxes on top of the garbage cans.) [Broadcast Programming]

Tag Sale. Another good way of getting rid of all the stuff that builds up is to have a "radio tag sale." On a Saturday in the Spring, put out anything that might be of value to someone - old records and CDs, old syndicated shows on tape or CD, outdated promotional items, record promo items, etc. Sell it off for what you can get, and donate the proceeds to a charity. Set up the charity involvement in advance and promote it - you might get some press play - and recruit folks from the charity to help.

Recycling. While we're on the subject, let's talk about some ways to recycle lots of the materials you use in your business ...

- ▶ Use re-inkers to extend the life of the ribbons in your typewriters and dot-matrix printers, and of the print cartridges in your inkjet printers.
- ▶ Purchase recycled toner cartridges for your photocopiers and laserjet printers, and turn in your old ones for recharging.
- ▶ Copy and print internal forms and correspondence on the other side of waste paper.
- ▶ Place a second wastebasket (an empty paper carton works just fine) at every workstation for white paper that has been used on both sides.
- ▶ Check what else can be recycled in your town - newsprint, cardboard, glossy paper, metal, glass, plastic, etc. - and recycle it!

## ENGINEERING

This Is Only a Test. The FCC has finally decided to revamp the Emergency Broadcast System. The new system, called EAS (Emergency Alert System) will be phased in over the next two years. The FCC promises that "the new system will have the ability to alert the public more quickly and reliably than the old EBS and will reduce property damage, injuries and deaths caused by natural and man-made disasters."

For EAS, broadcasters will be responsible for modifying existing EBS decoders so that they are capable of decoding a shortened (8-second) version of the two-tone alerting signal. This must be done by July 1, 1995. In the second step, new digital EAS gear must be installed by July 1, 1996, replacing existing gear.

The new digital gear promises multiple-source monitoring for emergency alerts; automated and remote control operations; and a weekly test that is unobtrusive to listeners.

Will the new EAS be any better than EBS? If the FCC's track record in implementing new technology is any indication, probably not. (Remember AM stereo?) However, if broadcasters will cooperate with one another and work with their local officials, we have the opportunity to create a system that can save lives.

Lost in the Mail. When submitting anything to the FCC, whether it's to the Secretary's Office in Washington or a feeble filing addressed to the lockbox in Pittsburgh, it's a good idea to get what is known as a "Stamp In" receipt copy. A receipt copy is much better than a return receipt from the Post Office because it proves not only that you did file something, but also proves what was actually filed.

To get a receipt copy, make an extra copy of the cover page of whatever you are filing (just the cover page, not the complete filing) and put a Post-It note on it that says "Receipt Copy - Please Stamp and Return." Paper clip a self-addressed stamped envelope to it and put it on top of the material you are filing.

When the FCC receives your filing, they will stamp the extra page with the date received and return it to you - maybe. For filings made in Pittsburgh, there's a pretty good chance of receiving your receipt back. For filings made in Washington, good luck.

They will only stamp and return one page per envelope, so if you are sending multiple filings and need a receipt for each, they should be sent in separate envelopes.

- Larry Fuss, Contemporary Communications, 1-800-657-1646

## MORNING SHOW DESIGN

Even stations that are using satellite programming or some kind of automation probably have live morning shows. We all know that the morning show is the most important shift of the day, and two key components of any popular morning show are humor and listener interaction. With that in mind, here are some bits to use in your morning show, courtesy of One to One (209-226-0558):

Funny words only you and your family know. My neighbors use the word "binky" for "blanket." Every family has some.

Different ways to set up a scavenger hunt. Have the "boss" call up explaining how he lost his wallet. There's "X" amount of money in it. Have him ask if your listeners will help hunt for it. Give hints.

Did you know that a hundred laughs a day will give you as much cardiovascular benefit as ten minutes on a rowing machine? It also lowers blood pressure and heart rate, strengthens the immune system and reduces levels of stress-creating hormones. Now, if this show could only find some funny material. . .

I wrote the jokes. Brag on the air that you know the punch lines to every joke, because you wrote them all. Of course, the phones light up and you get jokes like crazy.

Chances are you'll surprise yourself and know a majority of them. But when you hear one you don't know, make a big deal with the listeners about having "Stumped the Jokemeister!"

As a variation, just once, you might have the caller give you the set up, pause, and then tell them that they did the impossible and stumped you. Then get the punch line. With the tape stopped, say, "Did you say the punch line was . . .", then start recording again and repeat the punch line.

The caller will follow you with, "Yeah, that's it!"

On the air, the call, with the edit, will sound like you knew the joke and the caller confirmed it. Of course, you've given the caller a nice prize off the air, so he or she won't hate you too much. Be sure to let your listeners in on the deception after it's over.

The Headline Game. Which one's real? Go to a tabloid like the National Enquirer for crazy headlines, then make a few up. Invite listeners to sort out "real" or "made up"!

## ABOUT RADIO AUCTIONS

Several readers have expressed an interest in finding out more about radio auctions. Here is the text of an agreement used by Darrell Gill, KOLY, Mobridge, SD (605-845-3654) for his:

This bonafide Agreement is between [CLIENT] and Radio Station KOLY. The following is the total agreement and both agree to the following conditions of participation:

1. Radio Station KOLY will accept quality merchandise at 80% of its actual retail price and guarantee this amount in an advertising credit which must be used immediately. This advertising credit is good only through the above stated date and is not convertible to cash. Rates for advertising will be \$10.00 for 60-second ads and \$8.00 for 30-second ads.
2. Regarding motor vehicles, snowmobiles, motorcycles and any other item requiring licensing or ownership cards: Advertiser supplying such item or items for Radio Auction guarantees to provide all such items free and clear of all encumbrances and will supply to Radio Station clear title within 10 days as stated and signed below.
3. Radio Station KOLY and Radio Auction will not accept any merchandise with a unit cost of less than ten dollars (\$10.00), and no more than ten (10) identical items per Advertiser will be accepted for auction.
4. Used items must be approved by the manager of KOLY.
5. All radio advertisements utilized by Advertiser in connection with Radio Auction is in addition to any existing advertising agreements presently in force, and it is agreed that Radio Auction credit cannot be applied to any other agreement. This exclusive radio promotion is separate, and Radio Auction advertising units will not earn frequency discounts.
6. This agreement is not valid until signed by Advertiser, Radio Station representative, and KOLY manager.
7. Advertiser agrees to display item or items in a prominent location prior to, during, and up to ten days following the Radio Auction. Items will be picked up by Radio Auction purchasers who will present Advertiser with signed certificates.
8. Radio Station employees and their families are not eligible to bid or participate in Radio Auction.
9. Radio Station and Radio Auction will not be libel for any faulty goods or services provided by Advertiser for Radio Auction.

# Small Market Radio Newsletter

Bill Taylor  
KQSS  
P. O. Box 292  
Miami AZ 85539

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:  
Jay Mitchell  
Co-Editor:  
Bob Doll  
Associate Editor:  
Lori Morgan

Published by:  
Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087  
Fax 515-472-6457  
CompuServe 73627.2120

Subscription Rates:  
One Year ..... \$109  
26 Weeks ..... \$57  
13 Weeks ..... \$33

Copyright © 1994  
Jay Mitchell Associates, Inc.  
All rights reserved  
ISSN 1074-0082

IN OUR 12TH YEAR



Happy Holidays!

VOLUME XII - Issue #31 - December 22, 1994

**FCC SEEKS COMMENT ON UNATTENDED OPERATION.** Here are the main points of the proposal:

- ▶ Elimination of the need for operators licenses for stations who choose to continue to use them.
- ▶ Stations with automatic transmission system (ATS) equipment would be allowed to control the transmitter, permitting that it could shut it off in case of emergency or extreme power fluctuations.
- ▶ If the transmitter begins to operate outside its licensed parameters, the station can continue to operate under Special Temporary Authority, as long as there is no interference to other stations. If there is interference, the ATS equipment has three minutes to fix the problem or shut down the transmitter.
- ▶ Also, should only stations with ATS equipment be given this authority? Should AM directional stations without approved antenna sampling systems be excluded?

The FCC proposal wants to make the new rules effective with the implementation of the new EAS. Comments are due January 20, replies February 6.

**NAB RECLASSIFICATION FORMS DUE December 31.**

Reclassification forms were sent to stations last summer. If you haven't returned your form, mail it to NAB, Radio Membership Dept., 1771 N St. NW, Washington, D.C. 20036, or fax to 202-775-2145. If you have questions call 800-455-5394 or 202-429-5400.

**DEMOCRATS NAME HOUSE COMMERCE COMMITTEE MEMBERS.**

John Dingell (MI) will hold the top Democratic seat. Other new members: Bart Gordon (TN), Elizabeth Furse (OR), Peter Deutsch (FL), Bobby Rush (IL), Anna Eshoo (CA), Ron Klink (PA) and Bart Stupak (MI).

AT THE FCC

NEW STATIONS (Applied For):

ARIZONA (Payson) Redwood Broadcasting, Inc., 101.1, 88,000w,  
1033'

GEORGIA (Warrenton) Don Beard and April Beard, 93.1, 25,000w,  
328'

INDIANA (Evansville) South Central Comms. Corp., 107.5, 2340w,  
520'  
(Evansville) The BS Infobahn Company, 107.7, 3000w, 259'

KANSAS (Hutchinson) Eagle Communications, Inc., 97.1, 25,000w,  
328'  
(Hutchinson) Frank Copsidas, Jr., 97.1, 25,000w, 328'

KENTUCKY (Beaver Dam) Charles M. Anderson, 100.7, 6000w, 328'

MAINE (Winslow) Light of Life Ministries, Inc., 95.3, 5350w, 348'

MINNESOTA (Nisswa) BDI Broadcasting, Inc., 93.3, 100,000w, 984'  
(Nisswa) Cass County Broadcasting Co., 93.3, 100,000w, 994'  
(Nisswa) E.P. de la Hunt, Sr., 93.3, 100,000w, 991'  
(Nisswa) Kathie D. Smith, 93.3, 100,000w, 1033'  
(Nisswa) N. Central Nisswa Radio Partners, 93.3, 100,000w,  
1105'  
(Pillager) DJ Broadcasting, 95.9, 6000w, 328'  
(Pillager) Morrill Olson, 95.9, 6000w, 328'  
(Roseau) Robert M. Obie, 103.5, 50,000w, 160'  
(Roseau) Rodney Oakley, 103.5, 50,000w, 492'

MISSOURI (Jefferson City) Bittersweet Broadcasting, Inc., 104.1,  
6000w, 312'  
(Jefferson City) Chirillo Enterprises, Inc., 104.1, 6000w,  
328'  
(Jefferson City) James G. Withers, 104.1, 6000w, 328'  
(Neosho) KBTN, Inc., 99.7, 4200w, 393'

MONTANA (Sidney) Charles L. Scofield, 95.1, 100,000w, 872'  
(West Yellowstone) Gary N. Petersen, 96.5, 6000w, -171'

OREGON (Burns) Stanley M. Swol, 92.7, 750w, 904'

SOUTH CAROLINA (Kingstree) Atlantic Broadcasting Co., Inc., 94.1,  
6000w, 328'

SOUTH DAKOTA (Sisseton) Eclectic Enterprises, Inc., 99.5,  
50,000w, 492'

TEXAS (New Boston) Lloyd Senn, 97.5, 50,000w, 407'

WASHINGTON (Royal City) NW Chicano Radio Network, 96.3, 130w,  
1656'

WISCONSIN (Spooner) Alan R. Quarnstrom, 106.3, 6000w, 328'  
(Spooner) Betty Lutz, 106.3, 6000w, 328'  
(Spooner) Thomas F. Beschta, 106.3, 3200w, 456'  
(Spooner) William Gronberg, 106.3, 6000w, 328'

NEW STATIONS (Granted):

OREGON (Bandon) Coquille River Broadcasters, Inc., 96.5, 7500w,  
590'

AMENDMENTS TO THE FM TABLE (Proposed):

ILLINOIS (Knoxville) new, 103.5 A  
SOUTH DAKOTA (Dell Rapids) new, 95.7 C3  
(Rapid City) new, 106.3 C

REPORTED SILENT:

ALASKA (Eagle River-Anchorage) KFFR, 1020  
CALIFORNIA (McFarland-Bakersfield) KJAZ, 1590  
DELAWARE (Seaford-Salisbury) WECY, 1280  
MARYLAND (Funkstown-Hagerstown) WPVG, 1160  
NEW YORK (Plattsburgh) WNWX, 1070  
PENNSYLVANIA (Williamsport) WRAK-FM, 107.9

FORMERLY SILENT:

CALIFORNIA (Banning-Riverside) KMET, 1490  
(Shafter-Bakersfield) KZBA, 97.7, KKBB silent  
GEORGIA (Carrollton) WPPI, 1330  
IOWA (Waterloo) KWOE, 850  
MISSOURI (Liberty-Kansas City) KCXL, 1140  
(Richmond-Kansas City) KAYX, 92.5  
PENNSYLVANIA (Hughesville-Williamsport) WMRE, 1190  
(Salladasburg-Williamsport) WFRY, 95.5  
TEXAS (Hutto) KIKY, 92.1

- Courtesy M Street Journal

NORTH BOUND FOR WESTWOOD? Defeated Senate candidate Ollie North is contemplating a national radio program, probably with Westwood One, according to Larry King. Westwood acknowledges that they have talked, but nothing is definite.

COMPANIES EXPLORING RBDS IN HOME COMPUTERS. EZ Communications and Microsoft are joining to examine the possibility. A newly-created EZ division will handle the project. Two of EZ's Seattle stations and Microsoft will explore a new computer receiver design capable of downloading data.

PROGRAM NOTES

Bob Guerra is releasing a new format, "The Catch," a news/adult hits Country format that features artists that may not be compatible with some Hot Country formats, such as Earl Thomas Conley, Barbara Mandrell, John Conlee, etc. Call 805-379-2555 for information.

"Brave New Radio" is a one-hour weekly program for Rock and Progressive stations. "Brave New Radio" features unsigned bands and airs socially-responsible messages; it's available on CD, 52 weeks a year. Call Neil Stires at 213-962-8738 for more information.

## MONEY PAGE - SALES & PROMOTION IDEAS

February Business Opportunities include the following businesses, whose sales in the month are above average:

Florists

Tire Dealers

- RAB's Top 40 Business Survey

February Promotional Opportunities - Events & Holidays

### Months

American Heart Month

National Children's Dental Health Month

National Weddings Month

Responsible Pet Owner Month

### Weeks

February 5-11 - Boy Scouts of America Anniversary Week (1910)

February 5-11 - National Crime Prevention Week

February 19-25 - Brotherhood/Sisterhood Week

### Days

February 1 - National Freedom Day

February 2 - Groundhog Day

February 3 - "The Day The Music Died" 1959 (death anniversary of Buddy Holly, J.P. "The Big Bopper" Richardson, and Richie Valens)

February 5 - Hank Aaron's Birthday (1934)

February 6 - Ronald Reagan's Birthday (1911)

February 12 - Abraham Lincoln's Birthday (1809)

February 14 - Valentine's Day

February 17 - Michael Jordan's Birthday (1963)

February 19 - Daytona 500

February 20 - Presidents' Day

February 22 - George Washington's Birthday (1732)

February 26 - Jackie Gleason's Birthday (1916)

- Chase's Calendar of Events 1995

Kiss of a Lifetime. Engaged couples are asked to write essays 250 words or less about the most romantic thing that has ever happened to them. The winning essay is read on the air and the couple is treated to a grand wedding. Dozens of bridal-related businesses get involved in return for on air mentions - limo services, bridal shops, bakeries, florists, shoe stores, catering services, wine and beer distributors, formal wear, tuxedo stores, even electronic stores and department stores provide gift certificates. Sponsors receive added traffic and name recognition - and a prospect mailing list of all the couples who entered the contest. [KIZN, Boise, ID]



## SALES - SECRETS OF SELLING

The following statements are from the Overview to Chapter One of The Best Seller by D. Forbes Ley. Although the book goes into great detail on each of these points, the summary statements alone are worth pondering:

- ▶ People buy emotionally with logical justification.
- ▶ Behind every logical Need lurks an emotional Want.
- ▶ The hierarchy of Needs differs from the Wants.
- ▶ Selling is motivation, not persuasion.
- ▶ Uncover the Wants and sell to the emotions.
- ▶ Several Wants can be motivated at the same time.
- ▶ People are never satisfied - they are always wanting.
- ▶ If someone really wants something, they need it.
- ▶ If they have no reason to buy now, they won't.
- ▶ A prompted Want can cause disregard for a basic Need.
- ▶ It is easier to fan an existing desire than to create a new one.
- ▶ People buy because they want to, not because they need to.
- ▶ We all need approval with the stroking of our self-image.
- ▶ Buying must be face-saving since it is succumbing.
- ▶ Only present benefits that aid in solving the prospect's Big problem.
- ▶ A price Objection means not enough Want so far.
- ▶ Every price is too high until the prospect sees the Benefits.
- ▶ The prospect is interested in owning when he/she asks the price.
- ▶ The price must be justified with Benefits.
- ▶ The only problem in closing is overcoming indecision.
- ▶ Indecision is due to a lack of enough Want.
- ▶ People try hard to arrive at a quick decision.
- ▶ Objections appear logical but they are emotional.
- ▶ An excited Prospect won't raise an Objection.
- ▶ Objections are better prevented than treated.
- ▶ An Objection is a poor selling report-card.
- ▶ Little doubts are questions; big ones are Objections.
- ▶ Objections are not necessarily permanent.
- ▶ The ABCs of selling: Always Be (Trial) Closing.
- ▶ The real secret to good closing is good selling.
- ▶ Close emotionally rather than logically.
- ▶ You must create a sense of urgency in selling.
- ▶ A multiple Close is the greatest sales success factor.

For more information on The Best Seller, contact Sales Success Press, 425 Vista Flora Avenue, Newport Beach, CA 92660; phone 714-542-7777. It's a good addition to your Success Library.

## PROGRAMMING - MORNING SHOW BASICS

Last week we offered some bits to liven up your morning show. But all the bits in the world won't save the show if the basics aren't in place.

Here is a check-list of morning-show basics. How does your morning show rate?

- Give time-checks at least once every two or three minutes, and make them double time checks ("It's eight eighteen, eighteen past eight," "It's seven fifty-one, nine before eight").
- Every two or three minutes, give the temperature, current sky condition and quick outlook for the day.
- A very easy way to handle the basic time/temp/weather thing is for the morning announcer to write up a short, simple "information capsule" first thing, and then just repeat it throughout the morning. For example, "Eight eighteen at KMCD, eighteen past eight, sunny and 37 degrees with an expected high of 45."
- Note that I'm recommending that you give this basic info every two or three minutes, even if that puts it in the middle of another element (news, sports, etc.). You would not want to interrupt a record, of course, but other than that there isn't much reason not to throw your "info-cap" into the midst of a commercial set, a commentary, newscast, sportscast, and so on. This is the information every listener needs, when he or she needs it. You cannot give it too often!
- Don't ever promote the time or the weather "Coming up, the area weather" - just give it!
- Identify your information when doing it ("KXXX time is seven fifty-one," "WYYY weather"). We have a saying, "The first name of any feature should be the call letters."
- To remind the morning jock/team to do all this, put together a check-list where they make a check-mark whenever they give the information. Review this to make sure they're attaining the agreed-upon goal (20 time checks each hour, 15 weather capsules each hour, or whatever).
- Once the jock/team is/are up to speed in this area, you can promote your information quantitatively: "Weather ten times an hour on WXXX," "Time forty times every morning on KYYY."

CRIME PREVENTION WEEK (February 5-11)

During Crime Prevention Week, \_\_\_\_\_ reminds you that respect for the law not only means obeying the law yourself, but supporting good police protection in your area. \_\_\_\_\_ believes that fighting crime is everybody's business.

During Crime Prevention Week, \_\_\_\_\_ reminds young people that big crimes and small ones have one thing in common: a conviction can follow you for a lifetime. That record for shoplifting or drug use can keep you from getting a job or promotion later in life. \_\_\_\_\_ reminds you that it doesn't take a life of crime - only a small mistake can mess up your life permanently.

It's a shame, but it's a fact - most crimes are never reported. \_\_\_\_\_ believes that too many people think nothing can be done, so they simply accept what happens to them. \_\_\_\_\_ says, if you're the victim of a crime, report it to the police immediately. During National Crime Prevention Week, \_\_\_\_\_ urges you to be alert and help fight crime.

\_\_\_\_\_ reminds you that shoplifting is a crime - and it is prosecuted in this community. Shoplifting hurts everybody, because prices have to be raised to cover the cost of stolen merchandise. Insist on strict prosecution of shoplifters. Report shoplifting when you see it. \_\_\_\_\_ urges you to fight shoplifting. It's a crime!

During National Crime Prevention Week, \_\_\_\_\_ reminds you that shoplifting is a multi-billion dollar business expense. It drives up the cost of doing business, and that drives up the cost of the things you want and need. During National Crime Prevention Week, \_\_\_\_\_ urges you to join the fight against shoplifting. Report it when you see it. Encourage strict prosecution of shoplifters.

During Crime Prevention Week, \_\_\_\_\_ reminds you that children need and want moral guidance from their parents. Too many children are not taught the importance of law, and end up as lawbreakers. \_\_\_\_\_ urges you to tell your children about the law and its meaning in their lives.

\_\_\_\_\_ wants you to know that crime is not only growing in big cities - it's actually growing faster in smaller towns and suburbs. What can you do? \_\_\_\_\_ says, you can insist on good, professional local law enforcement. Support programs that upgrade police standards. During Crime Prevention Week, \_\_\_\_\_ reminds you that the fight against crime depends on everyday people who really want to win.

## THE LAST WORD: "PROBLEMS & PROGRAMS"

We all know that every quarter we are required to place in our Public Files a list of community issues and what we are doing to address them - our "Problems and Programs" file.

It occurred to me recently that this "problems and programs" approach would work well in addressing challenges within our stations as well. The process is the same:

1. Ask yourself and others in the station, "What's wrong with this picture?" In other words, what are the "problems," the areas of station operation, that could be improved? Make a list and prioritize it.
2. Brainstorm "programs" you can implement within the station to correct the problems you have listed, one by one. Give each program an Action Plan (including all the "baby steps," who will do each, and by when). Then prioritize your programs to decide in what order they will be tackled. (Some can be addressed simultaneously, of course.)

Too often we are aware of problems but do nothing because they seem daunting. By taking them one at a time, and taking each solution one step at a time, you are answering the proverbial question, "How do you eat an elephant?" One bite at a time.

## THE LAST WORD OF 1994

This being the last issue of SMRN you will receive in this year, I want to thank some very important people.

First is Lori Morgan, who is so vital to our company that we have no idea what her title should be. Without her low-key leadership, lots of things would not happen as well as they do.

Next is Bob Doll, whose continuing wisdom about our industry and this publication make them both far better.

Then there are our advertisers, who believe in small market radio and in SMRN - for which our profound appreciation.

Last but by no means least is you, for making SMRN a true family - where ideas are shared and debated for the betterment of small market radio (and where editorial missteps are quickly and vocally pointed out!)

May the coming year be the best ever for radio, for small market radio, and for you and your family!

# Small Market Radio Newsletter

General Manager  
KQSS FM  
P. O. Box 292  
Miami AZ 85539-0292

FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Fairfield, IA  
Permit No. 5

ADDRESS CORRECTION  
REQUESTED

THE WEEKLY PUBLICATION  
FOR SMALL MARKET  
RADIO MANAGEMENT  
AND INVESTORS

Publisher & Co-Editor:

Jay Mitchell

Co-Editor:

Bob Doll

Associate Editor:

Lori Morgan

Published by:

Jay Mitchell Associates, Inc.  
P. O. Box 1285 • Route 2  
Fairfield, IA 52556

Phone 515-472-4087

Fax 515-472-6457

CompuServe 73627,2120

Subscription Rates:

One Year ..... \$119

26 Weeks ..... \$64

13 Weeks ..... \$37

Copyright © 1994

Jay Mitchell Associates, Inc.

All rights reserved

ISSN 1074-0082

IN OUR 12TH YEAR

# RADIO

THE SOUND OF YOUR LIFE

January is Radio Month

VOLUME XII - Issue #32 - December 29, 1994

**SPORTS RADIO IN TOP 10** most programmed formats on the AM. According to M Street Directory, there are currently a total of 116 sports stations in the country - a dramatic increase from only a few stations a couple of years ago. Typical demos: 10% are 12-24; 60% are 25-49; 30% are 50+; and the male to female ratio is 4:1. Here is some more information on this growing format:

Stations by Market Size:		Ratings Performance:	
Market 1 to 50	35 stations	4-5 share	1 station
51 to 100	27	3-4 share	2
101 to 263	39	2-3 share	4
non-Arbitron	15	1-2 share	15
		1-1 share	28
		no rating	66

**FORMER RADIO OWNER WILL BE REMEMBERED** for his many contributions to the broadcast industry. Richard Brown and his wife, Helen, ended their lives together earlier this month. Brown owned several Minnesota radio stations; founded the American Institute of the Air in 1946 (later named Brown Institute of Broadcasting in Minneapolis); and opened a branch of the Institute in Fort Lauderdale.

**FCC URGED TO ACT ON RADIO FREQUENCY STANDARDS** by the Electromagnetic Energy Association. The EEA claims that state and local regulations conflict with those of the FCC, thus hindering service, benefits, and advancements in communications. The EEA contends that the Communications Act and the National Environmental Policy Act gives the Commission the authority to preempt state and local regulations.

AT THE FCC

NEW STATIONS (Applied For):

FLORIDA (Sebastian) Beatrice Sherman, 95.9, 25,000w, 328'  
(Sebastian) Florida Institute of Technology, 95.9, 25,000w,  
328'  
(Sebastian) Star Radio, Inc., 95.9, 25,000w, 328'  
ILLINOIS (Galatia) Southern Illinois Broadcasting, 98.9, 6000w,  
328'  
INDIANA (Evansville) TSB II, Inc., 107.5, 3200w, 302'  
KANSAS (Hutchinson) Shank Communications Co., Inc., 97.1,  
13,400w, 450'  
KENTUCKY (Stanford) Lincoln-Garrard Bcstg. Co., Inc., 96.3,  
12,700w, 472'  
MAINE (Winslow) Light of Life Ministries, 95.3, 5350w, 348'  
MICHIGAN (Tawas City) Patricia Mason, 103.3, 6000w, 328'  
MINNESOTA (Nisswa) Jeff & Michelle Hilborn, 97,600w, 984'  
(Pillager) James Ingstad, 95.9, 6000w, 328'  
MISSOURI (Jefferson City) James Ficher, 104.1, 6000w, 304'  
MONTANA (Bozeman) Frank Spain, 103.5, 100,000w, 593'  
(Bozeman) Walter & Gwyn Smith, 103.5, 100,000w, 712'  
(Bozeman) William Roier, 103.5, 100,000w, 295'  
OKLAHOMA (Pawhuska) Rhema Media, Ltd., 104.9, 3000w, 328'  
TEXAS (Denver City) Jon Bertolet, 97.5, 50,000w, 443'  
VIRGINIA (Evansville) Todd Robinson, 107.5, 2250w, 371'

NEW STATIONS (Granted):

CALIFORNIA (Modesto) Modesto Communications Corp., 93.9, 3000w,  
328'

AMENDMENTS TO THE FM TABLE (Proposed):

ALASKA (Houston) new, 96.3 A  
IOWA (Sageville) new, 106.1 A  
WISCONSIN (Dickeyville) new, 101.1 A

AMENDMENTS TO THE FM TABLE (Granted):

ALASKA (Delta Junction) new, 93.5 A  
ARIZONA (Tuba City) new, 97.9 C3  
COLORADO (Silverton) new, 107.3 C  
FLORIDA (Apalachicola) new, 93.5 A  
HAWAII (Priceville) new, 92.9 C1  
INDIANA (Kentland) new, 101.7 A  
LOUISIANA (Lake Arthur) new, 107.3 C3  
NORTH CAROLINA (Tabor City) WYNA, to 104.9 C3 Calabash from 104.9  
A Tabor City  
OKLAHOMA (Magnum) new, 97.7 A  
TEXAS (San Saba) new, 97.1 A  
VIRGINIA (Alberta) new, 103.1 A  
WEST VIRGINIA (Fisher) new, 103.7 A

WYOMING (Kemmerer) new, 107.3 A  
 (Thermopolis) new, 98.3 A

REPORTED SILENT:

ALABAMA (Camden) WCOX, 1450  
 (Camden) WYVC, 102.3  
 CALIFORNIA (Avalon) KRCI, 92.7  
 GEORGIA (Macon) WNEX, 1400, pending sale  
 INDIANA (Crawfordsville) WNDY, 106.3

FORMERLY SILENT:

GEORGIA (Gordon-Macon) WBNM, 1120  
 NORTH DAKOTA (Wishek) KDRQ, 1330  
 TENNESSEE (Knoxville) WDMF, 1580

- Courtesy M Street Journal

WATCH OF THE FUTURE. Data Broadcasting Corporation and Timex are developing a new wristwatch FM receiver. The watch will be able to receive and display sports results, financial information, and news headlines through Data's wireless data network. They hope to introduce the product in 1996.

BROADCASTING'S BOX SCORE as of the end of November looks like this:

FCC BROADCAST STATION TOTALS AS OF NOVEMBER 30, 1994							
AM Radio	4,912	42%	UHF TV	600	39%	UHF Translators	2,457
FM Radio	5,104	43%	VHF TV	559	37%	VHF Translators	2,255
FM Educational	1,723	15%	UHF Educational	240	16%	Total Translators	4,712
Total Radio	11,739	100%	VHF Educational	123	8%		
			Total TV	1,522	100%	UHF Low Power	1,044
FM Translators	2,255					VHF Low Power	532
						Total Low Power	1,576

- M Street Journal

STAN AND JENO, TOGETHER AGAIN. Comedian, advertising genius and radio advocate Stan Freberg (remember the giant marshmallow dropping into the chocolate lake?) has been hired by Jenò Paulucci - owner of Jenò's Pizza, Chun King and other food labels - to produce a series of radio commercials for Michelina's, a line of frozen entrees. Freberg and Paulucci first worked together more than 20 years ago on the Chun King brand. Recently, after turbulent relationships with two TV-oriented agencies, Paulucci decided "not to waste any more money on TV" and looked up Freberg because "he can do [radio] ads and tell a story."

## MONEY PAGE - SALES & PROMOTION IDEAS

Valentine's Day is not far away. Here are some ideas to make the day more memorable for your listeners - and profitable for you:

My Funny Valentine. Listeners submit funny stories involving their love life. The best ones win Valentine's-type prizes (flowers, candy, etc.).

World's Largest Valentine. Work with a local outdoor company to award to your winner a billboard to post a Valentine's message to his or her loved one.

The Great [Station] Kiss-Off. Have listeners call in and give a kiss on the phone. Award prizes for the loudest, wettest, etc.

Kiss-a-Thon. Display a big prize - like a car or a boat - at a local mall or other high-traffic location. Register listeners for the chance to participate in the Kiss-a-Thon, which involves having them keep their lips on the prize as long as they can. The last person left "kissing" wins the grand prize.

Flower Shower. Tie in with a florist to give away a grand prize of flowers a week for a year.

They're Playing Our Song. Listener-couples send in postcards with their favorite love song. When the station plays a love song, the first couple to call - both must call, separately or together - and identify it as "their song," wins.

Cupid Crasher. An air personality dressed as Cupid delivers boxes of candy, roses, etc. to the winner's workplace. Winners are chosen from calls or faxes.

The Love Bus. Decorate a bus like "the Love Boat" and drive winning couples for a night on the town - romantic dinner; shopping spree at a lingerie store, a candy store, etc.; and perhaps a stop at a local night-spot. A grand prize winner also gets to stop at a jewelry store. Listeners register to win at participating sponsors, and listen for their names to be mentioned on the air.

Sweetheart Deals. A good name for a blanket promotion tying into Valentine's Day - either as a sales approach to some sort of ad program, or as a theme for an on-air campaign (or both). For a twist, have your air personalities work in participating sponsors' store as "guest clerks" for a day or a few hours, selling goods at extra discount during their appearance - possibly broadcasting live while they're at it.



## SALES - NEW YEAR'S SELLING RESOLUTIONS

It's a new year, and time for a new (or renewed) attitude about what selling radio is all about. Some resolutions to ponder:

- ▶ I resolve always to put the customer and the radio station first, understanding that long-term success comes only if both win.
- ▶ I resolve to help my customers with their business problems instead of selling them ads.
- ▶ I resolve to make more and better use of the RAB and other tools available to me, to learn more about my customers' businesses so I can offer them more help.
- ▶ I resolve to see each and every one of my customers every week, because I know my competitors are doing it. Even if the customer says he/she doesn't need to see me, I'll find some excuse for casually dropping by.
- ▶ I resolve always to look the part of the successful professional, taking more care about my clothing, hygiene and general appearance.
- ▶ I resolve to balance my selling day to make at least four qualified sales calls, four telephone calls to set up appointments for future sales calls, and four service calls.
- ▶ I resolve to become a sales professional instead of peddler - by planning my activities ahead, tracking and monitoring my activities each day, and self-diagnosing my activities versus my results.
- ▶ I resolve to bring my selling skills back into the station with me, to offer genuine appreciation to the production and traffic people for their help in giving my clients the very best service. When internal challenges arise, I will keep my head and use my sales abilities to resolve them.
- ▶ I resolve to make my SM or GM my partner, sharing with him/her what I am doing and the results of my actions, knowing that he/she is in a position to help me improve my selling skills and success ratio.
- ▶ I resolve to take advantage of all possible opportunities to get more education and training in my chosen field, even if it means I have to foot the bill. After all, it is my future that is at stake!

BOY SCOUT WEEK (February 5-11)

Almost five and a half million Boy Scouts do "good deeds" every day. Who benefits? Individuals and whole communities. This week is Boy Scout Week. \_\_\_\_\_ wants to say "Thank you" to Boy Scouts and Scout leaders. They know (town) is a better place to live because Scouting is alive, strong and growing here. \_\_\_\_\_ hopes you'll join them in saluting the Boy Scouts.

From ages 7 to 20, there's a character-building, community-serving opportunity for boys and young men in the Boy Scouts. This is the 85th anniversary of the Boy Scouts of America; \_\_\_\_\_ extends best wishes for continued success to the Boy Scouts here in (town). \_\_\_\_\_ tips their hat to the Boy Scouts and their leaders.

Five and a half million Boy Scouts are sharing the Boy Scout experience - designed to build character, train civic responsibility, and develop personal fitness. \_\_\_\_\_ knows America and our community are better places to live because of the Boy Scouts. To all Boy Scouts and their leaders, thank you from \_\_\_\_\_.

During the 85th anniversary of the Boy Scouts, \_\_\_\_\_ pays tribute to them and their leaders. Over the years, the Boy Scouts have touched millions - including athletes, business people, actors, political leaders - leaders in every walk of life. This week, \_\_\_\_\_ is proud to salute all Boy Scouts and their leaders for their many good deeds.

Boy Scouts everywhere make the world a better place for everyone by doing "good deeds." During Boy Scout Week, \_\_\_\_\_ says "Thank you" to all Boy Scouts for those acts of assistance which touch so many people's lives. \_\_\_\_\_ salutes the Boy Scout's tradition of "a good deed every day."

\_\_\_\_\_ extends best wishes to the Boy Scouts and their leaders during the organization's 85th birthday. For 85 years, it has been the purpose of the Boy Scouts to build the responsibility of participating citizenship, and to develop personal fitness. \_\_\_\_\_ knows that this community is a better place to live because of the Boy Scouts.

This is Boy Scout Week - the 85th anniversary. \_\_\_\_\_ is happy to salute the Boy Scouts and their leaders. The values and skills acquired in the "Boy Scout experience" will last a lifetime. The good deeds for which the Boy Scouts are famous, make communities better places in which to live. Good luck - and thank you, Boy Scouts, from \_\_\_\_\_.

## THE GUEST WORD: BRING BACK RADIO JOURNALISM

There is a belief by some that broadcast news is not journalism. Many newspaper people privately scoff at television and radio reporters, saying broadcast news is just "show business."

It saddens me to admit these newspaper people may be right, at least when it comes to radio. With few exceptions, radio journalism appears to be all but dead.

We have no one to blame for that but ourselves. Far too many people in radio news simply take what Associated Press offers and read it verbatim on the air. Little or no effort is made to confirm the facts or rewrite the story for broadcast.

Few radio news people bother to call the news makers involved to get all sides of the story. Fewer still go into the field and search out stories.

News has an illustrious and honorable history. Edwin R. Murrow, Dan Rather and Walter Cronkite were reporters in every sense of the word. Somewhere along the way, something has been lost.

News people in radio today are frequently the lowest paid of all staff members. They are not hired for their journalistic training or abilities, but rather for how cheaply they will work. Station managers disregard the gathering and presenting of news by saying it is not cost-effective and nobody really cares.

Young people take journalism courses with dreams of a television career. Radio has become nothing but a stepping-stone. Stations provide little or no training. News directors neither direct nor teach, for they are victims of the same system that did not teach them. Writing skills are not honed and journalistic accuracy and objectivity are more theoretical concepts than rules to live by.

We do a tremendous disservice to those who depend on us for information. We have at times done immense harm. The American press was founded upon the premise that an aware and informed public is essential to the preservation of democracy. Those in radio are failing in their mission.

Profit is also important. A radio station that goes bankrupt serves no one. But we have lost sight that there is more to serving the public than commercials, contests and the latest hits.

At the very least, what is missing is motivation and desire to truly serve the people we seek to entertain. Those things cost

nothing and they can be purchased with a simple statement of commitment by those in the broadcast industry.

I would like to imagine this article will be posted in every radio newsroom. I would also like to imagine things will change.

- Courtney Harrington, radio reporter, Honolulu, HI, in The Honolulu Advertiser, 12/4/94

Editor's Note: I have mixed emotions about Mr. Harrington's editorial. On the one hand, he fails to understand that a heavy investment in news product is not practical or possible for every station - especially small market stations - in this day and age.

On the other hand, he makes some excellent points about the potential power of radio news in this day and age. At our local radio stations, for example, we have found that we absolutely must have a high-quality news director; our news reputation with listeners and advertisers has a direct bearing on our billing, even though a relatively small part of that billing actually comes in the form of news sponsorships.

And I wholeheartedly agree that we would all do well to set higher standards of literacy and integrity in whatever news we do present - not only for our own good at our individual stations, but for the future good of radio news.

#### THE LAST WORD

While we're on the subject of radio talk, let's talk about two "freedom of speech" issues that threaten to undo our industry.

One is the commercial matter of the type we were all forced to carry during the last political campaign. Most of it was hateful and a lot of it was just plain deceitful. I was ashamed to have to deliver this "information" to the American public.

The other is the raft of talk show hosts who use our Constitutional guarantees to broadcast irresponsible and sometimes dangerous messages - like the fellow in Colorado Springs who last month urged his listeners to go to Washington and raise arms against the government, one of whom did just that and is now charged with attempted assassination of the President after he fired a gun at the White house.

I do not believe in censorship of our medium, but I certainly do not believe in allowing these "freedoms" to continue. We individual operators can certainly clean up the irresponsible hosts on our own; the out-of-control political advertising is a tougher battle, but just as dangerous if left unchecked.