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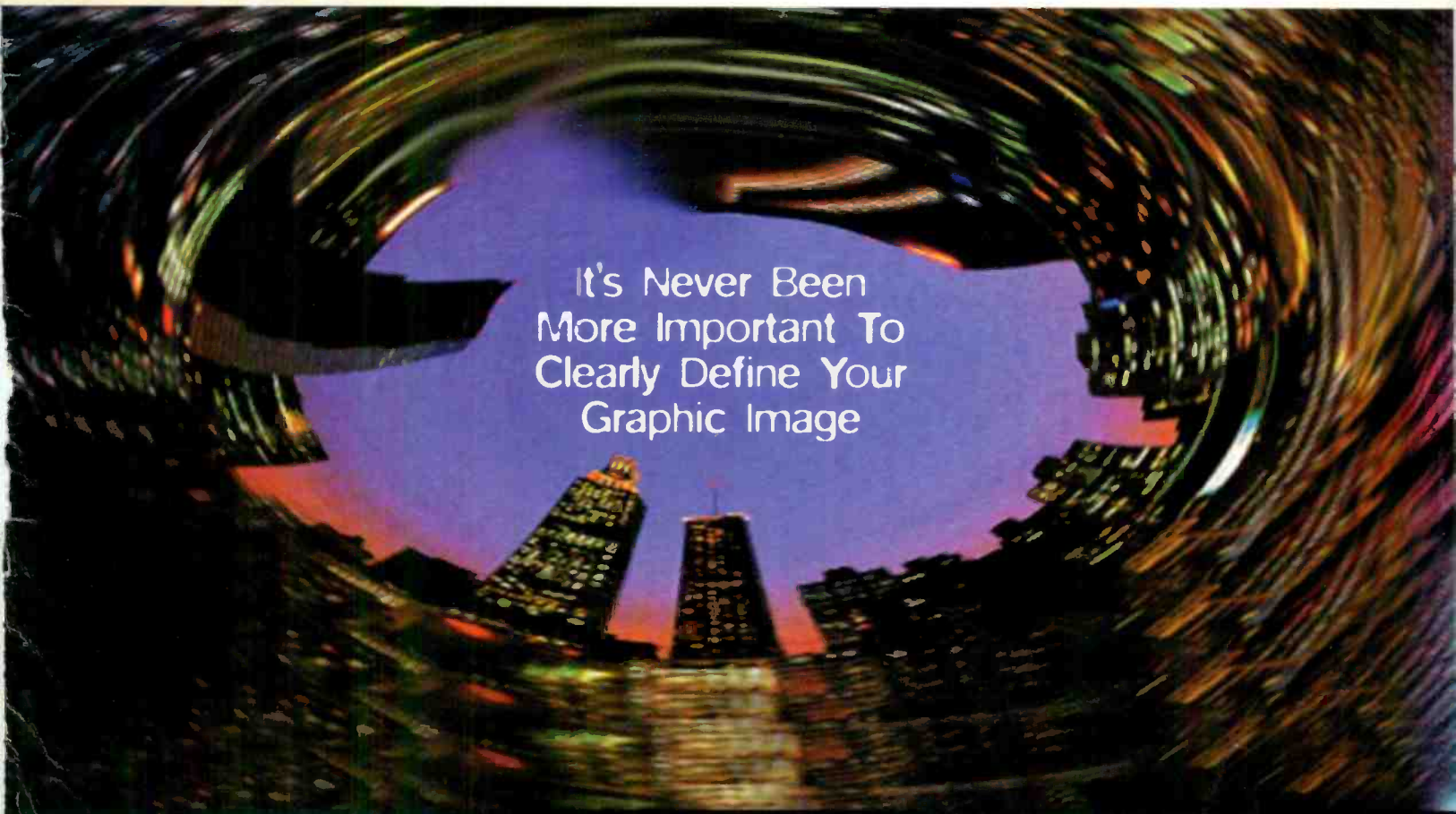
SPECIAL SUPPLEMENT
1997

MARKETING & PROMOTION **GUIDE**

How Consolidation Is Changing The Face Of Radio Promotion

Superstars Of Non-Traditional Revenue • Great Web Site Home Pages

TV Spots: What's New In '97 • Developing A PR Plan • Outdoor Showcase



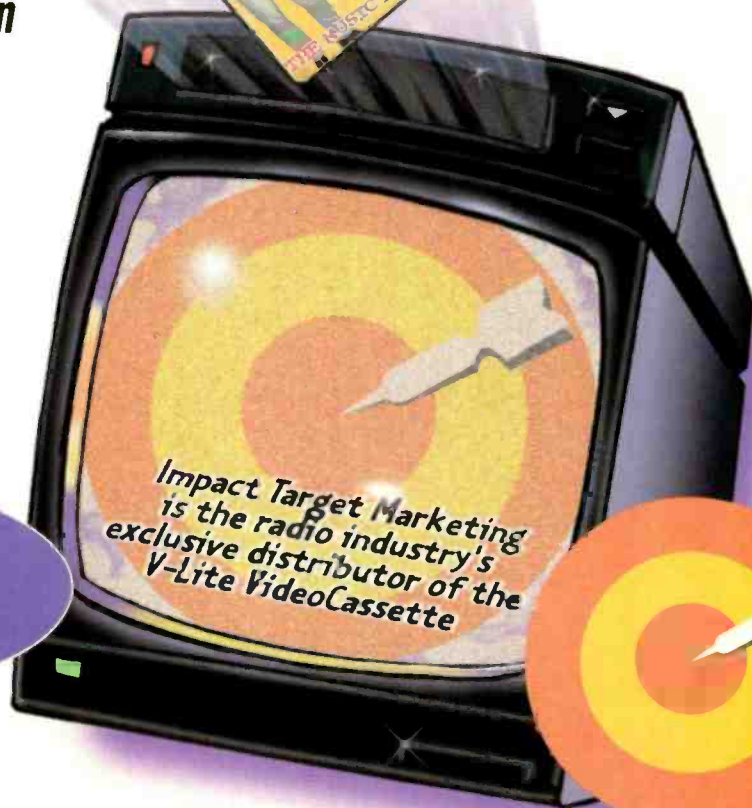
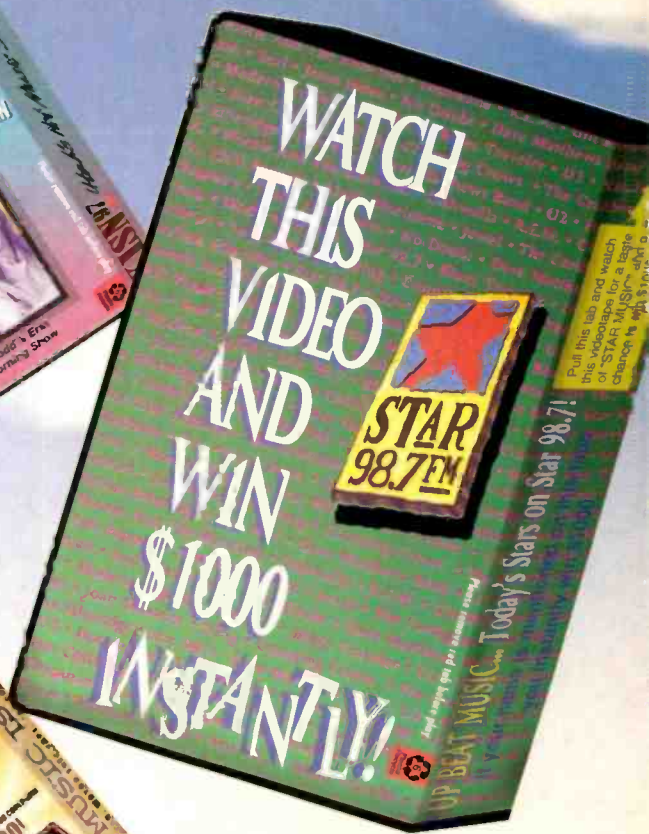
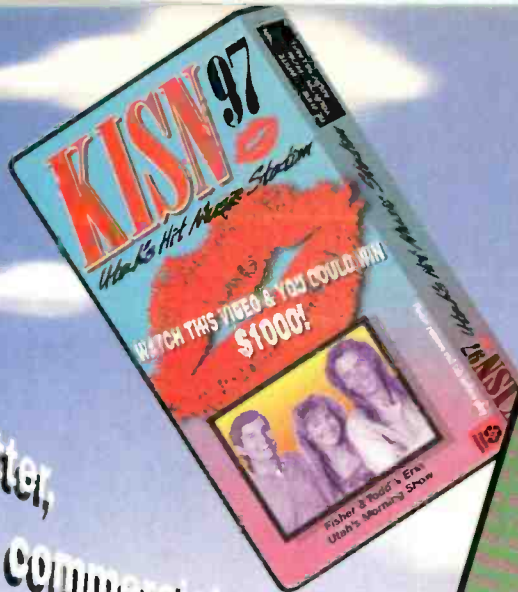
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The Changing Face Of Radio Marketing & Promotion

Industry consolidation is affecting every department of a radio station, *including* the marketing department. R&R spoke with prominent radio people to find out the qualities a good marketing director needs for the new millennium. The story includes results from our annual Marketing & Promotion survey.

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What's On The Tube?

Consolidation is going to have long-term effects on TV ad strategies as well, the experts say. The owners of a station cluster now have more control over *which* stations get advertised in a particular period; messages are moving from tactical to image-building; and :10 and :15 spots are becoming a staple.

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PR Basics: For Good Times ...And Otherwise

Setting up a good station PR plan is as essential as any other marketing function. It could also preserve your station's good reputation when a crisis situation hits.

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1997-1998 Marketing & Promotion Calendar

Now in an easy-to-use, month-by-month format, check out industry events, artist birthdays, holidays, and special days you can use to create events.

Pages 16-28

The Superstars Of Non-Traditional Revenue

Here's where a promotion department can be worth its weight in gold. R&R Radio Editor Frank Miniaci explores four ways radio stations generate revenue without using valuable airtime.

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Web Sites Worth Watching

Your home page can speak volumes about the quality and depth of your web site. But is there a limit to how much you should throw on that page? R&R's resident web wizard Jeff Axelrod showcases some of radio's best home pages and dispenses advice on how not to jam your bandwidth.

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Marketing Design Showcase

One of our more popular features, here's a sampling of radio's best billboards, busboards, bumper stickers, logo designs, and other merchandising we've collected in the last year.

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Marketing & Promotion Resource Directory

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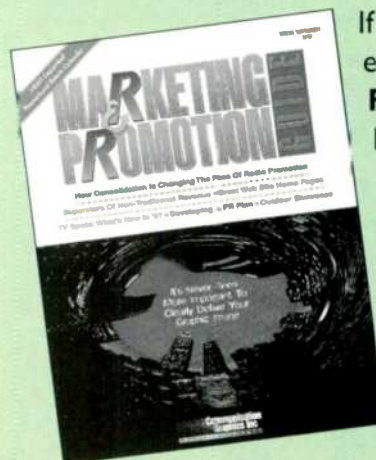
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The Changing Requirements Of Radio Marketing And Promotion

'Forces' are pulling radio's marketing departments in all directions

The ongoing consolidation of the radio industry is forcing GMs, GSMs, and PDs to throw away the old rules and adopt new ones. If you serve as your station's marketing & promotion director, you might as well do the same.

Oh sure, you'll be coordinating car dealer remotes, TV ad production, the annual holiday concert, T-shirt and bumper sticker printings, and movie premieres ... well into the next century. But there are three newer forces at work:

1. **Industry consolidation is allowing operators to allocate their marketing dollars differently.** An owner with five radio stations in a market may choose to advertise only one of them on TV, allowing more rating points to be thrown at just one set of call letters and thus reducing confusion with other TV spots. Furthermore, an operator who "owns" a particular format may choose to spend no ad money at

all, now that the "competition" is under the same roof.

2. **Radio is getting more sophisticated at marketing.** Branding, a device that's been advanced by a few key researcher/consultants including Stratford Research's Lew Dickey, is becoming more accepted as radio formats become less competitive and marketing campaigns don't rely on the, "We're better than the other guys" concept as much.

3. **The marketing department is a revenue source.** Concerts, job fairs, wedding shows, web sites, "900" lines, clothing, and database are just a few of the things that generate so-called NTR (non-traditional revenue). Some stations are already generating millions from NTR and have created whole departments around it. If not, *you're* probably the station's NTR expert ... right?

What will make a good marketing & promotion director in the new millennium? R&R

asked this question to both GMs and marketing directors around the country. We also sent a written survey to additional marketing directors — the answers of which represent more than 900 stations.

GM Responses

First, the general managers had their say. Commented KFVB-AM & KTWV-FM/Los Angeles VP/GM Tim Pohlman, "The characteristics I seek are passion for the product, creativity, and energy. I expect Marketing & Promotion Dir. Bonnie Chick to be absolutely more involved in sales-oriented promotions. The key is to be smart about it, because more is not always better. It's about allocating resources and going to the right places. There's no point in her spending a four-day promotion to make a \$5000 buy. We do events that make sense for the station and the perfect way for sales to make money is through event marketing."

WTIC-AM & FM/Hartford VP/GM Suzanne McDonald agrees. "The key words are marketing *and* promotion. We need someone with both characteristics who is not just going out and setting promotions up, but is working in all arenas and putting together a complete package."

McDonald also pointed out that a stronger sales orientation is "absolutely" necessary. "Especially since marketing and promotion directors now have to do multiple station duty. You have to have marketing from both a sales and a corporate standpoint, making sure you have positive synchronization between all of the departments. Following that, they have to choreograph between stations."

McDonald added it's vitally important for marketing and promotions directors to be aware of what the other stations under the same ownership are doing. That way, each station get the most bang for its buck.

Said WNUA/Chicago VP/GM Ralph Sherman, "The two things I look for in a mar-

How Has Consolidation Affected You?

Interestingly, only about 26% of respondents felt their job has been affected by consolidation. Among those that were affected, a sizable number said their positions were *created* as a result of consolidation. Other responses included:

- "Corporate decisions are like pulling teeth."
- "Crowded working conditions, no pay increase."
- "Adjusting to working for a bigger company."
- "Increased workload without more employees."
- "Learn a lot from each other, immediate sounding board."
- "More resources."
- "More market leverage."
- "More of a management position."
- "New way of thinking ... more revenue driven."
- "We're all wearing more hats now."

keting and promotion director are someone who combines an assertive personality with the ability to think creatively in terms of my audience's lifestyle. They also need to think outside the norm of usual promotional thinking. The future of this station is in non-spot revenue and event marketing. This has been very important at WNUA in recent years and will become increasingly important in the future."

There was one holdout who wanted his marketing director focused only on his product. **KGO & KSFO/San Francisco President/GM Michael Luckoff** noted, "If you can build a strong enough product, sales will take care of themselves. We strive to promote product. The sales stuff is really secondary to us as far as promotions. Radio is in a tremendous growth mode, and as an industry will enjoy a thrust in the days ahead. Regardless of whether you're part of a mega-duopoly or just a duopoly, it's still very important that we market each individual property as if it were the only one."

The Other View

OK, that's what the GMs said. What about the promotion directors themselves? Here's a sampling of their comments:

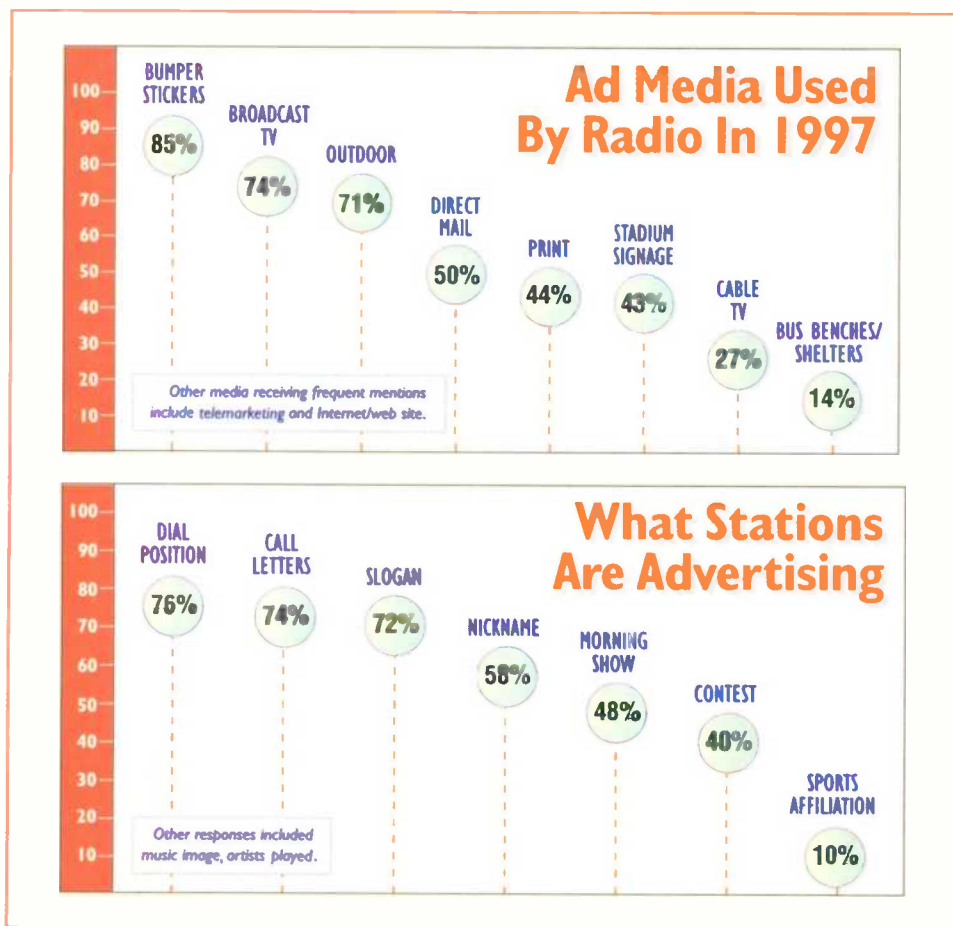
• **Katie Everly, KMEL/San Francisco:** "Having a broad background with a variety of experiences — a jack-of-all-trades — is very important for a promotion director today. Technology is changing, the marketplace is changing, the demographics of your audience is changing, and staying on top is critical. The growth of street marketing has increased over the years."

• **Brad Behnke, WUSN/Chicago:** "You have to be flexible and sales-friendly, as well as programming-friendly. The promotion must be both exciting on the air and a valuable sales tool. Most stations are sales-driven when you are part of a mega corporation. We are trying to do more multi-station events with our sister stations. My position has evolved into a sales promotion director; we now have a programming promotions director."

• **Jim Furgeson, WKTU/New York:** "A promotion director must be able to juggle many balls at the same time and maintain attention to small details as well as the big picture. He must possess the uncanny knack of getting call letters exposed where you wouldn't normally see them. We're going to have a director of marketing and special projects who will work with the sales department. In addition, there will be a director of market development. Our Sales Promotion Director is **Janeen Shaitelman**. Our marketing director will work with NTR and the 'big picture.'

• **Abigail Pollay, Emmis/St. Louis:** "Having flexibility with the changing environment today is key. You have to be aggressive, extremely organized, and maintain a keen sense

Continued on Page 4



Top Marketing Slogans By Format

- ADULT ALTERNATIVE**
"Rock Alternative"
- AC**
"Lite Rock (Favorites)/Less Talk"
- ALTERNATIVE**
"The New Rock Alternative"
- CHR**
"Today's #1/Best Hit Music Station"
- COUNTRY**
"Today's Hot New Country"
- Hot AC**
"Eest Mix/Variety Of The '80s, '90s, And Today"
- NAC/SMOOTH JAZZ**
"Smooth Jazz"
- OLDIES**
"Great Times - Great Oldies"
- ROCK**
"Rocks"
- URBAN**
"Jams"

Continued from Page 3

of the sales and programming goals to bridge the two for the common goal of the radio station. My role has changed where I'm overseeing all three of the Emmis properties in St. Louis. The overall success of all three stations as a whole is more important than just one station now. What I have spent the least time on is the day-to-day operation, which is handled now by the three promotion directors that are under me."

• **Marida Petitjean, KZLA/L.A.:** "A promotion director who can work with sales and programming side-by-side ... someone who sees the value from both sides. The listener benefit is as important as the station's financial gain. Technology is becoming a factor with NTR."

• **Bobrie Jefferson, KMJQ/Houston:** "Someone who understands the needs of the community and the radio station at the same time. Sales and programming are working closer than ever before."

• **Scott Mackenzie, Capstar/Honolulu:** "Even as we speak, my title and responsibilities are changing. The faster you learn *not* to be so competitive within your own chain (or new acquisitions), the better it will be to manage consolidation. People that used to be our competitors are now walking through our building. "Flexibility and creativity will keep you up with the fast-paced energy and movement of the larger radio groups. Unfortunately, there is a decreased amount of time for the creative process while I am managing more. Eventually, all our stations are looking forward to coordinating events that benefit several of our formats at the same time, which will go nicely with all our combined strength and community presence."

• **Heidi Dagnese, WPLJ/NY:** "A promotion director should always go the extra mile to make something really personal and intimate for their

The Costs Of Consolidation

If consolidation was to have cut advertising and promotion costs at a station, it wasn't reflected in this year's survey. When asked if their stations will be spending more, the same, or less on advertising this year, 56% indicated more, 26% said the same, and just 18% said less.

But non-traditional revenue is a component that's definitely on the rise at stations.

Below are sources of NTR and the percentage of stations using them:

• Concert	44%	• (900)/Datelines	17%
• Merchandise/clothing	34%	• Interactive phone	12%
• Web site	31%	• Station CDs	9%
• Database	20%	• Station magazine	9%

In addition to the answers above, a sizable number of respondents said their stations made money on "event" marketing such as bridal, job, kids, and lifestyle fairs.

The marketing directors were then asked what areas they expect to be spending more time with:

• Internet/web sites	65%	• Outdoor advertising	33%
• Sales promotions	60%	• Personal time management	28%
• Events	58%	• Meetings/memos	27%
• Concerts	55%	• Sales prospects	35%
• Remotes	51%	• Administrative	35%
• Database	43%	• Interactive phone	15%
• Public relations	40%	• CDs	14%
• Club events	35%	• Magazine	8%
• TV advertising	34%		

listeners — creating something that is very exclusive. You're always wearing 12 hats. You become more of a manager operating several assistants and a large group of interns. Visibility in the streets is very important."

• **Shane Johnson, KVII/Dallas:** "A promotion

director has to have an understanding of the station's objectives. Time must be spent on researching the target audience and studying the marketplace — creating events and promotions that cater to that particular group and staying within

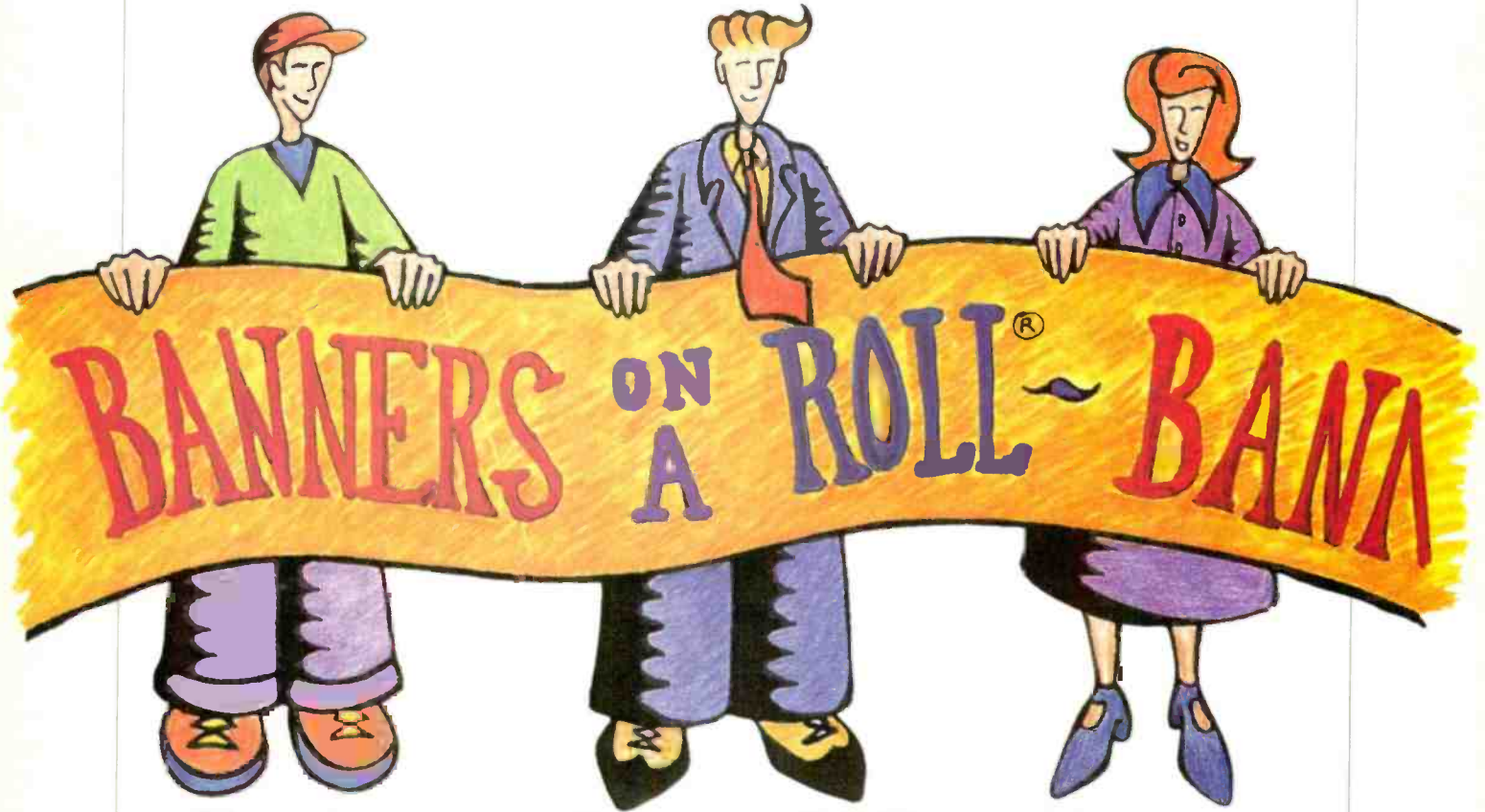
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Continued from Page 4

those boundaries. "Consolidation has changed how you do things. With a group as large as CBS in Dallas, you have brothers and sisters but they're still your competition for events and promotions."

• **Alan Heness, Operations Director, WSTR/Atlanta:** "I work differently than many promotion directors. I am involved in every aspect of the station except for the music. In promotions, it's important to compile a great staff. I hire people who can deal with clients, go to meetings, and carry themselves on any level with a lot of flexibility. My staff is capable of handling *everything* if I was gone for an extended length of time."

The Survey Stats

Here's how the overall numbers break down. Companies our respondents work for own an average of 3.5 stations in their markets, while each company employs an average of two promotion directors to oversee those stations. About 40% of respondents said their company employs a marketing director who oversees all stations in the market. The typical promotion department employs 2.3 fulltime and 2.1 parttime employees.

The Learning Curve

R&R's survey also asked the marketing directors what element of their jobs was essential they learn more about.

Among the more popular answers (which came from all-sized markets):

- Internet marketing
- Reaching listeners in new ways
- Generating more non-spot revenue
- One-to-one marketing
- Developing exciting weekend promotions
- Management skills and corporate operations
- Time/stress management

And some direct quotes from the surveys:

- "Teaching assistants the sales process and the value of the sales staff."
- "How to get department heads to make decisions in meetings."
- "Competing against sister stations without crushing them."
- "Please sales while remaining true to the station."
- "Would like to know more about programming the station."
- "Being able to plan ahead and be creative ... not just put out fires."



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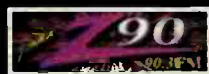
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What's On The Tube?

Consolidation is forcing the industry to re-think its TV advertising strategies. Shorter spots are coming into vogue.

Above: A group of KMMX (Mix 94.7) Austin listeners express their love for the station while artist clips are shown throughout the spot (Rosler Creative).



Above, right: WPLJ New York morning guys Scott Shannon (c) and Todd Pettengill and afternooner Rocky Allen contemplate the horizon (Film House).



Below, right: Man's best friend drives around Ft. Myers in search of WINK's morning man (Rosler Creative).

Radio and television are both powerful media. In many instances, they share the same audience. So it makes sense for radio to take advantage of TV's visual strength to create a memorable image that listeners can recall when tuning to a particular station.

While some elements of TV production and media usage haven't changed much, radio's motivation for advertising on TV has begun to change, thanks to consolidation. As one TV producer put it, the creative and marketing techniques that worked for radio in the '80s are no longer useful. With less in-fighting and direct format competition, stations are going to the TV airwaves with fewer "million dollar giveaways" and more "image."

R&R gathered some of the best minds in TV production and media buying for radio stations and asked them what's new on the landscape.

RUSH LIMBAUGH
AGE 10



"Well Mr. Limbaugh, what has our little agitator been up to this wee?"



(Silence)



"Gluing Mrs. Bindles to her chair?"



(Silence)

Above, left: A WINK/Cincinnati spokesman encourages listeners to, "go ahead, push my button" for the best mix of music.

Center: WQXX/Youngstown, OH artists appear on street signs, billboards, and a tunnel entrance.

Right: The KUBL/Salt Lake City morning show encourages listeners to tune in at 7:10am and match their phone number with the one called out to win a cool thousand dollars (all in this row by Carolyn McClain).

Inset, right: A real "rocker" moves back and forth in the chair as WMMS rocks Cleveland.



Wayne Campbell, Sr. VP/Marketing at the Nashville-based **Film House**, says one trend to watch is an increased use of :10 and :15 spots. "Five years ago, it was difficult to buy :10s with any sufficient weight in much of the country. In some markets, you just couldn't buy them. Period. But there seems to be more :10 avails out there. What's most interesting is that my clients seem to be getting them as bonus spots in more and more situations instead of having to buy them.

Campbell offers two reasons why :10 and :15 spots are becoming more popular: First, the ongoing fragmentation of the TV market is causing stations to be more flexible in their negotiations with advertisers, and there's the consolidating radio industry — which gains more clout with TV with each new duopoly deal. "We know from following national trends that in many markets, radio stations are not that far behind car dealers (the traditional No. 1 local advertiser on TV) in their use of local TV. So as these stations consolidate under common ownership, they are becoming big and very attractive accounts for TV stations and a force to be reckoned with."

Aubrey Potter, who operates **Broadcast Marketing Group** — a media buying service for radio stations — confirmed (and endorsed) the increasing popularity of

:10s and :15s. "They can be a very effective way to back-up or reinforce a message that's already familiar with the audience. Obviously, there's not much room to introduce a new concept in a :10, but there's a lot one can do with it."

Consolidation Crunch

Producer **Peter Rossler** believes consolidation has pushed radio groups to become more cost-aware. As a result, he sees them planning ahead better and allocating their dollars a little smarter.

Said Rossler, "Broadcasters must become more marketing oriented. This is already happening more with the larger groups; they understand marketing, positioning, and differentiating their products on their various stations far better than the stations that live book-to-book."

Potter believes consolidation can benefit radio groups because the TV airwaves no longer have to be cluttered with so many *different* radio stations during a rating period. And he also suggests to stations using imaging campaigns to advertise *prior to* a rating period. You'll be going up against fewer radio competitors and it's usually cheaper.

"Now, it's possible for an operator of a cluster to choose the *one* or *two* stations most in need of a TV campaign and go with just those. Obviously, with fewer competi-



"...bringing in your sister's underpants for 'show and tell,' and a science project that took out the school's whole east wing?"



(Silence)



"Do you know where smart alects like you end up?"



"On the radio?"



(Announcer) "KOGO/San Diego, some kids never grow up."

(IQTV)



Far left: An elderly couple hear WLUP/Chicago's Steve and Garry discussing how coffee extends your sex life (upon which the man pours his wife another cup). Center, right: An entire city of WMYX/Milwaukee listeners learn "all you need to put on" is Mix FM throughout the day (entire row: Robert Michaelson).

tive commercials on the air leaves the remaining stations with a better shot at audience retention."

IQ Television's Tony Quinn notes one profound change in TV for radio is a flip from format infighting to format imaging. "That's a shift from tactical advertising ('we play more music than the other guys') to image advertising ('keep us top-of-mind').

Today the game is not traditional positioning. It's to capture the imagination of your target. The only way to do that is with a big idea as special and unique as your station is. Whether you are selling your music or your morning show, it takes great creative to get noticed and great ideas to make your station important."



Although the TV producers can — and often do — put together 11th hour radio campaigns, many sensed a growing number of stations and groups executing strategically planned, well-orchestrated marketing plans.

"A television campaign can come together anywhere from months to days in advance," remarked producer Robert Michaelson. "Radio stations often advertise on television because they are reacting to something their competition has done ... I took three calls one day in April from stations

wanting to do some TV *after* the Spring survey began!"

But he pointed to a growing number of stations that know several months ahead of a book what they'd like to do. That's a more comfortable time line for Michaelson, though he says he *could* turn a spot around in just a day if he had the necessary elements.

Michaelson suggests stations also should budget at least a minimum of a week between the time they receive a produced spot and the time it's supposed to first air in case of a mistake or a needed adjustment.

Rosler stresses as much time for pre-production as possible. "TV is a very pre-production medium; you have to solve and resolve all of your problems in pre-production or else you're going to be screwed budget-wise."

Taking Out The Seams

By the way, not all the developments are on the production and buying side.



Have you noticed how many prime-time TV shows have no commercials between them? In the TV world it's called "seamless programming" and it's being used with increasing frequency (we in radio call it the "segue" and learned this audience retention device about 30 years ago!).

Before seamless began, the only local positions in prime time were between shows. Now, your message is seen within a TV show where viewer levels are obviously higher than between programs.

Upper inset: A group of "suits" discuss how they always talk about the CHUM-FM/Toronto morning show.

Lower inset: She can't get out of bed unless she hears the KRQQ/Tucson morning show (both insets: Rosler Creative).

Bottom: Today's hit music by today's artists is the difference between stations. (For WWZZ/Washington, IQ TV).



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PR For Good Times ... And Otherwise

Good press relations requires solid planning

Generating and managing press relations for your stations, "is an ongoing endeavor that calls upon some very basic skills," CBS RadioVP/Communications Helene Blieberg noted in the 1994 R&R Marketing & Promotion Guide. "These include good writing, a keen sense of perspective, and the ability to convey ideas and strategies." Here are some elements you should consider when incorporating a PR plan into your marketing & promotion campaigns.

1. MAILING LISTS. The foundation of a good media relations program. Create separate lists for different editors and reporters so each receives only those materials that pertain to their beats. Consider using an "enhanced fax" service or your own fax software. Be sure to keep your lists up to date and accurate.

2. PR LETTERHEAD. It's also called a "masthead." Keep it simple, make it stand out, and make the most of the 8 1/2" x 11" sheet of paper. You don't need to write "News Release" across the top. Better: Create a headline for

the story as if it were in a newspaper. Make sure your address, phone, and fax numbers are on the page. If you deal with several stations and those stations have separate identities, make sure your PR efforts reflect those separated identities as well.

3. PR-BY-WIRE. Faxing has replaced "snail mail" in many instances, but *how* you use it will indicate the level or urgency in your message. Keep in mind that faxes don't always make it to the intended recipient with the kind of immediacy you'd expect. Therefore, use your judgment on whether or not to follow up with a phone call (and a snail-mailed hard copy).

Telephone communication will always be an essential tool but it must be used wisely. When calling to follow up on a press release, always have something to add to the info in the release so you have given reporters a fresh angle. Be aware of their deadlines and always return phone calls!

E-mail is beginning to supplement or replace faxes and hard copies of press releases. Inquire if this is an option at the news organizations you service.

4. KNOWLEDGE OF THE PRODUCTS. Your success at placement will be directly related to your familiarity of the publication or news program you're working with. Always look for different angles ... there's only so much room in a Radio/TV column, so find something a different editor could use.

5. ACCESS TO STATION. Strive to make the station as familiar to members of the media

as you do your listeners. Bring them to the station occasionally; invite them to remotes, movie premieres, client parties, and other station functions. The more familiar they are with your station, the more comfortable they'll be doing stories on your behalf.

6. LINES OF COMMUNICATION. Keep them open, especially when negative situations arise (see accompanying story). There's usually *something* you can say on the record and it's important to do that as soon as possible. Strive to take the offensive rather than having to respond to alternative points of view. By the way, not every story you pitch them has to be about your station. Become an *industry resource* for reporters in the market and provide them with background without negative-selling the competition.

7. CREATING SPECIAL EVENTS. Selectively schedule press conferences for major announcements; do special, customized mailings occasionally; visit *their* offices and bring them lunch on a busy day.

8. WORKING WITH TV. We know how tough it is getting TV stations to cover your events and mention your call letters when they do. However, if you have a newsworthy item, TV stations will be more appreciative if you reserve space for cameras, provide audio feeds, and otherwise stage your event with the "visual" aspect in mind. Make sure you have plenty of station signage.

The Perfect Press Release

If it's worth promoting, it's worth putting it in writing

CBS Radio's Helene Blieberg says you don't have to have a press release for everything you do, but do take time to prepare something in writing for every newsworthy item. Here's a rundown:

- **Press Releases** should be error-free, comprehensive, and easy to read. Use a clear, concise headline followed by information-packed sentences that flow in logical order. Close the item with a "boiler plate" paragraph that describes your station, its format, dial position, and ownership (or other pertinent facts). Always include a press contact and direct phone number.

- **FYIs, Media Alerts, and Press Advisories**

provide the basics. This could include your weekly schedules of programming and promotions, music charts, etc.

- **Photo Captions** often serve in place of press releases so be sure they include a synopsis of the full story. Make sure captions are securely attached to the photo. (For photo-taking tips, see accompanying story, next page).

- **Fact Sheets** can describe ongoing programs, corporate profiles, bios, or other basics. They

can be sent once or twice a year and provide good background.

- **Press Kits** have a tendency to be cumbersome and inconvenient. In their place, try simple **Broadcast Guides** that include all necessary details in one accordion-folded piece. These can be used for special events such as an annual station concert, fund raiser, etc.

- **Web sites** are now in use at hundreds of stations and are an ideal place to store your press releases for instant retrieval by the press or public. If you don't want public access to your press releases, ask your webmaster to give them an address that is accessible only by those of your choosing.

When Something Goes Wrong

Select one spokesperson, stick to planned themes during a crisis

In an ideal world, your PR efforts would only be about events you control. Alas, such isn't the case at a lot of radio stations, particularly if you have an aggressive morning show or conduct a lot of outside promotions.

So what do you do when you have to go into "crisis PR" mode?

Radio execs who've been thrust in the media spotlight offer these suggestions when you face a similar situation that involves your station:

- **Always, always tell the truth.** Anything else, or anything less, will catch up to you. And if you lack credibility, nobody will have reason to believe anything else you say.

- **Listen to your listeners.** They may be wrong, they may be misinformed. But allowing your listeners to vent their anger over something they heard on your station or witnessed at your promotion may be all that's needed to calm a situation.

- **Have an emergency plan.** Anticipate the unexpected ... consult the checklist below for ways to prepare yourself for emergency PR.

- **One voice, one thought.** Select a credible, articulate spokesperson during crisis mode and use only that person for media interviews. Select a theme and stick with it. You have one story

... make sure it's yours and not the media's!

Crisis PR expert Lee Echols suggests the following six items in any "crisis communications program":

- **A contact roster** should include names, and voice-mail, cell phone, beeper, vacation, and other numbers of top staff members so they can be reached and plugged in during the first moments of a crisis. The roster should also include a hierarchy of responsibility. In the hierarchy, one person should be designated to make decisions (as there will be no time for consensual decisions), and a person must be designated as the spokesperson. These can be the same for different people, but a single voice of authority must exist for the purposes of the media.

- **The crisis checklist/timetable** explains what to do when the phone rings and all hell breaks loose. Include all steps here; even the smallest of details must be addressed: Who calls whom? Who tells employees? How do we tell employees? Where do we evacuate the staff? Who writes

the press releases? Who is the chief law enforcement contact?

- **Collect case studies** that address radio crisis situations. Learn from what other stations have done right or wrong in a crisis situation.

- **Keep on hand plenty of background information** about your station, including fact sheets, previous press releases, executive bios, and station history information that reporters will want to get their hands on quickly. "The media love to get background information during a crisis and that's the last thing you'll have time for," Echols said.

- **Isolate sensitive station issues and develop a strategy** to address them. Once a crisis occurs, Echols said, the door swings wide open for further scrutiny. "If you had a fire, that's one thing, but what caused the fire?" he explained. "Think like a reporter would and prepare."

- **The key message platform** finalizes the crisis communication program and should include key sound-bite messages for any crisis. Come up with 20 key messages to communicate to the public and the press. When a crisis hits, look to these messages and determine what needs to be said. "Use the key messages as the nucleus of your crisis communication program."

How To Take Perfect Photos

You don't always need a professional photographer to get good shots

Let's face it, your station probably can't afford to hire a professional photographer every time an artist makes a visit or you stage some kind of promotion. One good alternative is to bring in a talented photography student from a local university. For the cost of film and developing, you get your photos and the student earns school credit and portfolio material.

If you can't get a photo intern, you can also take the pictures yourself. It really isn't difficult achieving near-professional results as long as you follow some rather simple rules:

- **Use a 35mm camera.** Thank goodness those disc and cartridge cameras don't exist anymore! Go with the pros and invest in the best 35mm camera your station can afford. A single-lens-reflex camera (SLR) allows you to interchange lenses for long and close shots, plus you have more flexibility with attachments, such as a more powerful flash. Cameras like these run in the \$500 range. If your budget is more modest, many brand-name cameras starting at around \$100 can produce great pictures. Those new Advantix cameras have received good reviews for picture quality, but the hardware, film, and processing are more expensive and harder to find. As for Polaroid pictures? They're great for handing a client an instant picture of themselves posing with a visiting recording artist — but not for much else. Furthermore, save your money on those new digital cameras until quality improves and prices come down.

- **Always use flash!** That's right, whenever taking pictures of people who are within eight feet of the camera, use flash ... even outdoors! Flash does a wonderful job of filling in shadows and making colors appear more natural in outdoor shots. If you take a lot of flash pictures, purchase a more powerful flash unit (that attaches to the top of your camera) that can "recycle" faster and throw light farther than those built into the camera.

- **Use low speed film.** Film with an ISO rating of 100 or 200 will fill most of your needs. You'll end up with pictures that are more detailed and of higher contrast than higher speed film.

- **Use color!** Photographers used to shoot in black and white because it was cheaper and produced higher resolu-

Sending Out Your Photo

Here are some tips when distributing station photos to the local and trade press:

- **Send captions with each photo.** Make sure everyone in a photo is properly identified (with job titles if appropriate), noting if the names should read left-to-right (l-r), clockwise, etc. Securely attach that caption to the photo.
- **Don't send the same photo to everyone** (if you can help it). Your chances of seeing your work appear in a publication increase if a photo is exclusive to them.
- **Protect your pictures.** One piece of stiff cardboard in your mailing envelope is all you need to ensure safe arrival of your works of art.
- **Follow up!** Your photo will be competing with lots of others. Editors will likely give your submissions more attention if they know you care about them.

tion pictures. These days, color film and processing is almost as economical and most publications (including your own web site) use color.

- **Stage your shot!** Presidential candidates love giving speeches on New York's downtown waterfront in order to have the Statue of Liberty beaming over their shoulders. It's called a photo-op ... and every picture you take should have similar goals. Keep in mind what's going on behind the subjects when taking a picture. Is your station's banner in the shot? Is it a pretty scene that enhances your project? Are you avoiding the sun?

- **Don't take pictures of statues!** Taking aside the previous mention of the Statue of Liberty, don't turn your subjects into statues. There's nothing more mundane than five or six people facing a camera, artificially smiling, with their hands at their sides. Turn one row of people into two, position them on stairways or carnival rides, have them holding something — even each other! And use your ability to make people feel more comfortable to get them to smile naturally.

- **Take a lot of pictures!** Film and processing is cheap these days, so don't hesitate to take multiple shots of everything. That way, you'll find more success getting that shot without someone turning their head or closing their eyes.



1997-'98 Marketing & Promotion Calendar

shows the following at a glance:

- **National holidays**
- **Sporting events**
- **Awards ceremonies**
- **Special days, weeks and months**
- **Radio industry dates and events**
- **Artist birthdays**

If you would like to see additional events on the next calendar, please give us your suggestions! E-mail mailroom@rronline.com or call the R&R news desk at (310) 788-1699.

If the facing calendar has been removed from this issue, extra copies of the Marketing and Promotion Guide are available for \$10 each. To order, call the R&R Circulation Department at (310) 788-1625.

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1997 JUNE 1997



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 • World's largest garage sale Ron Wood (1947)	2 • First state to prohibit alcoholic beverages (1851) • National Fragrance Week Charlie Watt (1941)	3 • National Bathroom Reading Week Suzie Quattro (1950)	4 • 4-7 PROMAX Convention. Chicago Navy Pier; (310) 788-7600. • Shopping cart invented (1937) • National Yo-Yo Day	5 • First girls to play in Little League baseball game • Interracial Marriage Day	6 • Career Nurse Assistants Day • First drive-in movie theater opens (1933)	7 • Casual Day
8 • NFL and AFL merge • World's Largest Strawberry Shortcake Boz Scagg (1944) Alex Van Halen (1950) Nick Rhodes (1962)	9 • National Flag Week Les Paul (1923) Jackie Wilson (1934)	10 • Ballpoint pen • 10-16 National Dog Bite Prevention Week	11 • Radio Mercury Awards. Waldorf-Astoria, New York; (212) 681-7207. • 11-14 46th Annual AWRT Convention. Adolphus Hotel, Dallas; (818) 783-7886.	12 • First girls to play in Little League baseball game • Interracial Marriage Day	13	14 • Casual Day
15 • Justice For Janitors Day • Kid's Fishing Day • National Skillet Throwing Contest	16 • 16-22 International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville; (615) 244-2840.	17 • Watergate Day	18 • Count Your Money Day	19	20 • Longest day of the year	21 • 21-26 Tough Decisions Week
22 Todd Rundgren (1948)	23	24 Jeff Beck (1944) Mick Fleetwood (1947)	25 • Leon Day (exact halfway point to Christmas, spells "noel" backwards) Carly Simon (1945)	26 • Summer Arbitron (through September 7) Ann Wilson (1950)	27 • World Championship Seed-Spitting Contest Brian Wilson (1942) Chet Atkins (1924) John Taylor (1960)	28 • National Sobriety Checkpoint Week Ray Davies (1944)
29 • First remote control for a television (1964)	30	30 • American Rivers Month • Fresh Fruits & Vegetables Month • National Dairy Month	30 • National Adopt A Cat Month • National Frozen Yogurt Month • National Iced Tea Month • National Pest Control Month	30 • National Computer Month • Supreme Court Month Of Tough Decisions • Zoo & Aquarium Month		

MONTH-LONG OPPORTUNITIES

- American Rivers Month
- Fresh Fruits & Vegetables Month
- National Dairy Month
- National Adopt A Cat Month
- National Frozen Yogurt Month
- National Iced Tea Month
- National Pest Control Month
- National Computer Month
- Supreme Court Month Of Tough Decisions
- Zoo & Aquarium Month



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1997 JULY 1997



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MONTH-LONG OPPORTUNITIES <ul style="list-style-type: none"> • Hitchhiking Month • National Anti-Boredom Month • National Hot Dog Month • National Ice Cream Month • National Tennis Month 	1 <ul style="list-style-type: none"> • Bureau of Internal Revenue established (1867) • First nude scene in a movie (1915) Debbie Harry (1946)	2 <ul style="list-style-type: none"> • "American Bandstand" debuted (1956) Jim Kerr (1959)	3 <ul style="list-style-type: none"> • Air Conditioning Appreciation Day • First American bank opened (1819) 	4 <ul style="list-style-type: none"> • "American Top 40" first aired (1970) • Independence Day John Waite (1952)	5 <ul style="list-style-type: none"> • Birthday of the bikini (1946) • "Workaholics' Day" Robbie Robertson (1944) Bill Haley (1925)	
6	7 <ul style="list-style-type: none"> • Chocolate Day Ringo Starr (1940)	8 <ul style="list-style-type: none"> • Major League Baseball All-Star Game. Jacobs Field, Cleveland. • Wall Street Journal first published (1889) 	9 <ul style="list-style-type: none"> • "American Bandstand" debuted (1956) Jim Kerr (1959)	10 <ul style="list-style-type: none"> • "American Bandstand" debuted (1956) Arlo Guthrie (1947) Ronnie James Dio (1949)	11 <ul style="list-style-type: none"> • National Cheer Up The Lonely Day Peter Murphy (1957)	12 <ul style="list-style-type: none"> • Eat Your Jell-O Day • National Bookstore Weekend
13	14 <ul style="list-style-type: none"> • Creative Ice Cream Flavor Day Woody Guthrie (1912)	15 <ul style="list-style-type: none"> • Major League Baseball All-Star Game. Jacobs Field, Cleveland. • Wall Street Journal first published (1889) Linda Ronstadt (1946)	16 <ul style="list-style-type: none"> • McVay Media's '97 Radio School. Renaissance Hotel, Cleveland; (216) 892-1910 • 16-20 Upper Midwest Conclave. St. Paul Radisson, Minnesota; (612) 927-4487. Stewart Copeland (1952)	17 <ul style="list-style-type: none"> • Disneyland (1955) Spencer Davis (1941)	18	19
20	21	22	23 <ul style="list-style-type: none"> • Private Eye Day Martin Gore (1961)	24	25	26 <ul style="list-style-type: none"> • Mick Jagger (1943)
27 <ul style="list-style-type: none"> • All In The Family Day • Take Your Houseplants For A Walk Day Carlos Santana (1947)	28 <ul style="list-style-type: none"> • Comedy Celebration Day • Hamburger Day • Marry A Millionaire Day Cat Stevens (1947)	29	30 <ul style="list-style-type: none"> • Paul Anka (1941) • Kate Bush (1958) 	31		



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1997 AUGUST 1997



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

MONTH-LONG OPPORTUNITIES

- National Foot Health Month
- International Clown Month

- National Catfish Month
- National Water Quality Month

- Romance Awareness Month

1 • National Night Out
• 1-2 — Orkin & O'Day's International Radio Creative & Voiceover Summit. Summit Hotel Bel-Air, Los Angeles; (310) 476-8111.
Jerry Garcia (1942)

2

8 • Halfway point of Summer

9

6 • American Family Day

7

5 • 5-9 — National Certified Registered Nurse Anesthetist Week
• National Mustard Day

6

4

5

11 • Presidential Joke Day

12

10

12 • Middle Children's Day
• 12-19 — Don't Wait...Celebrate! Week

13

14 • 14-16 — Talentmasters Morning Show
Boot Camp. Westin Canal Place Hotel, New Orleans; (770) 926-7573.

13 • International Left-Handers Day

14

15

16

Ronnie Spector (1947)

17

18 • Bad Poetry Day

19

17

19 • 19-23 — Weird Contest Week

20

21

20 Dan Fogelberg (1951)

21

22

23

22 Kenny Rogers (1938)

23

26 • Make Your Own Luck Day

27

28

29

30

31

Gene Simmons (1949)

24

25

26

27

28

29

30

31

Michael Jackson (1958)



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1997 SEPTEMBER 1997



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7 • 7-13 — Kiss A Bald Head Day • National Housekeeper's Week • ESPN premiered (1979) • First Miss America pageant (1921) • Postal Worker Day Buddy Holly (1936)	1 • 1-6 — Child Injury Prevention Week • National Oral Hygiene Week • Labor Day Barry Gibb (1946)	2 • Bowling shirt is designed (1921) • National Boss/Employee Exchange Day Otis Redding (1941)	3 • First bowling league in the U.S. (1921) • First professional football game (1895)	4 • The Beatles record their first single (1962)	5 • National Shrink Day Freddie Mercury (1946)	6 Roger Waters (1947)
14	8 • National Grandparent's Day	9 • National Boss/Employee Exchange Day	10	11	12	13 • Blame Someone Else Day • First automobile fatality (1899)
21 • NFL Monday Night Football first broadcast (1970)	15 • National Chiropractic Day	16 • 16-22 — National Singles Week • National Sports Junkie Week B.B. King (1925)	17 • 17-20 — NAB Radio Show, New Orleans Convention Center; (202) 429-5420. • 17-20 — 52nd RTNDA International Conference & Exhibition, New Orleans Convention Center; (202) 659-6510. • National Tie Week	18 • Fall Arbitron (through December 10) • U.S. Air Force established (1947) Frankie Avalon (1940)	19 • World's first beauty contest (1888) "Mama" Cass Elliot (1943)	20
22	23 • 23-29 — Roller-skating Week • National Checker Day Bruce Springsteen (1949) Ray Charles (1930)	24 • CMA Awards, Grand Ole Opry, Nashville; (615) 244-2840. • Buy Nothing Day Linda McCartney (1941)	25 • First major league baseball doubleheader • National One-Hit Wonder Day	26 • "Rocky Horror Picture Show" premiered (1975)	27 • Answering machine invented (1950)	
28 • National Yo-Yo Day Ben E. King (1938)	29 Jerry Lee Lewis (1935)	30 • Ask A Stupid Question Day The "Flintstones" (1960) Johnny Mathis (1935)	MONTH-LONG OPPORTUNITIES			
<ul style="list-style-type: none"> • Baby Safety Month • Marriage Health Month • National Chicken Month • Self-Improvement Month 			<ul style="list-style-type: none"> • National Courtesy Month • National Ice Cream Sandwich Month • Children's Eye Health & Safety Month • Classical Music Month • International Visitor's Month • National Alcohol & Drug Treatment Month • National Beach Clean-Up Month • National Cholesterol Awareness Month • National Money Month 			



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1997 OCTOBER 1997



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

MONTH-LONG OPPORTUNITIES

- Autism Battery Safety Month
- Children With Cancer Awareness Month
- Computer Learning Month
- Cookbook Month
- Cooking, Crafts & Home Books Month
- Co-op Awareness Month
- Crime Prevention Month

- Fire Prevention Month
- Healthier Babies Month
- National Adopt A Dog Month
- National AIDS Awareness Month
- National Car Care Month
- National Clock Month
- National Dental Hygiene Month
- National Dessert Month
- National Dollhouse & Miniatures Month
- National Kitchen & Bath Month
- National Pasta Month
- National Pizza Month
- National Popcorn Month
- National Roller Skating Month
- National Seafood Month

- 6-12 — Get Organized Week
- Firefighters Week
- Home-Based Business Week
- 13-19 — National Pet Peeve Week
- National School Lunch Week

- Federal Fiscal year begins
- Walt Disney World opens (1971)

- Eyebrow Day
- Name Your Car Day
- Rosh Hashanah

- "Andy Griffith Show" first broadcast (1960)

Steve Miller (1943)

White House (1792)
Paul Simon (1941)

John Lennon (1940)
Jackson Browne (1948)

Johnny Ramone (1951)

Richard Carpenter (1946)

Thomas Dolby (1958)

• Radio Hall Of Fame Awards Ceremony, Chicago Cultural Center; (312) 629-6005.

• Evaluate Your Life Day

Peter Tosh (1944)
Tom Petty (1953)

Simon LeBon (1958)
Charlie Daniels (1936)

Nona Hendrix (1944)

5

12 • America's Sexy Wives Day

6 • 6-12 — Get Organized Week
• Firefighters Week
• Home-Based Business Week

7 • National Flower Day

8 • Dow Jones Industrial Average first reported (1896)

9 • Mail-Order Business Day

10 • National Dessert Day

11 • Kiss Your Car Day
• World's biggest pizza baked (1987)
• Yom Kippur

12

13 • 13-19 — National Pet Peeve Week
• National School Lunch Week

14

15 • National Grouch Day

16 • National Boss Day

17

18

Daryl Hall (1948)

19

20 • 20-27 — National Pharmacy Week
• National Shampoo Week
• National Magic Week

21

22

23 • Stay Up Late Day

24

25

Bill Wyman (1944)
The Big Bopper (aka J.P. Richardson) (1930)
Helen Reddy (1941)

26

• Daylight Savings Time ends

27 • Mother-In-Law Day

28

29 • First college fraternity founded (1833)

30 • Bodybuilder's Day

31

• Halloween

Grace Slick (1939)



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1997 NOVEMBER 1997



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

MONTH-LONG OPPORTUNITIES

• Good Nutrition Month • National Stamp Collecting Month • Peanut Butter Lover's Month • Fine Jewelry Month

• Birthdays of the bra (1914)

<p>2</p> <p>• Rolling Stone magazine premieres (1967)</p> <p>Tom Fogerty (1941)</p>	<p>3</p> <p>• Frozen peas marketed for the first time (1952)</p> <p>• National Housewife Day</p> <p>• National Sandwich Day</p> <p>• 3-9 — National Notary Public Week</p> <p>• National Chemistry Week</p> <p>Adam Ant (1954)</p>	<p>4</p> <p>• Celebrate Your Honeymoon Day</p> <p>• Election Day</p>	<p>5</p> <p>Art Garfunkel (1941)</p>	<p>6</p> <p>• "Meet The Press" premieres (1947)</p> <p>Glenn Frey (1948)</p>	<p>7</p> <p>• PMS Day</p> <p>Joni Mitchell (1943)</p>	<p>8</p> <p>• "Days Of Our Lives" premieres (1965)</p> <p>Anthony Keidis (1962)</p>
<p>9</p> <p>• 16-18 — Annual NAB European Radio Operations Seminars, Hotel Loews Monte-Carlo, Monaco; (202) 429-5426.</p> <p>Tom Fogerty (1941)</p>	<p>10</p> <p>• 10-16 — Hire A Veteran Week</p> <p>• National Split Pea Soup Week</p> <p>• Operating Room Nurse Week</p> <p>"Sesame Street" Birthday</p> <p>Tim Rice (1944)</p>	<p>11</p>	<p>12</p> <p>• First "happy hour" held (1745)</p> <p>Neil Young (1945)</p>	<p>13</p> <p>• Press-on nails first marketed</p> <p>• Winter Weather Awareness Day</p>	<p>14</p>	<p>15</p> <p>Bonnie Raitt (1949)</p>
<p>16</p> <p>• 16-18 — Annual NAB European Radio Operations Seminars, Hotel Loews Monte-Carlo, Monaco; (202) 429-5426.</p>	<p>17</p> <p>• 17-23 — American Education Week</p> <p>• National Geography Awareness Week</p> <p>• National Stamp Collecting Week</p> <p>Gordon Lightfoot (1939)</p>	<p>18</p> <p>Mickey Mouse (1928)</p> <p>Teddy bears (1902)</p>	<p>19</p>	<p>20</p> <p>• National Clean Out Your Refrigerator Day</p> <p>Joe Walsh (1947)</p>	<p>21</p> <p>• Great American Smokeout</p> <p>• Wild Bikini Day</p>	<p>22</p> <p>• National Hockey League established (1917)</p>
<p>23</p> <p>• National Moms and Dads Day</p> <p>Billy Idol (1955)</p>	<p>24</p> <p>• 24-30 — National Adoption Week</p> <p>• National Bible Week</p> <p>• National Eating Disorders Week</p> <p>• National Family Week</p> <p>• Win Friends and Influence People Day</p> <p>Jimi Hendrix (1942)</p>	<p>25</p>	<p>26</p>	<p>27</p> <p>• Thanksgiving</p>	<p>28</p> <p>Randy Newman (1943)</p> <p>Berry Gordy Jr. (1929)</p>	<p>29</p> <p>• Computer Security Day</p> <p>• Stay Home</p> <p>Because You're Well Day</p>

30



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1997 DECEMBER 1997



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

7	Tom Waits (1949)	14	• "Saturday Night Fever" movie premiere (1977)	21	• Exercise Day • First basketball game played (1891)	28	Frank Zappa (1940)
8	Bette Midler (1945) Lou Rawls (1936)	15	• First law school in the U.S. (1791) • First sex-change operation (1952) • National Firefighters Day	22	Dave Clark (1942)	29	Robin & Maurice Gibb (1949)
9	• America's first formal cremation (1792) • Christmas Card Day	16	• 16 — Eat What You Want Day • World's largest office party	23		30	Bo Diddley (1942)
10	Ozzy Osbourne (1948)	17	• First one-way street (1791)	24	• First Day Of Hanukkah	31	• Check The Smoke Alarms Day • Make Up Your Mind Day
11		18	• First Sunday newspaper (1796)	25	• Christmas		
12	Little Richard (1935)	19	• First broadcast of "I've fallen and I can't get up" commercial (1985)	26	• Coffee percolator invented (1865) • God-Awful Tie Day • Return All Of Your Ugly Christmas Gifts Day		Phil Spector (1940)
13		20		27	• Chewing gum patented (1889)		
16		23					
19	Connie Francis (1938)	26					
20		27					
21		28					
22		29					
23		30					
24		31					
25	Keith Richards (1943)						
26							
27							
28							
29							
30							
31							
1	• Birthday of Bingo (1929) • Christmas Lights Day • World AIDS Day	2		3	• World's largest bar opened (1829)	4	• Blue Jeans Thursday
5		6		7	• Microwave oven patented (1945)	8	
9		10		11		12	• Golf Tee invented (1899) Dionne Warwick (1941)
11		12		13		14	
12		15		16		17	
13		18		19		20	
14		21		22		23	
15		24		25		26	
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MONTH-LONG OPPORTUNITIES

- Made In America Month
- National Drunk Driving Awareness Month
- Read A New Book Month

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1998 JANUARY 1998



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY																											
<ul style="list-style-type: none"> • March of Dimes Birth Defects Prevention • National Hobby Month • National Health Month 	<p>Month-Long Opportunities</p> <ul style="list-style-type: none"> • Crime Stoppers • Candy Month • Oatmeal Month • Market Ability Month 	<ul style="list-style-type: none"> • National Egg Month • Whale Watching Month • Prevention of Cruelty to Your Money Month 	<p>1 • New Year's Day</p> <p>Country Joe McDonald (1942)</p>	<p>2 • 1st Photo of the moon taken (1831)</p> <ul style="list-style-type: none"> • Gals Night Out <p>Roger Miller (1936)</p>	<p>3 • Atom first split (1918)</p> <ul style="list-style-type: none"> • Leisure Suit Sunday <p>George Martin (1926) — Beatles Producer Steven Skills (1945) John Paul Jones (1946)</p>	<p>4 • Blender invented (1910)</p> <ul style="list-style-type: none"> • Elvis Presley passes military physical (1957) <p>Michael Stipe (1960)</p>	<p>5 • 1st FM Broadcast demo (1940)</p> <p>Sam Phillips (1923) — Founder of Phillips Records/Sun label</p>	<p>6 • EMI Records fire Sex Pistols for misbehaving in a TV interview (1977)</p>	<p>7 • 1st U.S. Presidential election (1789)</p> <ul style="list-style-type: none"> • Flying V Guitar patented <p>Paul Revere (1946) Kenny Loggins (1948)</p>	<p>8 • 1st Computer patented (1889)</p> <p>Elvis Aron Presley (1935) David Bowie (1947)</p>	<p>9 • Winter '98 Arbitron (through April 1)</p> <p>Joan Baez (1941) Jimmy Page (1945) David Johansen (1950)</p>	<p>10 • Vinyl record debuted by RCA & Columbia (1949)</p> <p>Jim Croce (1943) Rod Stewart (1945) Pat Benatar (1952)</p>	<p>11 • Secret Pal Day</p> <ul style="list-style-type: none"> • Volunteer Fireman's Day 	<p>12 • 1st Public museum opened (1773)</p> <ul style="list-style-type: none"> • National Clean-Off-Your-Desk-Day 	<p>13 • Rid the word of fad diets and gimmicks day</p>	<p>14 • Make Your Dreams Come True Day</p>	<p>15 • 1st Superbowl (1967)</p> <ul style="list-style-type: none"> • Family Communications Day <p>Ronnie Van Zandt (1949)</p>	<p>16 • Prohibition began (1920)</p> <ul style="list-style-type: none"> • Nylon patented (1937) 	<p>17 • Cable car patented (1871)</p> <p>Mick Taylor (1948)</p>	<p>18 • World Religion Day</p> <ul style="list-style-type: none"> • X-ray machine first exhibited (1896) 	<p>19 • Martin Luther King Jr.'s Birthday</p> <ul style="list-style-type: none"> • Human Relations Day <p>Phil Everly (1939) Janis Joplin (1943) Robert Palmer (1949)</p>	<p>20 • 1st basketball game played (1892)</p> <p>Paul Stanley (1952)</p>	<p>21 • Maintenance Day</p>	<p>22 • Guys Night Out</p> <ul style="list-style-type: none"> • Coca-Cola Incorporated (1892) <p>Sam Cooke (1935) Steve Perry (1952) Michael Hutchence (1960)</p>	<p>23 • X-rays discovered (1896)</p> <p>Robin Zander (1953)</p>	<p>24 • Beer can introduced</p> <p>Neil Diamond (1941) Warren Zevon (1947) John Belushi (1949)</p>	<p>25 • Super Bowl XXXII San Diego; Qualcomm Stadium</p> <ul style="list-style-type: none"> • 1st winter Olympics began (1924) 	<p>26 • 55 mph U.S. National speed limit adopted (1974)</p>	<p>27 • Backwards Day</p> <ul style="list-style-type: none"> • National Geographic Society founded (1888) <p>Bobby "Blue" Bland (1930)</p>	<p>28 • 1st telephone switchboard in service (1878)</p>	<p>29 • CIA established (1946)</p> <ul style="list-style-type: none"> • Baseball's American league organized (1900) <p>Tommy Ramone (1952)</p>	<p>30 • 1st jazz record cut (1917)</p> <ul style="list-style-type: none"> • Lone Ranger debuted on radio (1933) <p>Marry Balin (1943)</p>	<p>31 • US entered WWI (1917)</p> <ul style="list-style-type: none"> • RCA introduced first • Musical synthesizer (1955) <p>Phil Collins (1951) Johnny "Rotten" Lydon (1956)</p>



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MONTH-LONG OPPORTUNITIES

- Afro-American History Month
- Creative Romance Month
- Responsible Pet Owner Month
- American Health Month
- American Pie Month
- Sleep Safety Month
- International Embroidery Month
- Return Shopping Carts To The Market Month
- National Cherry Month
- National Snack Food Month
- Chocolate Month

SPECIAL WEEKS

- First Week:
- Boy Scouts Of America Anniversary Week
 - National School Counseling Week
 - National Kraut & Frankfurter Week
- Second Week:
- Celebration Of Love Week
- Third Week:
- National Condom Week
 - International Friendship Week
 - National Engineers Week
 - Pay Your Bills Week
 - National Pancake Week

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 • Auto Insurance Day • First single record released • "Frankly I Don't Give A Damn" Day Don Everly (1937)	2 • American Music Awards. Shrine Auditorium, Los Angeles; (213) 931-8200. • First lie detector test Graham Nash (1942)	3 • Deadline for NAB Crystal Radio Award Entries; (202) 775-3510. • The Day The Music Died (Buddy Holly's death, 1959) Johnny "Guitar" Watson (1935)	4 Alice Cooper (1948)	5 • 5-8 — RAB '98 Mktg. Leadership Conference & Exec. Symposium. Wyndham Anatole Hotel, Dallas; (800) 722-7355. • Mandatory screening of airline passengers Bob Marley (1945)	6	7 • Monopoly game marketed (1935) • National Hangover Awareness Day
8 • Science Fiction Is Fantastic Day Don Everly (1937)	9 • Turn Your TV Off Day Carole King (1941)	10 Roberta Flack (1940)	11 • Male Centerfold Day Alice Cooper (1948)	12 • Clean Out Your Computer Day Bob Marley (1945)	13	14 • Valentine's Day
15 Melissa Manchester (1951)	16 • Presidents Day Carole King (1941)	17 Roberta Flack (1940)	18	19	20 Peter Gabriel (1950) • 20-21 — Dan O'Day's PD Grad School. Site TBA, Los Angeles; (310) 476-8111.	21
22 Melissa Manchester (1951)	23 • National Tennis Day Sonny Bono (1935) Yoko Ono (1933)	24	25 • Grammy Awards. Site TBA. • 25-29 Country Radio Seminar. Renaissance Hotel Convention Center, Nashville; (615) 327-4487. • National Go To The Opera Day George Harrison (1943)	26 Fats Domino (1928) Johnny Cash (1932)	27 Brian Jones (1942)	28 David Geffen (1943) • Final "M*A*S*H" episode (1983)



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1998 MARCH 1998



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 • National Pig Day Roger Daltrey (1944)	2 Lou Reed (1944) George Benson (1943) Karen Carpenter (1950)	3 • I Want You To Be Happy Day	4 Mary Wilson (1944) Bobby Womack (1944)	5 Andy Gibb (1958)	6	7 • Burn Your Guitar Day Peter Wolf (1946)
8	9 Mickey Dolenz (1945)	10	11 • Most Boring Films Of The Year Awards	12 James Taylor (1948)	13 • Strip tease introduced (1894) Neil Sedaka (1939)	14 • 14-17 40th Annual NARM Convention. San Francisco Marriott; (609) 596-2221.
15 Mike Love (1941) Sly Stone (1944) Ry Cooder (1947)	16 Nancy Wilson (1954)	17 • St. Patrick's Day	18 • 18-22 South By Southwest Conference. Austin Convention Center; (512) 467-7979.	19 • Avon Representative Day	20	21 • National Teenager Day
22 • National Goof-Off Day Andrew Lloyd Webber (1948)	23	24	25 Aretha Franklin (1943) Elton John (1947)	26 • Make Up Your Own Holiday Day	27	28
29 • National Teacher Appreciation Day Eric Clapton (1945)	30	31	MONTH-LONG OPPORTUNITIES <ul style="list-style-type: none"> • National Red Cross Month • Ethics Awareness Month • Irish-American Month • Mental Retardation Awareness Month • Music In Our Schools Month • National Craft Month • National Frozen Foods Month 			
SPECIAL WEEKS <ul style="list-style-type: none"> First Week: <ul style="list-style-type: none"> • Help Someone See Week • National Procrastination Week • National School Breakfast Week Second Week: <ul style="list-style-type: none"> • TV Turn-Off Week • Girl Scout Week Third Week: <ul style="list-style-type: none"> • National Agriculture Week • National Coffee Lovers Week • National Poison Prevention Week • Straw Hat Week Fourth Week: <ul style="list-style-type: none"> • Consider Christianity Week 						



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1998 APRIL 1998

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>MONTH-LONG OPPORTUNITIES</p> <ul style="list-style-type: none"> • Actors Appreciation Month • Alcohol Awareness Month • Cancer Control Month • Child Abuse Prevention Month • Confederate Heritage Month • Dog Appreciation Month • Fair Housing Month 	<p>MONTH-LONG OPPORTUNITIES</p> <ul style="list-style-type: none"> • Fresh Florida Tomato Month • Holy Humor Month • Home Improvement Month • International Amateur Month • International Guitar Month • Keep America Beautiful Month • Knuckles Down Month 	<ul style="list-style-type: none"> • Listening Awareness Month • Mathematics Education Month • Month Of The Young Child • Multicultural Communication Month • Municipal Community Services Month 	<ul style="list-style-type: none"> • Dollar sign (\$) created (1778) • National Radio Talk Show Host Day • Firefighter's Day • 1-7 National Laugh Week • April Fool's Day 	<ul style="list-style-type: none"> • Spring Arbitron (through June 24) • First motion picture theater opened (1902) • Great Lover's Day 	<ul style="list-style-type: none"> • 3-6 Broadcast Education Assn. 43rd Annual Convention • American Circus Day • Don't Go To Work Unless It's Fun Day 	<ul style="list-style-type: none"> • 5-7 Alcohol-Free Weekend
<ul style="list-style-type: none"> • Daylight Savings time begins 	<ul style="list-style-type: none"> • 6-9 NAB '98 Las Vegas Convention Center; (202) 775-4970. • 6-9 NAB Multimedia World Las Vegas Convention Center (202) 775-4970. • Mormon Church founded (1830) • Twinkies Day 	<ul style="list-style-type: none"> • Matches invented (1827) • No Housework Day • Television first shown to the public (1927) • 7-13 National Birthparents Week • Billie Holiday (1915) • John Oates (1949) • Janis Ian (1951) 	<ul style="list-style-type: none"> • Behave Yourself Day • 8-14 National Garden Week 	<ul style="list-style-type: none"> • Egg Salad Week • Longest Word Day 	<ul style="list-style-type: none"> • Good Friday 	<ul style="list-style-type: none"> • Muddy Waters (1915) • Sexual harassment banned (1980)
<ul style="list-style-type: none"> • Easter Day • Stupid Pet Tricks Day • World's Largest Trivia Contest 	<ul style="list-style-type: none"> • World's Largest Hula Competition 	<ul style="list-style-type: none"> • Webster's Dictionary first published (1828) • 14-20 National Library Week 	<ul style="list-style-type: none"> • Get That Stain Out Day • First McDonald's (1955 — Des Plaines, IL) • National Hostility Day • Rubber Eraser Day 	<ul style="list-style-type: none"> • Lookalike Day • National CPAs Goof-Off Day • National Stress Awareness Day 	<ul style="list-style-type: none"> • National Anxiety Month • National Fresh Celery Month • National Humor Month • National Occupational Therapy Month • National Poetry Month • National Recycling Month • National Welding Month 	<ul style="list-style-type: none"> • First crossword puzzle book (1924) • First Walk/Don't Walk sign (1955)
<ul style="list-style-type: none"> • David Cassidy (1950) 	<ul style="list-style-type: none"> • World's Largest Crayola Day • Largest bank robbery (1981, Tucson, \$3.3 million) 	<ul style="list-style-type: none"> • 21-28 Big Brothers/Sisters/Appreciation Week • National Lingerie Week • Professional Secretaries' Week • Iggy Pop (1947) • Robert Smith (1959) 	<ul style="list-style-type: none"> • Dave Edmunds (1944) 	<ul style="list-style-type: none"> • Dusty Springfield (1939) • Bobby Vinton (1935) 	<ul style="list-style-type: none"> • Change Your Batteries In Your Car Alarm Day • National TV Turn-Off Day 	<ul style="list-style-type: none"> • Abortion first legalized (1967) • Take Our Daughters To Work Day
<ul style="list-style-type: none"> • National Crayola Day • Largest bank robbery (1981, Tucson, \$3.3 million) 	<ul style="list-style-type: none"> • Ace Frehley (1951) 	<ul style="list-style-type: none"> • Peter Frampton (1950) 	<ul style="list-style-type: none"> • Roy Orbison (1936) 	<ul style="list-style-type: none"> • National Honesty Day 	<ul style="list-style-type: none"> • National Honesty Day 	<ul style="list-style-type: none"> • National Woodworking Month • Parkinson's Awareness Month • Prevention Of Cruelty To Animals Month • Sexual Assault Awareness Month

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1998 MAY 1998



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<ul style="list-style-type: none"> Better Sleep Month Breathe Easy Month Electrical Safety Month Healthy Baby Month Better Hearing Month 	<ul style="list-style-type: none"> Mental Health Month Modern Dance Month Motorcycle Awareness Month National Allergy & Asthma Month 	<p>MONTH-LONG OPPORTUNITIES</p> <ul style="list-style-type: none"> National Asparagus Month National Barbecue Month National Bike Month National Egg Month 	<ul style="list-style-type: none"> National Hamburger Month National High Blood Pressure Month National Photo Month National Senior Travel Month National Strawberry Month 	<ul style="list-style-type: none"> Amtrak began service (1971) Empire State Building completed (1930) First postage stamp (1830) Batman (1939) Cheerios (1941) Judy Collins (1939) Rita Coolidge (1945) 	<ul style="list-style-type: none"> Take Your Baby To Lunch Day 	
<ul style="list-style-type: none"> First comic book published (1934) <p>Frankie Valli (1937) James Brown (1928)</p>	<ul style="list-style-type: none"> Kentucky Derby Naked Day Relationship Renewal Day 	<ul style="list-style-type: none"> 5-11 Be Kind To Animals Week Carpet Care Improvement Week Cartoon Art Appreciation Week Just Say No Week National Nurses Week First perfect baseball game (1904) <p>Bob Seger (1945)</p>	<ul style="list-style-type: none"> National Teacher's Day 	<ul style="list-style-type: none"> National Third-Shift Workers Day No Socks Day <p>Ricky Nelson (1940) Gary Glitter (1944)</p>	<ul style="list-style-type: none"> Tear The Tags Off The Mattress Day 	
<ul style="list-style-type: none"> Mother's Day <p>Bono (1960) Donovan Leitch (1946) Sid Vicious (1957)</p>	<ul style="list-style-type: none"> Let's Go Fishing Day 	<ul style="list-style-type: none"> Spitting outlawed (1896) <p>Steve Winwood (1948)</p>	<ul style="list-style-type: none"> National Waitress Day 	<ul style="list-style-type: none"> Stewardess Day 	<ul style="list-style-type: none"> Mister Roger's Neighborhood (1967) <p>Brian Eno (1948)</p>	
<ul style="list-style-type: none"> 17-20 38th Annual Broadcast Cable Financial Mgmt. Conference: Hyatt Regency, New Orleans; (847) 296-0200. National Memo Day 	<ul style="list-style-type: none"> Visit Your Relatives Day 	<ul style="list-style-type: none"> 19-25 National Cellular Phone Safety Week National Safe Boating Week <p>Pete Townshend (1945) Joey Ramone (1952)</p>	<ul style="list-style-type: none"> Golden Gate Bridge opens (1937) 27-June 2 National Frozen Yogurt week <p>Cher (1946) Joe Cocker (1944)</p>	<ul style="list-style-type: none"> National Spelling Bee finals <p>Bernie Taupin (1950)</p>	<ul style="list-style-type: none"> First compact disc introduced 	
<ul style="list-style-type: none"> First auto repair shop opened (1899) 	<ul style="list-style-type: none"> Memorial Day <p>Miles Davis (1926)</p>	<ul style="list-style-type: none"> Dow Jones Industrial Average birthday <p>Stevie Nicks (1948)</p>	<ul style="list-style-type: none"> Papa John Creach (1917) John Fogerty (1945) Gladys Knight (1944) 	<ul style="list-style-type: none"> Stewardess Day 	<ul style="list-style-type: none"> First compact disc introduced 	

31 Take This Job And Shove It Day



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The Superstars Of 'NTR'

Who's making money from 'Non-Traditional' Revenue?

By Frank Miniaci, R&R Radio Editor

Boy, have times changed. Gone are the days when radio promotion directors dressed in chicken suits handed out bumper stickers. On today's agenda: turning ideas into dollars, and making your listeners' loyalty count. All this is due to the surge in "non-spot" or non-traditional revenue (NTR).

Broadcasters such as Jacor and others have made NTR a major priority in 1997. Non-traditional revenue has created entire departments at radio stations, staffed with creative managers who have marketing and special events titles and are given the responsibility of creating opportunities for both financial growth and listener benefit. This is especially true when there's an avails shortage.

Who are today's "NTR Superstars?" Let's take a look at four of them:

A common thread for non-traditional revenue sources lies in the lifeline between a station and its listeners — a good database.

One station that's done an amazing job over the years of turning a lifestyle into dollars is Jefferson-Pilot AC WLYF/Miami, where Promotions Director Lori Sheffield has been doing just that for over 12 years.

"The largest percentage of our dollars is spent on marketing," Sheffield says. "We had always spent most of our money on print and TV. In 1996, WLYF decided to put our relationship with our listeners more on a 'one-to-one' basis with direct-response marketing. We feel this is where the industry is heading. This has become our total promotional focus at Jefferson-Pilot.

Database Marketing

"We specifically designed something that we were going to do each month: in January, we started with a calendar. In February, it was a Valentine's card. In March, it was our largest event — a tennis tournament — and we sent out cards to our database as a reminder."

Sheffield claims the station has something going on every month. And when a listener sends something back to the station, the station responds with a thank you card. "It's like having over 85,000 people on our Christmas list," she says. "This is how you are going to get the listener loyalty, which ultimately

translates into advertising dollars."

WLYF produces a semiannual publication

Continued on Page 32



Radio station-sponsored special events and concerts have long entertained listeners. Today, broadcasters also see them for their tremendous revenue potential. In fact, some stations have created entire departments to handle such activity. One such station is Jacor AC WPCB (The Peach)/Atlanta. Nancy Joffrey is Director/Special Events for Jacor/Atlanta, which include's PCH, WGST-AM & FM, and WKLS-FM.

"The Peach started the 'Lunch Specials' years ago

and has grown into eight events annually," relates Joffrey. "WGST-FM now does four yearly and our rocker (WKLS) will do a live one this summer. 'The Peach 94.1 Listener Lunch' was the pioneer of all these events. WPCB's focus is on getting workplace listening. The 'Lunch' sprang from an idea that cost us \$20,000 just to see if it would work. We felt it was a great way to promote the radio station and feed an average 3000 people in a captive environment."

Continued on Page 32



Special Events & Merchandising

Many stations are so embedded in their local communities that "revenues" and "listener benefits" co-exist just fine. They create events and products that become a virtual goldmine of profitability to the station. One such combo also dominates its market in many ways: **Waterman Broadcasting's** News/Talk **KTSA-AM** and **CHR/Rhythmic KTFM-FM/San Antonio** are revenue and ratings leaders. **Brunella Bruni** is Director/Special Events and Promotions for both stations and comes from a concert promotion background.

"The revenues generated by our events and merchandising projects well exceed one million dollars annually," Bruni says. "The most profitable has been our 'Summer Jams,' which feature various 'track acts' that are coordinated between the record labels and KTFM PD **Cliff Tredway**."

Bruni says "Summer Jam" is more like an "event" than a "concert": "It enables us to have many KTFM artists to be showcased on one stage. It is much easier to pull off than to have

just one or two major performers. The average Jam attracts in excess of 30,000 listeners. They have been so successful that we've added a 'Winter Jam.'"

An event like this, according to Bruni, becomes a mutual revenue generator for both station and clients. A percentage of gross receipts



is taken from the event admission charge, which itself is set very low and affordable for its audience. "It really is mutually beneficial for all — the record label with the performer, the clients with visibility and merchandising, the radio station with revenue, and ultimately the listener, who gets big entertainment value they could not

have obtained anywhere else at such minimal cost."

In addition to the "Jams," this year Bruni will stage the "3rd Annual KTFM Masquerade Parade" (a "Cinco De Mayo-meets-Mardi Gras" celebration of sorts), the "3rd Annual Salsa Cook Off & Diezy Seiz Celebration," "A Little Christmas Village at La Villita," and "Shots for Tots," (an immunization drive and health fair). "You can do something really special and rewarding for your community, merchandise it as a health fair, and make it a real win-win for all involved," Bruni notes of the latter event. "Merchandising and sponsorship are very key at KTFM. There are so many opportunities to do this year-round, the revenue and listener benefits become endless."

The station offers various levels of sponsorship, including a "Presenter's package," with whom they'll share the name of the event, and which generates the largest income. Lower-level sponsor packages are available as well. The station also branches out to vendor marketing

Continued on Page 32

900-Number Romance/Datelines

Every station seeks revenue potential with the lowest possible maintenance from the station. Interactive phone dating services have been found by many stations to be an excellent way to tap into a turn-key source of NTR. The growth curve in "personals" is phenomenal — you'll find them in just about every daily and weekly newspaper these days. Several companies have even expanded into radio classifieds, which will compete head-to-head with traditional print classified ads for readership and revenue.

Marida Petitjean, Promotion Director at **Chancellor Media Country KZLA/L.A.**, describes how it works: "We've been doing the 'KZLA Singles Phone Line' for a little over a year. It is almost like a separate entity that works alongside the radio station. Listeners call an 800-line and answer the 100-question profile. Then, based on their responses, they are matched with people

who expressed similar interests. They are given a PIN number, and then it works just like an answering machine. After a few days, they'll call in on a 900-number (at a per-minute cost), and KZLA gets a percentage of the revenue generated. It's very simple for the caller — just like a long distance call. The volume generated increases during the holidays and going into the weekends. This is just *one* way to make revenue with the service."

Petitjean said the way to *really* generate revenue is to tie in events, concerts, clients sponsorships,

mixers, singles nights, and the like. "This is where your database comes in," she notes.

"Sponsorships provide large monies since the client gets its 30-second spot played every time someone uses the singles line. It really becomes a win-win for both the client and the station."

The beauty of the service,

Petitjean says, is that KZLA doesn't have any technical operational headaches to deal with — the dating service provides 90% of everything needed, including customer service calls. "We send out invites

to our database for special events and tie-in with our web site. An-



nual NTR profitability is somewhere in the low-six figures for KZLA."

Another station making money without using valuable airtime is **Clear Channel Urban AC KMJQ/Houston**. Promotion Director **Bobrie Jefferson**, who has been with "Magic" for five years, operates the "Magic Connection," which she notes has been responsible for eight marriages and generated over \$150,000 last year.

"We get lots of media coverage, especially when

Continued on Page 32



Database Marketing

Continued from Page 30

called *Litelines*, which started in 1990 as a two-fold. It has grown into a 16- to 20-page monster, full of information and articles about the station. "We are a Soft AC, and our target is a 40-year-old working mom. Our claim to fame is work-

place listening, and our *Litelines* piece reflects that listener."

The publication generates hundreds of thousands in NTR for WLYF. Sheffield says ad count in the magazine can run as high as 22; sold mostly in quarterly, semiannual, and annual deals. But she stresses, "It is not just a sales piece. If it doesn't appeal to my listeners as well as our advertisers,

then it ain't going in. This publication has really helped to bridge the gap that often exists between sales and programming."

Litelines recently took first place at the Florida Direct Marketing Association Awards, which Sheffield points out is ironic — "since we are a radio station and not in the direct mail business."

Special Events

Continued from Page 30

Joffrey says this is an excellent way to merge sales with programming: "So often, the two departments are on opposite ends. These events match up our consumers — who are our listeners — with our customers — who are our clients."

"We do these two-hour events in an office park," she explains. "We locate one and look for a minimum of 3000 people to attend. The smallest one we've done is 2500, and the largest one drew nearly 6000. It is sort of like a flea market with piped-in music from 'PCH and every available opportunity for vendors — from acting as the event's sponsor, to having a booth, to displaying a car, to giving things away that we can stuff in a bag as listeners leave the event."

"The biggest value goes to sponsors who can buy an entire year. Of course, many advertisers have 'seasonal' concerns and we try to schedule the events at the right times of the year so it makes sense for them and the consumer. We have a lot of repeat advertisers who see the value in a captive audience. Once they get to an event, they are sold!"

There are occasions, admits Joffrey, where there will be a problem convincing the property manager of the complex to agree to the event. "They often can't believe that we will feed all their tenants for free and make the event look like it was theirs. They want to know what the catch is. We've found that some of these office complexes have budgeted \$10,000-\$20,000 every year to do 'tenant appreciation events,' and Jacor/Atlanta is trying to get some of that money

and do them a favor at the same time."

Joffrey claims her new focus is finding more events for all three stations to produce, co-own, or get the sales rights to — things that are appropriate for both the programming and sales department of each station. The events have become a lucrative way to generate "non-spot" revenue to the tune of over \$500,000 annually. The experiment with "96 Rock" involves mixing one of these events with a live concert — something the station's format lends itself readily to. The station expects to have no problem luring a local artist to perform.

"I am currently working on a 'how to' pack for all of the Jacor properties since the buzz phrase within the company is 'events marketing,'" Joffrey says. "The Marketing and Promotions departments are hopping right now at Jacor."

Special Events & Merchandising

Continued from Page 31

where, for instance, they'll set up a "register-to-win display," "a meet-and-greet with a band at a retail store," and other such events ... all of which generate additional income.

"We can own our events, control all the elements, and bring in additional revenue that doesn't have anything to do with avails, since we are always sold out," boasts Bruni. "Being sold out creates an opportunity to find new ways to increase revenues that work within programming, which is the only option you have as a radio station without raising rates to increase income. NTR has always been very important at KTFM & KTSA."

900# Datelines

Continued from Page 31

the dates lead to marriage," Jefferson says. "We merchandise the lines with sponsorships and ticket giveaways for concerts and sporting events. We really don't even know the line exists at times, because it is a very low-maintenance way of getting maximum exposure along with added station revenue."

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Web Sites Worth Watching

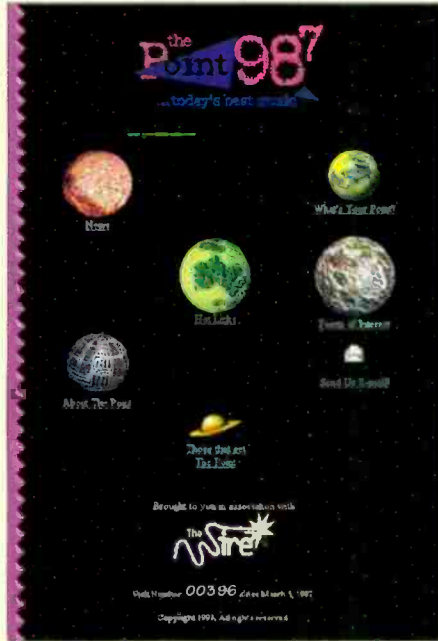
By Jeff Axelrod, R&R Associate Editor

When it comes to radio's WorldWideWeb sites, I've seen 'em all. The good, the bad, and the ugly. The clever, the insipid, and the inspired.

What makes a web site good? As the "linkmaster" of R&R's web site (www.rronline.com), I've visited enough homepages to pick up an opinion or two. The best sites achieve the elusive "cybertrinity" — creativity, functionality, and graphic artistry — while keeping download time to a minimum.

On the following pages, you'll see some of the sites that live up to that definition, along with the reasons why. And if you're designing or redesigning a web site, you may find a few ideas you can use to make yours a site worth watching.

(By the way, this isn't necessarily a "best of": These "sites worth watching" were chosen from a random sampling of R&R ONLINE Passport links, and many were included because of certain characteristics worthy of mention.)



1. WKSI/Greensboro
The animated logo gives the page an edgy effect, and the planetary images against a starry background looks great. Continuing with the celestial theme, the use of space to give the page an uncluttered layout is also a plus.

2. KTST/Oklahoma City
The two animated twisters at the top of the page reinforce the station's image well. The page is nicely textured with its background and shadows; the graphics are good and well-defined.

3. KURB/Little Rock
The impressive main graphic is segmented into nine pieces, with the three animated portions kept small so that they load more quickly. There's also sound for multimedia-supporting systems.

4. KKMJ/Austin
Majic's homepage is a single, static 52kb graphic, but it's visually stunning and contains an easy-to-navigate menu.



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1. **WJZ/Philadelphia**
The menu's typeface and the minimalist splashes of color look like NAC/Smooth Jazz — good thing the station is one. The color splashes also serve to highlight the menu options. The page's black background and white type make it easy to read, and the introductory text is easily read and easily updated for timeliness.

2. **KCMO/Kansas City**
This page's use of color is excellent. The old-fashioned jukebox motif lends itself to the neon effects and the animated bells and whistles of the "ONLINE" section. The neon, though, is set off by a subdued background so that the page doesn't get too bright for its own good.

3. **WXRT/Chicago**
The layout of this page is very clean. Each of the three columns serves a distinct purpose: On the left, notes about what's on the air. On the right, notes about what's on the web site. And in the middle, text that points out items of special interest on the air or on the web. *Bonus points: The page is updated not only daily (with birthdays) but every daypart, with reminders of who's on the air and who's coming up.*

4. **KLBJ/Austin**
Another use of columns to create a clean layout. The page runs a little long (you only see the top here), but fortunately there's a "click-on" navigation box that takes you directly to other pages so that you don't have to scroll down to find the feature you want.

5. **WFLA/Tampa**
Many stations use the car radio dial as a navigation tool, and this is one of the better ones. The "buttons" use identifiable icons — a baseball, a satellite weather map, a set of chattering teeth (for the hosts, of course), etc. — and reinforce the link destinations with text pointers.

6. **KZLA/Los Angeles**
Simple can be effective if you've got the right tools and design. This page balances a colorful logo with a fast-loading background and bold, well-stated menu options — and all of the vital stuff is contained on a single screen, so there's no unnecessary scrolling.

7. **WIBC/Indianapolis**
This is essentially a functional introductory page. The sun and the helicopter — both of which are animated and eye-catching — are links to weather and traffic information. That helps identify WIBC as an information-based station, and the date stamp gives the page a sense of immediacy ... that the station's information is up to date.



7.



The Frame Game

1. WLUM/Milwaukee

By configuring frames both vertically and horizontally, this page creates a separate viewing "window" within the page, keeping menu options on the left and navigation options on the top bar at all times. Good use of color and type fonts as well.

2. WEBX/Champaign, IL

Although the page is long, a scrolling frame menu makes navigation much easier. The "flowchart" menu is attractive and functional, and the site earns extra points for featuring an updated calendar of events. *Salespeople, take note:* WEBX's server also hosts sites for several of its sponsors.

3. KTCL/Denver

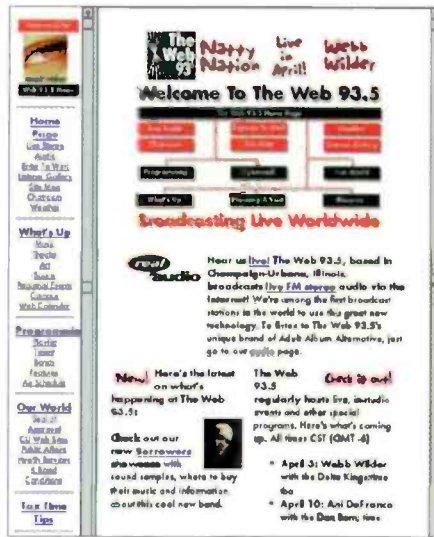
Like WLUM's page, this one uses frames to create a viewing window. But since it forsakes frame borders, you'd never know it until you clicked over to a feature that requires scrolling. This site also makes good use of animation in an eye-catching intro.

4. KDWB/Minneapolis

This page makes good use of frames for navigation, with the menu staying on-screen constantly. The opening graphic uses vibrant colors, and a scrolling message across the bottom of the screen is a nice effect.



5.



2.

Interesting Intros

5. KFOG/San Francisco

Another trend I like is using an introductory homepage before reaching menu options. Both of these stations have designed beautiful intro pages, with striking graphics and links that clearly let you know that there are more pages to follow.

6. KRTR/Honolulu

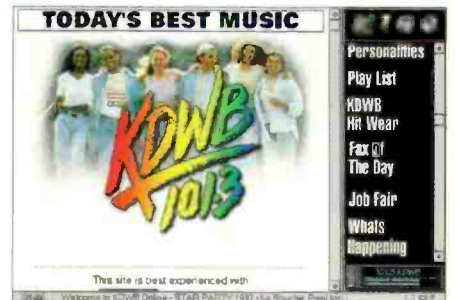
The "Rock & Roll Admissions Test" is an excellent use of the intro page. It's interactive, it defines the station's musical lean, and it's got attitude. Get all three questions right and proceed to the menu. Fail, and you're randomly banished to a site the station thinks is lame.



6.



3.

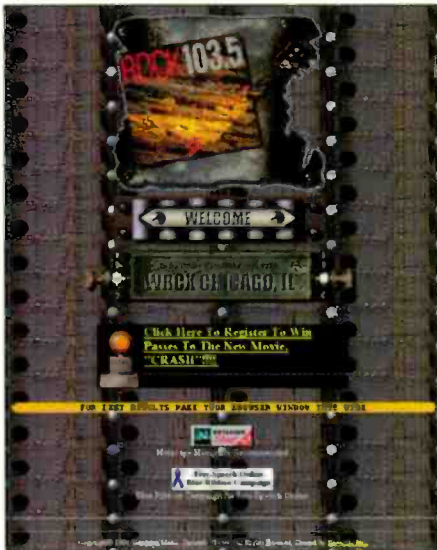


4.

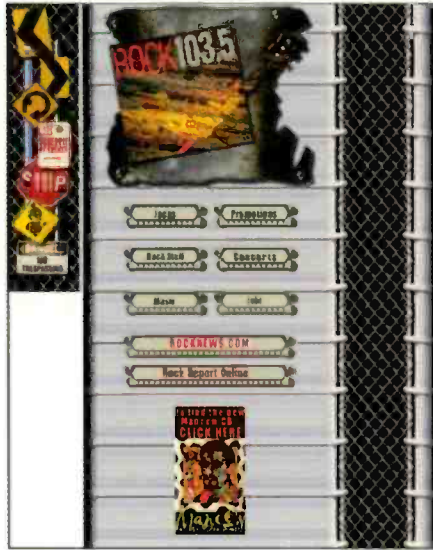
When I (intentionally) failed, it sent me to a Barry Manilow page, the "Capt. Kirk Sing-A-Long Page," and some French page about bedwetting. *Penalty:* The "flagrant self-promotion" of talking about — and showing — the magazines that think WEBN's site is great is a waste of download time and makes the site a little less great.



7.



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2.

Background Check

1. WRCX/Chicago

Rock 103.5 uses repetitive backgrounds to good effect on both its intro page and its menu page. Whatever the intro background is (any guesses?), it matches the visual tone of the graphics well. The chain-link fence design on the menu page (which also uses frames nicely) works to perfection.

3. WSJT/Tampa

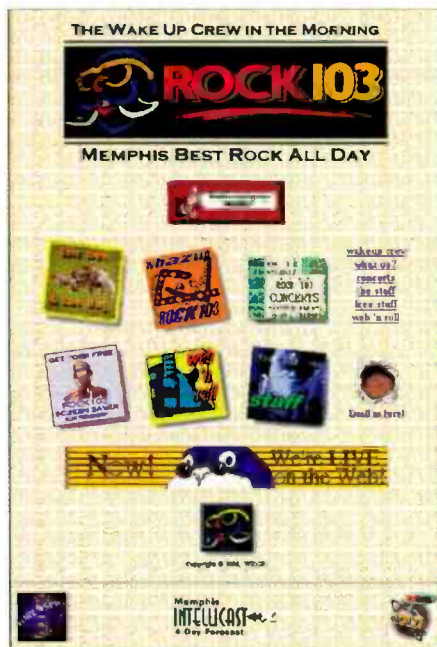
By laying out the sand and surf as a lower-resolution background file, the page's other graphics load more quickly. The menu options are also clear and well-defined.

4. WEGR/Memphis

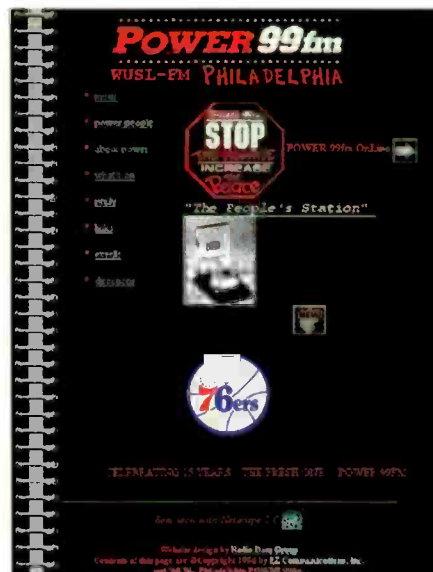
At first, the background on this page looks like it's colored texture. Then, almost subliminally, you realize it says "Rock 103." Then the site adds a nice twist by "punching a hole" through the background, revealing a blinking eye. (And at less than 1K, the background also loads and becomes visible in a flash.)

2. WUSL/Philadelphia

The "spiral notebook" theme is extremely effective visually and doesn't require a large background file. The red and white-on-black color scheme also works well.



3.



4.

WEB DESIGN DON'TS

These are a few of the common design pitfalls that detract from a web site's effectiveness. Avoid them if you can!

- **GRATUITOUS ANIMATION** — If it isn't paid for or doesn't enhance your station's image, it's a waste of download time. Who really needs to see a spinning Netscape "N" or a self-folding piece of mail?
- **HORIZONTAL SCROLL** — The graphics and layouts that look so awesome on your designer's 19" monitor might not fit the average user's 14" screen. Don't make them work to get "the big picture": Set maximum page widths that conform to average-sized screens.
- **RUN-ON PAGES** — Why do some stations feel the need to cram their entire web site onto just one page? Download time skyrockets, scrolling's a pain, and where's the interactivity?
- **NEON SCREENS** — Backgrounds, graphics, and text in excessively bright colors make copy difficult to read and are hard on the eyes. Unless Lenscrafters is a major sponsor, try to maintain a color balance.

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Sex, Thugs & Rock 'n' Roll!

Radio rolls out its outdoor cannons for 1997



Check out the messages on these outdoor showcase pages and you'll notice there's little room for doubt as to the image these stations convey. At left, there's "nails on the blackboard" Mancow; the station for "jocks" at the lower left; a new, brash morning personality on Z100, the irreverent Bubba The Love Sponge in Tampa; and artist boards in Chicago.



JOIN THE MOVEMENT.

Bubba The Love Sponge. Mornings.





Outdoor advertising campaigns are often the most difficult (and most misused) efforts a station can attempt. Obviously, the benefits are tremendous since radio is primarily an out-of-home medium. But all you'll get from a typical viewer is 7-10 seconds of their time ... *max!* So, structure your words and images carefully.

These guidelines have been developed by the **Outdoor Advertising Association Of America** and other veterans when designing outdoor ad strategies: **Advertise one thing.** Is it the morning show, the station's image, artists you play, a contest, a sports team? Obviously, this answer comes from the station's master marketing plan (*you do have one, don't you?*). Pick the element that would be most affected by the driving segment of your audience and use that for your campaign.

Keep it readable. Keep the number of elements on a board to a bare minimum. There's probably going to be a graphic of your station's image or personality, a logo, and a short statement. **STOP!** That's all you need for an effective campaign.

Use the right lettering. Simple sans-serif typefaces work best on billboards. Avoid ornate faces and styles that are too thick or too thin. Don't cram letters or words — they'll blend into an unreadable block at a distance. A combination of upper- and lower-case letters are easier to read than all-upper-case lettering.





Make the message memorable.

But don't make it too long. Seven words is an industry-accepted maximum.

Select high-contrast colors. A combination of yellow and black seems to offer the highest contrast for outdoor advertising. White and black, and white and blue are good alternatives. Otherwise, choose color combinations that stand out sharply against each other.

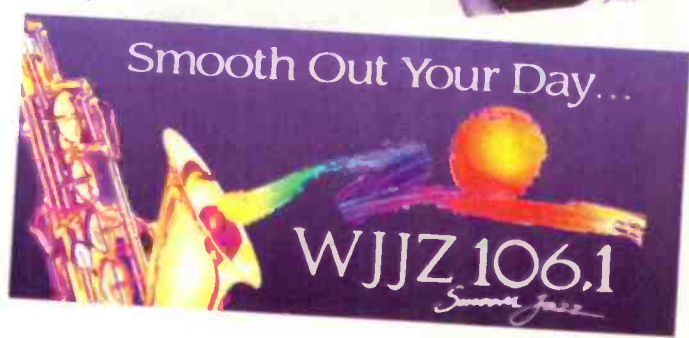
Make it adaptable to different sizes. Boards come in two primary sizes: The "bulletin" (or "painted") board, at 14x48 ft. is the largest standard-sized board. It's called a "painted" board because they used to actually be painted on the scene (these days, billboard companies print them on vinyl at a factory and hang them on the boards. The vinyl can then be moved to different locations). These offer a higher-quality image but are quite expensive.

The other is the "30-sheet" (12x25 ft.) and is more common. This is known as a "poster" board because the image is printed on paper and glued to the board.

In urban areas, the "8-sheet" (about 1/4 the size of a 30-sheet) is also used. Different sized boards serve different purposes. The "bulletin" is for high-traffic areas and offer "reach." The "30-sheets" are in more locations and thus provide frequency.



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Design an all-purpose logo.
 When settling on a station logo, keep in mind its various uses: Letterhead, business cards, banners, billboards, busboards, bumper stickers, TV spots and the like. One design may not serve all purposes, but your graphic artist can develop an array of designs that remains true to the station's overall image.



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- Neal Communications Inc. (800) 833-6325
- Networks (312) 654-7474
- Northcoast Promotional Marketing Group (330) 336-4570
- PosterWorks L.P. (404) 257-0604
- Radio One 2 One (317) 257-7384
- The RADIOGUIDE People Inc. (248) 355-0022
- Results Marketing (800) 786-8011
- Rick Scott & Associates (206) 867-9397
- USA Design Inc. (330) 336-7231

INTERACTIVE TELEPHONE

- American Telesource Inc. (800) 466-0444
- amfm Company Inc. (615) 646-2950
- Baldwin Marketing Services (319) 363-7997
- BiteMan Communication (616) 285-7116
- Broadcast Direct Marketing (305) 858-9524
- The Broadcast Team (904) 676-1157
- Celebration Computer Systems ... (713) 625-4000

- Chip Morgan Broadcast Engineering (800) 801-2623
- Critical Mass Media (513) 631-4266
- Dateline Marketing International .. (312) 266-3636
- Direct Marketing Results (508) 653-7200
- Michael Eisele & Associates (513) 821-9777
- Fairwest Direct (619) 693-0576
- First Media Group (800) 321-2560
- Galaxy Broadcast Inc. (513) 272-3800
- GREAT! (404) 303-7311
- Hackett Media Inc. (407) 333-9447
- Impact Target Marketing (508) 535-4500
- Infomation Research Technologies (800) 883-2847
- Link Marketing (513) 684-1500
- Marketing/Research Partners Inc. . (800) 767-3533
- The Media Gallery/RadioPhone (310) 533-0855
- Media Marketing Technologies (310) 260-5000
- NICHE Marketing, Inc. (205) 970-9095
- PosterWorks L.P. (404) 257-0604
- Promotional Broadcast Network (PBN) (619) 233-9531
- Radio Data Group (703) 748-2800
- Radio Date (800) 625-6585
- Radio One 2 One (317) 257-7384

MAILING LISTS

- Aaro Marketing Inc. (513) 321-1117
- Americalist (800) 321-0448
- Baldwin Marketing Services (319) 363-7997
- BIA Publications Inc. (800) 331-5086
- Broadcast Direct Marketing (305) 858-9524
- The Broadcast Team (904) 676-1157
- Center for Radio Information (800) 359-9898
- Creative Media Management, Inc. . (813) 536-9450
- Critical Mass Media (513) 631-4266
- Custom Publishing & Marketing Group Inc. (407) 743-0548
- Direct Marketing Results (508) 653-7200
- Eagle Marketing (800) 548-5858
- Michael Eisele & Associates (513) 821-9777
- Fairwest Direct (619) 693-0576
- First Media Group (800) 321-2560
- Hackett Media Inc. (407) 333-9447
- Impact Target Marketing (508) 535-4500
- In-House/RDS Marketing (908) 709-1300
- Infomation Research Technologies (800) 883-2847
- Link Marketing (513) 684-1500
- M St. Corp (800) 248-4242
- PromoSuite For Windows (212) 321-1629
- Promotional Broadcast Network (PBN) (619) 233-9531
- Radio Mall (612) 522-6256
- Radio One 2 One (317) 257-7384
- SRO Communications (800) 292-5882

MEDIA PLACEMENT

- Toby Arnold & Associates Inc./TA&A (800) 527-5335

- Bailiwick Company Inc. (609) 397-4880
- Broadcast Direct Marketing (305) 858-9524
- Broadcast House (703) 319-3820
- Effective Media Services (201) 930-9870
- Group X Inc. (614) 755-9565
- M Street Corp. (800) 248-4242
- Majestic Control Entertainment & Mouth Almighty Publicity (212) 489-1500
- Jay Mitchell Associates Inc. (515) 472-4087
- Sam Shad Productions (702) 857-2244
- SHARK-TV (800) 798-5982
- Spots & Stars Multimedia (213) 427-7209

MUSIC PRODUCTS

- Altair Communications Inc./ACI ... (407) 298-4000
- Lee Arnold Promotions (414) 351-9088
- Toby Arnold & Associates Inc./TA&A (800) 527-5335
- Broadcast Direct Marketing (305) 858-9524
- Broadcast House (703) 319-3820
- FirstCom Music (800) 858-8880
- Majestic Control Entertainment & Mouth Almighty Publicity (212) 489-1500
- Denny Somach Productions Inc. ... (610) 446-7100
- Sonic Underground (800) 347-6642
- TM Century (972) 406-6800

ONLINE SERVICES

- Airtalents.com (601) 924-6647
- AudioNet (214) 748-6660
- Broadcast Direct Marketing (305) 858-9524
- Celebration Computer Systems ... (713) 625-4000
- Contemporary Group (314) 962-4000
- Chuck Dees Associates (517) 882-1809
- First Media Group (800) 321-2560
- Hackett Media Inc. (407) 333-9447
- Intervox Communications (202) 986-2636
- Jam TV (312) 642-7560
- Mediacasting.com (414) 926-9620
- Northcoast Promotional Marketing Group (330) 336-4570
- The Pinpoint Companies (314) 878-0673
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- SRO Communications (800) 292-5882
- USA Design Inc. (330) 336-7231
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- Ad America (800) 536-6926
- Adobe Graphics & Design (800) 726-9683
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- Banners On A Roll (800) 786-7411
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 Jackpot Promotions Inc. (702) 248-6373
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 Ashtray Sales Unlimited (310) 559-1643
 Nalpac Ltd. (800) 837-5946
 Promo Depot (800) 337-6801
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 Results Marketing (800) 786-8011
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PROMOTIONAL SOFTWARE

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 Celebration Computer Systems (713) 625-4000
 Critical Mass Media (513) 631-4266
 Chuck Dees Associates (517) 882-1809
 Fairwest Direct (619) 693-0576
 Intervox Communications (202) 986-2636
 M Street Corp. (800) 248-4242
 NICHE Marketing, Inc. (205) 970-9095
 PosterWorks L.P. (404) 257-0604
 PromoSuite For Windows (212) 321-1629
 Promotional Broadcast
 Network (PBN) (619) 233-9531
 Pyramid Interactive (414) 328-5454

PUBLISHING

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 Broadcast Direct Marketing (305) 858-9524
 The Broadcast Team (904) 676-1157
 Celebration Computer Systems (713) 625-4000

Creative Media Management, Inc.. (813) 536-9450
 Custom Publishing &
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 Fairwest Direct (619) 693-0576
 First Media Group (800) 321-2560
 Group X Inc. (614) 755-9565
 Hackett Media Inc. (407) 333-9447
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 Neal Communications Inc. (800) 833-6325
 NICHE Marketing, Inc. (205) 970-9095
 The Pinpoint Companies (314) 878-0673
 Promotional Broadcast
 Network (PBN) (619) 233-9531
 The RADIOGUIDE People Inc. (248) 355-0022
 Jon Sullivan's Radio
 Promotion Bulletin (713) 855-2964

REMOTE SERVICES

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 E-Z Up Inc. (909) 781-0843
 Jackpot Promotions Inc. (702) 248-6373
 Prize Vault Industries (701) 845-0133
 Denny Somach Productions Inc. ... (610) 446-7100
 SRO Communications (800) 292-5882

TRAVEL

California Dreamin' Balloon
 Adventures (619) 438-9550
 Marketing/Research Partners Inc. (800) 767-3533
 Radio-Active Promotions (310) 394-4295

TV PRODUCTION

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 Bailiwick Company Inc. (609) 397-4880
 The Chuck Blore Company (213) 462-0944
 Broadcast House (703) 319-3820
 Custom Productions Inc. (310) 393-4144

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 Hackett Media Inc. (407) 333-9447
 Heckman Design Studio (616) 866-6997
 Horseshoe Productions Inc. (972) 509-9023
 Impact Target Marketing (508) 535-4500
 Intelligence (505) 243-4904
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 Robert Michelson Inc. (415) 626-6862
 Sam Shad Productions (702) 857-2244
 SuperSpots (312) 751-8999
 TM Century (972) 406-6800

WEB SITE SERVICES

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 Celebration Computer Systems (713) 625-4000
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 First Media Group (800) 321-2560
 Hackett Media Inc. (407) 333-9447
 Impact Target Marketing (508) 535-4500
 Intelligence (505) 243-4904
 Intervox Communications (202) 986-2636
 Jam TV (312) 642-7560
 Media Mark (704) 523-4488
 Mediacasting Internet
 Marketing Services (414) 926-9620
 Robert Michelson Inc. (415) 626-6862
 Neal Communications Inc. (800) 833-6325
 Networks (312) 654-7474
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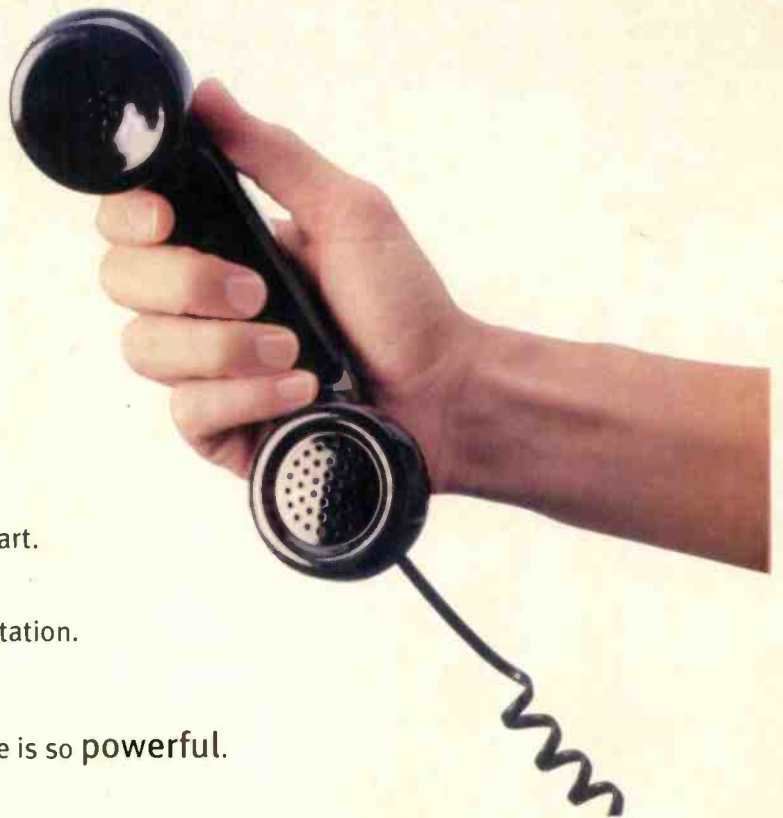
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