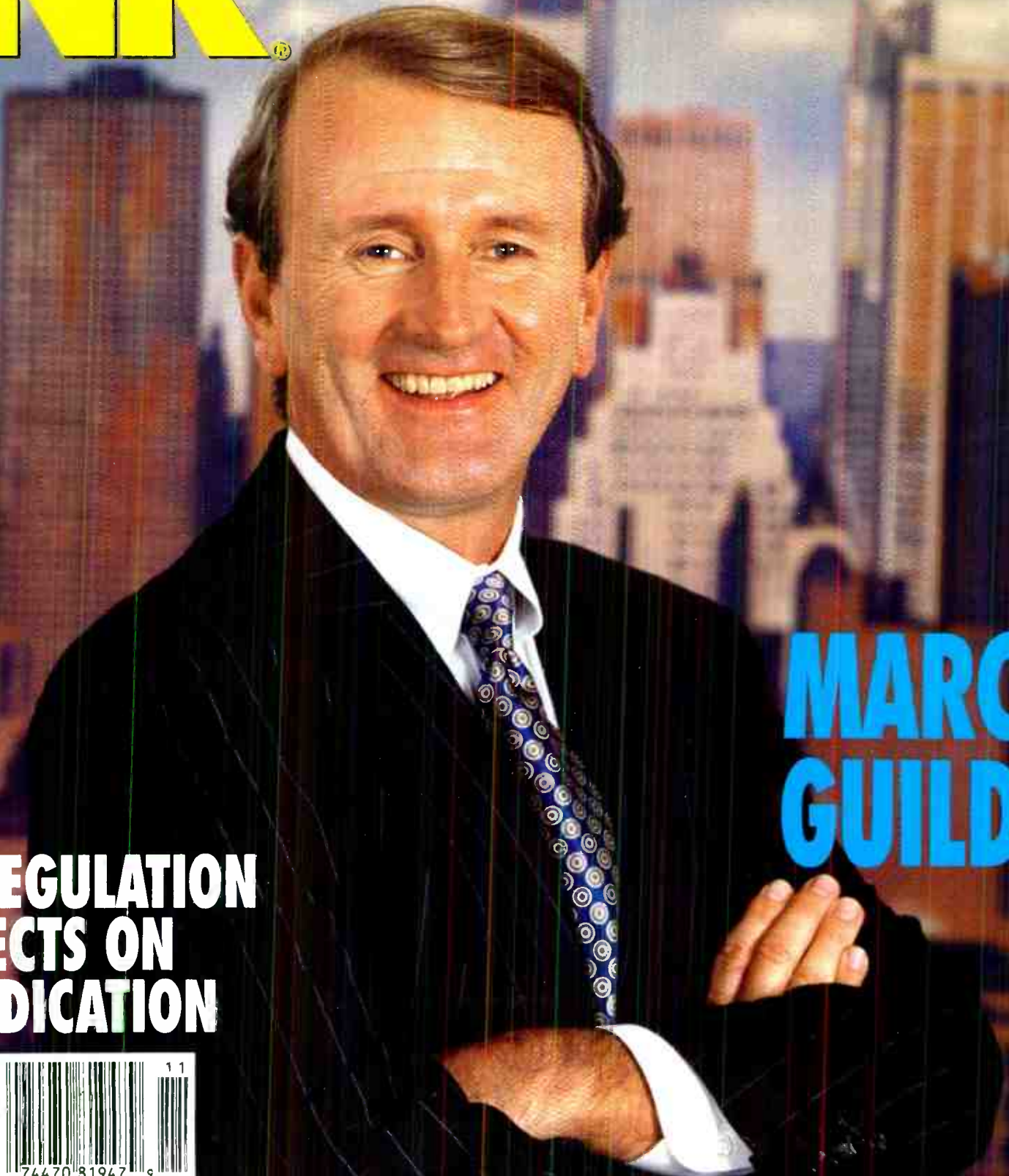


Radio's Premier Management & Marketing MagazineSM

RADIO INK



MARC GUILD

DEREGULATION EFFECTS ON SYNDICATION

Vol. X, Number 23
November 13-26, 1995

U.S.A. \$4.95
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Who Are America's Best? You Decide.

Being the best is worth recognition. Each year Radio Ink magazine honors the top people in the Radio industry by presenting the coveted Radio Wayne Award in each of several categories. If you know someone who epitomizes professionalism and has raised the overall level of excellence in Radio, this is an excellent opportunity to honor

them. To nominate someone for The Radio Ink 5th Annual Radio Wayne Awards, simply fill out the form below giving reasons you believe this person deserves the recognition, and mail or fax it to us by December 15, 1995. Finalists will be announced in January. Awards will be presented February 16, 1996, at the Friday luncheon in Dallas during the RAB Marketing Leadership Conference. You may nominate as many people as you please – for more than one nomination please photocopy the form below.

... And the Categories are:

- Broadcaster of the Year
- General Manager of the Year
- Sales Manager of the Year
- Street Fighter of the Year (Account Executive)

NOMINATION FORM



Nominee _____
 Nominee Station _____
 Nominee Phone _____

Nominating This Person For: (one only please)

- Best Overall Broadcaster (The Radio Wayne Award)
- General Manager of the Year
- Sales Manager of the Year
- Street Fighter of the Year (Account Executive)

Nominated by _____

Your Phone _____ Your Station _____

In 100 words or less, describe in detail why this person should be the recipient of this year's award. (Attach separate sheet)

Deadline: Entries must be postmarked by Dec. 15, 1995

Mail to 224 Datura Street • Suite 701 • West Palm Beach, Florida 33401 • 407.655.8778 • 407.655-6164

The Radio Wayne Awards are named in honor of Radio Wayne Cornils who has devoted his entire career to the betterment of training, professionalism and quality in the Radio industry. The award is not affiliated with the Radio Advertising Bureau.

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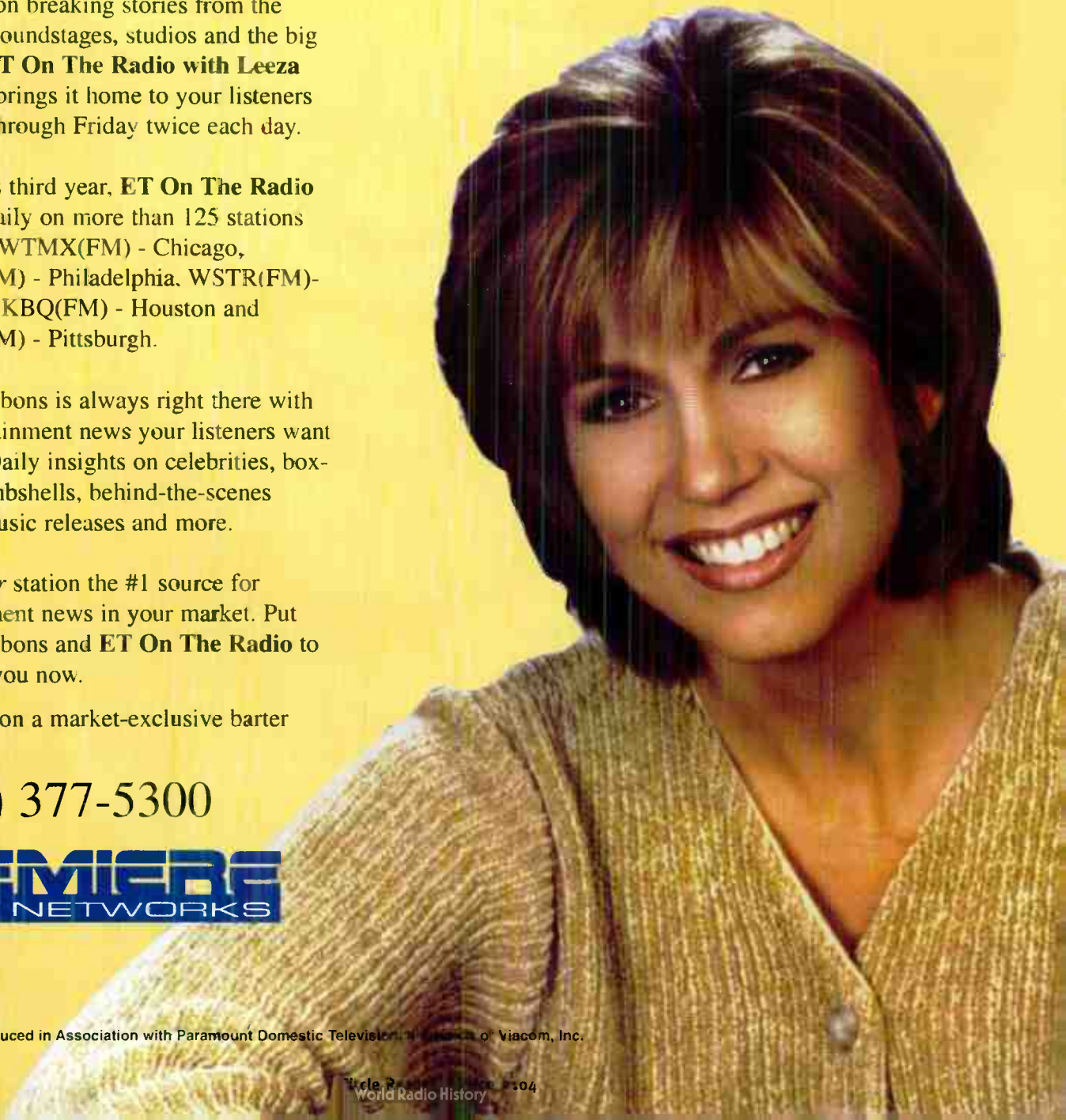
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PREMIERE
RADIO NETWORKS



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World Radio History 2004





FEATURES



30

INTERVIEW Marc Guild

Guild discusses Interep's innovations in training.

SPECIAL REPORT

36



Many of the major syndicators reveal how syndication will change in a deregulated Radio environment.

DEPARTMENTS

Publisher's Notes	6
People In Ink™	8
News	10
Million Dollar Club™	11
Reader Letters	13
Forum	14
Case Study	17
PD Forum	20
Events Calendar	45
Copy Clips™	46
Grapevine	50
Movers & Shakers	51
Product News	52
Sales Promotion Planner	53
Blast From The Past™	54
Advertiser Index	54

COLUMNS

Management	15
Three secrets of good financial management. <i>by Rick Ott</i>	
Marketing	18
The road map to success. <i>by Bill Burton</i>	
Sales	19
The case for a career rep. <i>by Philip LeNoble</i>	
Programming	21
The 23rd immutable law. <i>by Guy Zapoleon</i>	
Engineering For Management™	22
Budgeting for upgrades in '96. <i>by Roy Pressman</i>	
Promotion	23
Ways your station can benefit from an Internet home page. <i>by Bill Haley</i>	
New Business Development	26
New business development: no longer an option. <i>by Bob Davis</i>	

COMING NEXT ISSUE:

November 27

- Rich Wood, WOR Radio Network
- The Internet, the Worldwide Web and Home Pages

Cover photo by Ioann Dugan

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Talkradio's Other Voices

By David Rimmer

Radio, like TV and movies can, at times, be a copycat medium. One successful show begets spin-offs, clones and just plain imitations. It often seems safer to do more of the same than to innovate; there's nothing like a success to stifle creativity.

For those reasons, it's easy to understand why the continued direction of many radio stations and networks is to add an ever increasing number of conservative talk shows rather than to examine how we can expand our horizons. Nobody would ever have guessed that Rush Limbaugh would be as successful nationally as he has become, nor Howard Stern nor Imus. So how do we embrace the future and not fear it?

Innovators are often the target of skepticism – even ridicule – at least until the innovations begin bearing fruit. When SW Networks launched the Mario Cuomo

Show in June, competitors who had eagerly tried to sign him immediately began naysaying. Among the criticisms: liberal talkradio doesn't work, Cuomo is "too smart" for talkradio and that it doesn't sound like other, already successful, shows. Now, as the summer ratings continue to unfold, it's clear that the Mario Cuomo Show – an entertaining, thoughtful and informative talk show hosted by one of the most engaging communicators of our time who just happens to be liberal – is finding an audience. Not just in New York, and not just among older listeners. The Mario Cuomo Show is seeing audience gains among 25-54 year old listeners at KVI in Seattle, KEX in Portland and elsewhere, as well as at New York City's WABC and Albany's WGY.

Now SW Networks is launching two more innovative products for talk stations. SuccessRadio, which

contains useful and entertaining information from which we can all benefit. SuccessRadio combines the motivational elements of some of this country's most compelling speakers – the ones whose tapes listeners sometimes prefer hearing in their cars to live radio – with the multi-billion dollar self-improvement marketplace. Expect to see SuccessRadio imitators for years to come.

Our other new product line is a Talk Services Package. Created and produced by experienced talkradio programmers and producers, SW's Talk Services will give talk show hosts and producers a leg up on the competition. Who can't use more staff and more ideas but can afford to add to their head count? SW Networks will add to your staff without subtracting from your bottom line.

Innovation is a good thing, rather than something



David Rimmer
VP, Talk Programming
SW Networks

to fear. That's SW's operating philosophy. It is the method behind the madness of offering an alternative to copycat radio.

For complete details on SW Networks: The Radio Picture Company's programming, our new proprietary digital technology and multi-media on-line opportunities — plus an evaluation of which SW Networks programs or formats might be right for your station, please call SW Networks' Affiliate Marketing Department at 212-833-5400 or fax us at 212-833-4994.



RAB Progress The Best Yet



Every six months or so I'm invited to the Radio Advertising Bureau's board of director's meeting to observe their progress. It's an opportunity to see if

the promises from the last meeting were kept, and to see what is on the drawing board for the future. What I saw at the most recent meeting was encouraging.

I've attended all but one meeting since the beginning of the Warren Potash administration, and I've had an opportunity to see the big picture. I have to say that the promises Gary Fries made at the beginning of his presidency have come true. This is one of the most aggressive administrations I can remember.

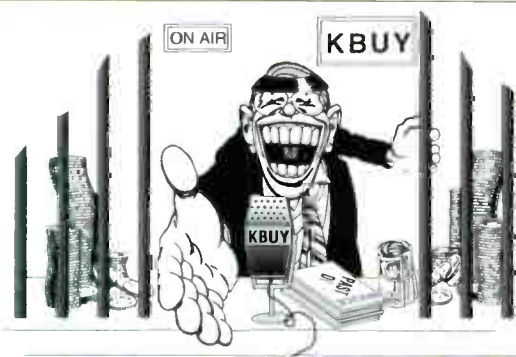
This year showed incredible progress in new membership for the RAB, in fact, the highest of all time.

RAB is providing some especially valuable services which are focused on helping stations get more business and more training. The monthly sales kits, including several step-by-step sales training meetings, are more focused than ever.

The newest RAB offering is their on-line service on the worldwide web. It not only offers Radio fact information for non-members curious about Radio, but it also offers members access to databases allowing them to pull thousands of tidbits of information that their sales crew can incorporate into their presentations. There are also databases of thousands of Radio spots of which you can search by select criteria ... and then, from your laptop, listen to audio of the spots in front of a client.

According to Fries better training is the one issue which will allow Radio to exceed the 6 or 7 percent piece-of-the-advertising-pie limitations it has had in the past. The RAB's training efforts headed by George Hyde have been very impressive, with thousands of Radio people trained every year. RAB has also implemented local job fairs to encourage minorities and others to consider Radio as a career. Though RAB offers boatloads of training, Fries emphasized that ultimate responsibility for training lies with station management.

The RAB is an organization on a mission to build Radio by truly focusing on the needs of the industry. Unfortunately RAB will probably always be cursed with small-market people saying it's a large-market organization, and large-market people saying it's a small-market organization. Frankly they are both. RAB's biggest challenge today is overcoming pre-conceived perceptions people have of what it is, based on what it used to be. This is not the same organization of even a year ago. Though the RAB will never please everyone, I for one think they are the closest they have ever been to doing just that.



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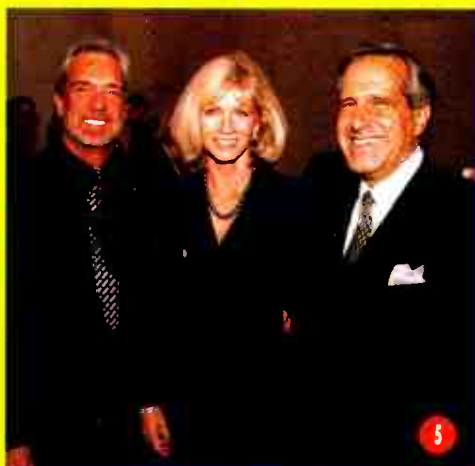
Roasted Osgood

It was all in good fun and a fun time was had by all at the Tenth Annual Bayliss Media Roast late last month at Manhattan's Waldorf Astoria. Hundreds turned up to watch CBS' correspondent and anchor Charles Osgood turn on a spit. Also in attendance were present and past Bayliss Foundation Scholarship recipients. Among those taking part in the roast were 1) l-r Fordham University professor Bill Small, comedian and voice-over talent Jim Flaherty, WOR Network's Daria & Ken Dolan, Kagan and Associates' Paul Kagan, roastee Osgood, and CBS Television's Harry Smith.

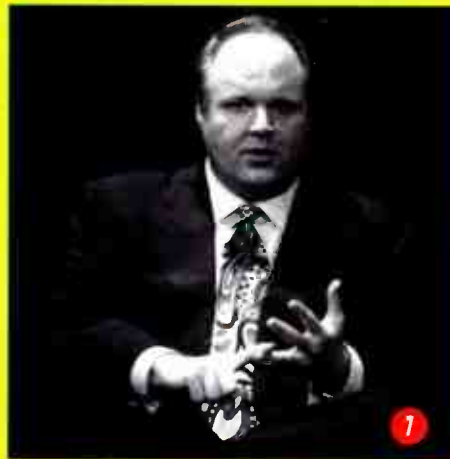


Historic Party

In honor of the 75th anniversary of Radio, New York's Museum of Television & Radio had their First Annual Radio Festival, a two-week festival celebrating the medium. The festival started with a big opening party that brought out a bevy of broadcasters and Radio dignitaries including 2) l-r MT&R President Robert Batscha, SW Networks President Susan Solomon and SW VP Leslie Bloch. Batscha



shows up again in a shot with 3) l-r Interep Chairman/CEO Ralph Guild, The Sillerman Companies Chairman/CEO Robert Sillerman and Westwood One Chairman/CEO Norm Pattiz. Doing the group thing was 4) l-r Maureen Donnelly and her husband WCBS-FM's Dan Ingram, EFM Media Management Chairman/CEO Ed McLaughlin, WMXV-FM's Jim Kerr, WBLS-FM New York's Chuck Leonard and WNEW-FM New York's Pat St. John. And looking absolutely smashing together were 5) Pattiz and his lovely wife Mary Turner along with Batscha.

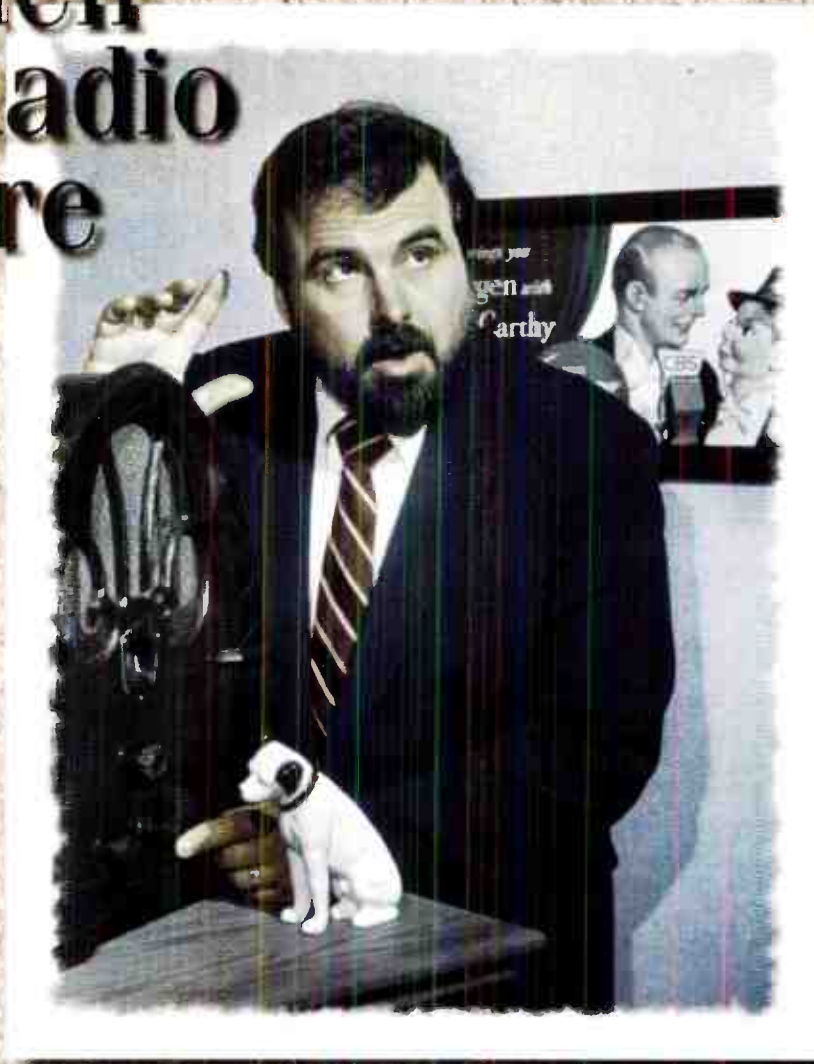


The festival itself featured seminars, broadcasts and listening series among other things. One of the seminars was by Rush Limbaugh called *Rush Limbaugh And The Talk Radio Revolution* (catchy). 6) Rush took a moment to pose with his boss McLaughlin (l) and Batscha (man, this guy is everywhere). During the seminar Rush talked about many things including 7) showing the audience he could count to six. — SD

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Survey Reveals Mixed Emotions About the NAB Convention

by Shawn Deena

News of the National Association of Broadcasters heading back to Los Angeles in '96 after an almost disastrous '94 Fall convention was not altogether well-received. In fact, according to a survey of the '95 vendor attendees conducted by *Radio Ink*, many either feel that L.A. is a bad place to have the convention or that it is too soon to return there.

Respondents were given a variety of issue-oriented questions dealing with the state of the convention now, options for the future and anything else they would like to see happen differently.

One question for which an overwhelming response was received was in which three cities the convention should be held if not Los Angeles. The majority opted for New Orleans, with San Francisco and Dallas close behind. In addition to their tabulated responses, many vendors chose to add comments about

problems they feel exist and what changes they would like to see made. Here's what some had to say (names have been withheld to ensure the confidentiality of the survey) ...

"The current structure, a joint convention with news, engineering and television creates too large of a convention. Attendees will not walk the exposition hall because it's too large and in most cases too far from meeting rooms, shuttle buses and hotels. Multiple hotels also make it difficult to network. There are multiple owners and GMs now who say it's not worth attending the NAB convention. Many would rather attend the RAB which is much easier to manage.

"A single hotel with connecting exposition halls works best for all concerned. Exposition hours should be split-up and shortened. Thursday and Friday 9 a.m. to noon and 2 p.m. to 6 p.m. Saturday should be from 10 a.m. to 2 p.m. The changing landscape of the Radio industry is creating less competition and fewer jobs. This will eventually result in lower attendance. The NAB needs to consider how it can best service its Radio members."

"Quality of attendees is very important. A large quantity of 'tire kickers' is much worse than a smaller quantity of buyers. Spring NAB is a zoo/circus/info overload. A smaller, quieter show when there's time to talk with customers is quite valuable."

"The exhibit area was too far from the seminar areas/rooms ... not enough time between seminars to spend quality time with vendors."

"Our feelings are that the NAB has never had any respect for vendors nor any interest in catering to our needs."

"A Radio vendors association is an intriguing concept ... but there are many crossover engineering products and applications that relate to both Radio and TV."

"A welcome change would be an exhibitor friendly/informative/accommodating convention that draws more programmers, consultants and managers."

"Do away with Saturday exhibits altogether. Plan more events to attract people to the exhibit floor."

"I feel the attendees have not supported the exhibits well in the last two years. We need more exclusive exhibit hours and more events on the exhibit floor."

"Beyond the mere combination of the four disparate conventions, consider this additional way in which Radio was sublimated in New Orleans: the Radio sessions were the farthest from the hotels. This may seem like a petty comment, but the farther away an event takes place from the hotels, the more likely participants are to simply network at the hotel and skip the exhibits and/or sessions.


"Furthermore, the joint exhibit floor makes special events designed to draw traffic difficult, if not impossible, to schedule (there were none this year in New Orleans) and I believe this is another reason that booth traffic is down significantly."

For now the NAB has proposed several changes for next year's convention in the form of their own survey asking exhibitors if they would be for or against the following:

1. For 1996, all conference programs and activities away from the exhibit floor will end at 3 p.m. on Thursday and Friday. While attendees traffic the floor throughout the day, this would allow attendees six exclusive hours to visit the exhibit floor on these two days.

2. Split the exhibit halls into television/video and Radio/audio and provide a 50 percent discount for a second exhibit space of equal or smaller size. By doing this NAB says it could keep relevant conferences located near the appropriate exhibit hall and could develop two distinct attendance promotion campaigns, one directed to the television/video/post production community and the other to the Radio community.

3. Other proposed changes include increased promotion of exhibits with an audience product preview sent to all prospective attendees, receptions on the exhibit floor, special events on the exhibit floor and more.

Radio Ink will keep you posted on the results of this survey. 

NCI VP MICKEY FRANKO DIES

The 51-year-old vice president of Radio for Nationwide Communications Inc. (NCI) died of cancer in Columbus, OH, late last month. Franko was responsible for the operation of NCI's 14 Radio stations in Baltimore, Cleveland, Columbus, Houston, Las Vegas, Orlando, Phoenix, Sacramento, Seattle and Tucson. He joined NCI in 1977 as GSM in Pittsburgh and took over as GM in 1980. He then moved, as GM, to

NCI's stations in Orlando and Phoenix before becoming VP of Radio. Franko is survived by his wife Linda Lee and daughter Courtney Lee.

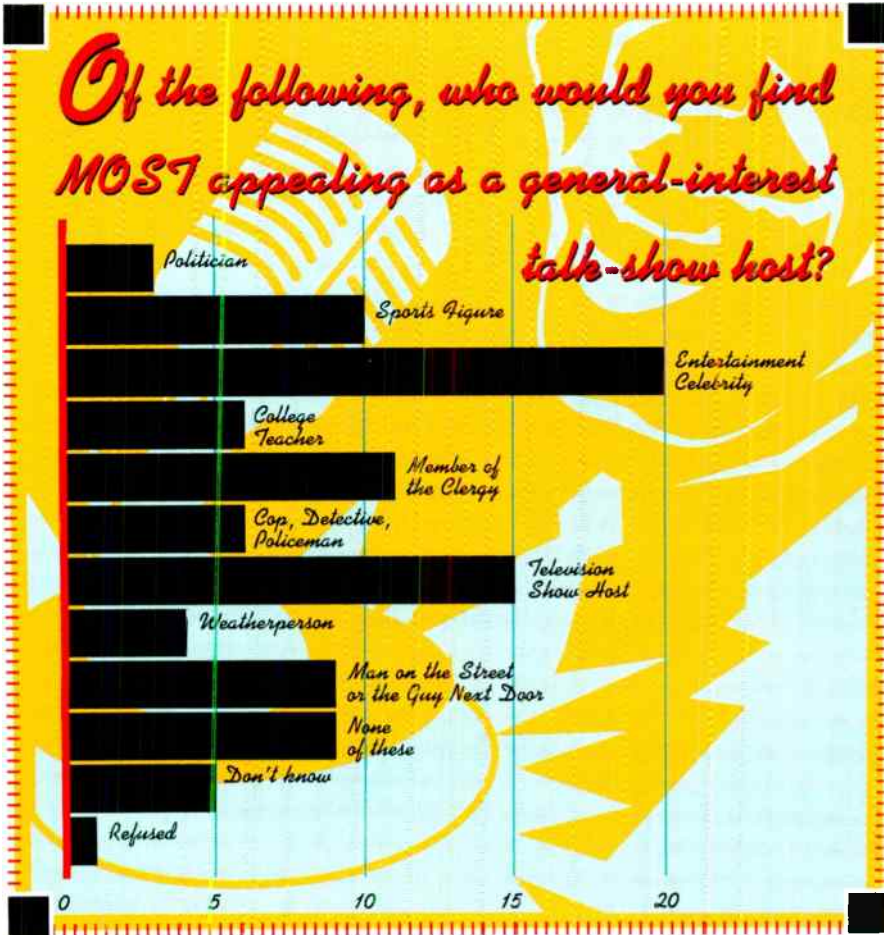
Long-time friend, colleague and NCI President Steve Berger said about Franko: "Mickey brought to the job a work ethic that was incomparable. In a business of illusion, Mickey was the real thing."



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- \$34 M:** WKLB-FM FRAMINGHAM (BOSTON), MA; SELLER: FAIRBANKS COMMUNICATIONS INC.; BUYER: EVERGREEN MEDIA CORP.; BROKER: MEDIA VENTURE PARTNERS
- \$2.25 M:** KNJO-FM THOUSAND OAKS, CA; SELLER: FLAGSHIP COMMUNICATIONS COMPANY INC.; BUYER: AMATURO GROUP OF L.A. LTD.; BROKER: THE EXLINE COMPANY
- \$2 M:** KUPL-AM PORTLAND, OR; SELLER: BAYCOM PARTNERS LP; BUYER: KPHP RADIO INC.; BROKER: LA RUE MEDIA BROKERS
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- \$1.55 M:** KPLM-FM PALM SPRINGS, CA; SELLER: R GROUP BROADCASTING; BUYER: RM BROADCASTING LLC
- \$1.04 M:** WLBI-FM WARRIOR, AL; SELLER: NORTH JEFFERSON BROADCASTING CO.; BUYER: NORTH SOUTH BROADCASTING CO LLC
- \$1 M:** WPVO-AM/WAEY-FM PRINCETON, WV; SELLER: BETAP CORPORATION; BUYER: PRINCETON BROADCASTING INC.

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Source: Radio Ink—Vallie/Gallup Radio Poll of 1,001 persons 18+, margin of error ± 3%

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READER LETTERS

An Up-And-Comer On Deregulation

I am the little guy who is busting butt to create a career in this industry. I am 25 years old and working on my ninth year in Radio. I care for this business (maybe too much) and refuse to stand silently by while other people are tampering with my career opportunities.

The positive side of deregulation, in my opinion, is that it will be a boon to the industry. I have long felt that Radio's worst enemy comes from within. I am all for the telecom bill before Congress for three reasons:

1. Get rid of those broadcasters who do nothing but perform poorly and continue to perpetuate the "black eye" they put into every market across the country.
2. Put Radio on the media map as the "leader" in marketing for today's businesses.
3. Allow Radio to open up and compete with the use of new technology.

The negative side, in my opinion, comes only from fear of the unknown. Will the aspiration of the next generation of broadcasters die with this bill? Have you considered what we think. I am not in a position now to be influential, but will be. Don't you want to know what the up-and-comers think. After all, if it weren't for the aspiring workers, where would the industry be?

When the war horses of the industry fade, how will the new regime take over? Is the telecom bill so self-serving that thoughts to longevity are cast away from the almighty dollar? The majority of opinions I have read and heard for deregulation are focused on "how much money can we make from this?" The most important issue to be discussed is how the public will be affected. After all, if not for the very people we deliver to businesses for the purposes of marketing we are nothing more than a high-tech stereo system.

If the public becomes disgruntled, we have a very large problem on our hands. I agree with many broadcasters that a good public policy should accompany the bill. I am for getting "father government" out



of our affairs, and let us be who we are — broadcasters. I am in no way suggesting that we don't need rules and regulations, but we do need serious reform. Does that reform rest in deregulation, or is it just another piece of rhetoric we don't really need to hear?

If someone out there can answer some of my questions, I would love to hear from you. Please feel free to call me at 601-388-2001 or respond here in *Radio Ink*.

Greg Arnold, NSM
WXBD-AM, WXYK-FM, WXRG-FM,
WXLS-FM, WXOR-FM
Gulf Coast Radio Services
Biloxi, MS

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What is your station doing to prepare your salespeople for upcoming elections?



Ray Schut, SM • KSOO-AM/KMXC-FM • Sioux Falls, SD

At KSOO and KMXC our policy is to have all advertising, whether it's local, state or national government, handled by management. In doing this our station can be certain all of the political forms have been filled out correctly, that our political rates are adhered to and that all of the paperwork is filed in the political file to go into our public file.

As far as the election coverage is concerned, KSOO will


do in-depth coverage of the primary and general election. We work closely with our programming department to determine how much time we have to sell. Our salespeople will be on the streets with a detail sheet that allows them to show the client where every break will be made and the client can choose where they would like their commercial placed. It gives the client more control over their advertising and makes it an easier sale for the salesperson. 



Debbie Seat, LSM • WNDE-AM/WRZX-FM/WFBQ-FM • Indianapolis, IN

Our station is structured so that local salespeople are not responsible for selling political advertising. The sales staff is kept quite busy all year selling three Radio properties. We, therefore, have a dedicated person whose responsibilities include public file, quarterly reports, research and national support. She coordinates

all political requests, paperwork and ultimately rates.

Local sales is notified of the political window and instructed not to take or create any business that would jeopardize our rate integrity. Be aware. Transfer the call. The complexity and importance of the political structure has simply become the responsibility of one focused person driven by the structure implemented by the GSM. 




Ted Peiffer, GM • KIMM-AM/KFXS-FM/KOUT-FM • Rapid City, SD

In some respects it is simple here, but in another way it can be complicated.

The simplicity is based on the fact that only myself, the NSM and the LSM handle political advertising, so there is some cohesiveness there and we're able to have the left hand know what the right hand is doing.

The complication only enters into it in regards to the

lowest unit rate. We have to make sure our sales staff understands that concept and that we keep our political rate in line with all the package deals or other special offers. Thankfully, we don't have to do much of that to get business, but you always worry about an AE whipping out his or her "special plan" on the back of a napkin over lunch. So our main preparation will be education of the sales staff about the lowest unit rate and implications that it brings in an election year. 

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Circle Reader Service #112



by Rick Ott

Three Secrets of Good Financial Management

There are three key financial secrets — that when understood and utilized, will not only make life a lot easier for you, but will make success a lot sweeter.

Secret Number One:

Every few years, an income-producing property or division will require an infusion of new or additional capital to revive its performance.

This is perhaps the best-kept secret in all of management. Why? First, it goes against the instinctive and wideheld belief that once you invest in a property, it should then provide you with an uninterrupted stream of ever-rising inflows, or return on your initial investment. Great in theory, but rarely does it work.

Second, new capital infusions — or the need for them — never appear in financial projections. What if your pro forma income statement for the next five years shows steady profitability in years one through four — then a big loss in year five? "Oh," you explain, "I have no idea what will go wrong, but I figure something will mess us up sooner or later. By the year 2000 we'll probably run into some serious trouble and need a million-dollar sugardrop from the home office to get us back into shape." Submit something like that and you've just bought a ticket to the managerial graveyard — even though your need-cash-infusion scenario may be very realistic.

A Radio station is a volatile and erratic income-producing entity. Regardless of how many years of good profits a station produces, that same station will get sick periodically. When it does, you can let it suffer — even exasperate the suffering by cutting back on its care and

feeding, or you can provide the best health care and rehabilitation available to make it strong and healthy again. The former approach will likely result in the station's near death, and you might have to sell out at a less-than-favorable price. The latter approach will provide you with an above-average income producer for the next few years, whose asset value will rise significantly.

Secret Number Two:

You build wealth by paying now and using later.

For example: Say you purchase 1,000 T-shirts and pay for them in one cash payment, expensing them over three months. But you use the T-shirts over the next 12 months. Nine months out of 12 you are using an asset that's been totally paid for in the past. Over time, your cash reserves get ahead of your expenses, with increasing magnitude.

The opposite strategy — use now, pay later — has exactly the opposite result. Let's say you use all 1,000 T-shirts in the next three months, but you expense them over the next 12 months (or worse, pay for them over time, incurring interest). Nine out of 12 months, you're doing without T-shirts yet can't purchase more because you're still incurring the expense of the last batch, which are long gone. Or, you go ahead and purchase another 1,000 shirts anyway, piling more expense on top of existing expense. With use now, pay later, you dig yourself into a deeper hole with each passing month, as your expenses get ever farther ahead of your cash.

Secret Number Three:


How you invest your capital determines your future.

QUICKREAD™

- Every few years, an income-producing property or division will require an infusion of new or additional capital to revive its performance.
- You build wealth by paying now, using later.
- How you invest your capital — what and when you buy — determines your future.

Every manager has limited capital to spend. You can't buy everything you want or need; you have to make choices.

Making good investment/expenditure choices is largely a function of wisdom. There's no one way to do it. There are, however, three commonalities of successful managers when it comes to making expenditure decisions:

- Keep an even balance between hard assets and soft assets. Example: Give as much attention to building, equipment, and supplies as you do to salaries, programming, and marketing.
- Things that are visible to the public and clients, such as your on-air product, sales collateral material, and marketing, usually come first. Non-visible things, such as offices, support staff, and salaries, usually come later.
- Be selectively frugal. Watch expenses, but don't skimp when it comes to improving or maintaining the value of the franchise. Never forget that your product and marketing are your jet and fuel that keep you flying. 

Rick Ott, MBA, is president of the management consultancy Ott & Associates in Richmond, VA, and author of "Unleashing Productivity!" and "Creating Demand." He may be reached at 804-276-7202.

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CASE STUDY



Dwight Case

What reforms in election law for broadcast do you think need to be made?



Christopher Dahl

**Christopher Dahl, President and
Lance Riley, General Counsel
Children's Broadcasting Corporation**

The NAB opposed the mandating of free time to respond to political advertising and also opposes increasing the current discount on ad rates given to political candidates. We are also concerned about attempts to reform both election laws and campaign financing on the backs of broadcasters.

We share congressional concern over the increasingly heavy use of negative ads. One remedy for this can be found in proposals that require proper appearances in ad spots by candidates themselves in order to receive the discount rates. In this way candidates themselves must take responsibility for their messages. We feel this measure should be adopted.

Congress considered and let die new political broadcasting legislation in the 103rd Congress and is considering it again in the 104th. Speculation is that it will be sent on to an expert "commission" to do the bulk of the work, which may be a good idea. If not a special commission, then, as the NAB suggests, with appropriate congressional oversight, the area of political advertising is one that is suitable for FCC jurisdiction. The FCC's expertise and regulatory flexibility should be utilized.

According to a 1987 NAB study, candidates for federal office in 1986 spent less than 25 percent of their budgets on Radio and television advertising. Perhaps congressional focus should be on the other 75 percent of campaign budgets. Tackling reform in this part of the equation involves many topics — beginning with consultant fees and ending with a slew of other equally examinable items. The broadcast advertising piece of the campaign spending pie is a relatively small one and focusing all campaign reform attention on that portion of the pie is neither fair nor effective. ☐



**Dale Weber, President
WLRW-FM/WIXY-FM
Champaign, IL**

Lowest unit rates for political candidates is not having the desired effect. Many broadcast executives are simply avoiding the whole issue by not accepting advertising from anyone but federal candidates. In the final analysis, is this what Congress intended? I think not. Political advertising should be treated the same as other advertising. I would suggest that we scrap the whole issue of requiring the lowest unit rates. Most candidates don't use their voice except to tag their spot in order to qualify for the lowest unit rate anyway thereby circumventing part of the law.

This reform in election law for broadcast would guarantee more access for all political candidates, not less.

When broadcasters at the local level are allowed to do business without the reporting and documentation requirements present rules require, everyone benefits. Broadcast executives will be more willing or even eager to do business with political candidates because of the obvious profit motives. What we have now is a significant incentive to not embrace political advertising from all candidates, therefore restricting access to many broadcast stations. As is often the case in our free enterprise society, when we fool with the profit motive, bad things happen rather than good. ☐

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Circle Reader Service #114



by Bill Burton

Road Map To Success

If You Don't Know Where You're Going ...

In today's high-tech, fast-paced business world, it's imperative you have goals and objectives to ensure you're travelling on the right road.

Every book you read on success, motivation, sales and marketing emphasizes goals and objectives. Check with Barnes and Noble ... they have 967 books that will confirm the following.

All successful people have a road map to success. They know where they're going and how they're going to get there. Peak performers are obsessive goal setters. They are motivated by a burning desire to succeed.

If goals are so important for success, why do so few people have them? Most studies show that less than 3% of the people have goals and less than 1% write them down.

A Yale University study asked graduating seniors: Have you set clear specific goals for your life? Have you written them down? Have you made a plan to accomplish them? Only 3% had written down their goals and had a plan to accomplish them.

Twenty years later, researchers interviewed survivors of the graduating class. They found out, astonishingly enough, that the 3% who had set goals had greater net worths than the remaining sum total of the 97%.

Clearly, if you want to succeed in this world, you must have a plan. In the

words of Hugh Redhead, former president of Campbell Ewald, "A plan is not a plan unless it's written down."

Where Do You Want To Be?

How do you develop your plans/your goals? It starts with taking audit of where you are and where you want to be personally, professionally, and monetarily. What do you really want? What do you have a burning desire for? What are your dreams? Write them down. Make your wish-list as long as you want. There's absolutely nothing wrong with dreaming big. In fact, too many people don't dream or think big enough. After you've compiled your dreams and wishes, it's time to divide and conquer. You want to eliminate and get to your most desired goals.

Let's say you've listed 20 goals. Eliminate five goals at a time until your five most desired goals remain. Then list those five goals in order of importance to you. After you've done this you may well want to expand your goals back to a larger number (perhaps 10) or into individual categories. Naturally the number of goals is not the important point. What is important is what you can truly digest and focus on.

The key to your goals is to have a passionate desire to reach them — you want them so badly that you're willing to make sacrifices and extra efforts to accomplish them. Then set a definite time plan to accomplish these goals ... I'll be sales manager in two years, president in six years, etc.

Psycho-Cybernetics

Next consider using Dr. Maxwell Malt's famous Psycho-Cybernetics to develop your goals into reality. His sys-

QUICKREAD™

- Successful people have goals.
- Successful people develop a plan to achieve their goals.
- Successful people put their plan in writing.
- Successful people know success is a journey, not necessarily a destination.

tem is simply develop your goals and strengths until they become life-long winning habits similar to tying your shoes. Example: Pro golfers develop a successful swing and then repeat success.

List your goals on a card and read and repeat them daily until they become that burning obsession ... that enormous desire to win. You'll be amazed that the more you repeat your goals, the more possibilities you will conjure up to achieve them. Your ideas will begin to have a wonderful snowball effect.

My friend, Ren McPherson, former chairman of Dana Corporation, and one of the executives featured in Tom Peters' books, "In Pursuit of Excellence" and "Passion for Excellence," would quickly tell you that to win you must have goals.

When I first met him, years ago at Hillsdale College, we were visiting our children on Parents' Weekend. Ren said, "You know, I love the business world but I think in about five years my goal is to be in the academic world. Sure enough, five years later Ren became the Dean of Stanford Business School.

Follow the above and enjoy the journey as you travel the road to success. Bill Burton is president/COO of the Detroit Radio Advertising Group. He may be reached at 810-643-7455.

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by Philip LeNoble

The Case For A Career Rep

Before You Jump Into Management Consider This ...

Just as you start to make your first \$100,000, the boss calls you in and wants to give you a promotion to sales manager. You've often thought that would make everyone at home extremely happy. But will you be happy in your new position? You've worked very hard to build long-term base business and there are not a lot of AEs who can match the service you gave your clients. Why give up all the freedom, fun and money? As a manager, you will have to worry about everyone else's personal, professional progress, their ups and downs, their triumphs and disappointments.

On the other hand, if you don't take the promotion, chances are you might not get another shot. Besides, most of the sales reps you helped train when they came in to the company might become your boss. It could be real tough working for a former subordinate.

Contemplate Your Options

Then again, are you comfortable knowing that if you take that promotion, you might go from being completely happy to being totally miserable. Now is the time to contemplate your options. You could try that management position and if you don't like it, you could move back into sales again. The question is, would you be able to get your same list back after you gave most of it away?

Why give up what you love doing the most? How many managers do you know would rather be selling again if the opportunity presented itself? The thought has gone through their minds often after they've been beaten up because they were short on projections.

While you have excelled in sales, management requires a very different set

of skills and responsibilities. As a sales professional, you are the free-thinking, innovative, creative, entrepreneurial spirit who makes the most money in the sales department, one who is greatly respected by clients, peers, management and ownership. That's not to say you wouldn't earn that type of respect as a manager; it just takes a long time.

And consider this: when there is a cutback, downsizing, restructuring in the company, aren't middle managers the first ones to catch the bullet? Also, experience has taught us that the top guns aren't always the best teachers or managers. And if you take that promotion, you can't make all the salespeople into clones of yourself either. Each salesperson on your staff is an individual. What if some of the AEs of whom you will be in charge are quite happy with their current income and their spouse is making almost an equal amount of money? Are they going to push the envelope to drive more than "just their budget"? Can you count on them to generate new business and help you set the tone for your department's success?


And a promotion doesn't mean you are going to make more money. When you become a manager, you must be willing to sacrifice your previous earnings for quite some time or at least until you get the next higher position. When you become manager, it will no longer be your sales performance that will be judged; it will be the unpredictable performance of others. As a manager you'll have to project budgets, train, motivate, hire and recruit endlessly and stay up nights staring at the ratings differential with sales. Whom you might have thought would be your top-

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- As a manager, you will have to worry about everyone else's personal, professional progress, their ups and downs, their triumphs and disappointments.
- On the other hand, if you don't take the promotion, chances are you might not get another shot.
- Before you say "yes" to that promotion think about it.

performing new hire may be a total disappointment. Other people will complicate your life. What if you had to fire your best buddy with whose family you spent many happy vacations? How will you cope with sexual harassment potential, sales reps getting divorced, single parents never making 8 a.m. or 5 p.m. sales meetings?

Don't get me wrong. I have met some of the happiest of people who enjoy being a manager. I'm trying to inspire you to think of sales as a career profession; trying to say that if you are a successful professional in sales, you do not need to become a manager to attain mastery. When you can go to the bank and make big deposits, drive any car you want, spend time with your family, return to school and get that degree you've always wanted, become a Big Brother or Big Sister, enjoy vacations, shop for the best fashions or home furnishings, what else do you need to prove you made it?

Before you say "yes" to that promotion think about it. And good luck with your decision; it's a tough one but now you might be better prepared. 

Dr. Philip J. LeNoble is chairman of Executive Decision Systems Inc., a local-direct sales training company in Littleton, CO, and publisher of Retail Insights. He may be reached at 303-795-9090.

What is the appropriate time to begin airing holiday programming and what should it be?



Chuck Brinkman
KLUV-FM
Dallas, TX

In the Oldies format the best time for airing holiday music is the Friday after

Thanksgiving which is traditionally the busiest shopping day of the year. Since our format is built upon heritage artists I always start with the standard Christmas oldies such as: 1. *Jingle Bell Rock* — Bobby Helms; 2. *Rockin' Around The Christmas Tree* — Brenda Lee; 3. *Little St. Nick* — Beach Boys.

As the days get closer to December 25, I increase the number of Christmas songs and artists. We'll play one per hour December 15. Then two per hour until December 24. I stay clear of the MOR-type artists such as Andy Williams and Johnny Mathis until the 24-hour Christmas special Christmas eve at 6 p.m. through Christmas day. The one exception to our programming is a local artist, Vince Vance and the Valiants, and a ballad called "All I Want For Christmas is You." Although the song has no heritage as a Christmas staple, the fact that the artist is an oldies specialist and the song has a doo-wop feel makes it one of our top three requested Christmas oldies each year. ☒



Jack Armstrong
KLTB-FM
Boise, ID

Everyone has his/her opinion of what's best. At KOOL 104, we look

at what's going to be the most fun.

We will kick off the holiday season just like any other retail merchant, the weekend after Thanksgiving. Starting on Friday at 3 p.m. through 6 p.m. Sunday, our special weekend will be oldies Christmas music, two to four cuts an hour with a real "tongue in cheek" approach — the announcers doing the "bah-humbug," special weekend liners joking about Christmas overload and so on. It's heeerrreee.

We will then go to a reduced playlist of Christmas tunes. One cut per shift through December 10. Two to three cuts per shift through December 17, then one an hour through Christmas enhanced with original Christmas jingles and station liners. KOOL 104 celebrates the holiday season with oldies music only. We don't use special programs and/or shows. For us, it just works better that way.

Taking a less than serious attitude about Christmas music has proven a real winner with our listeners. ☒



Adam Goodman
WNEZ-AM/WZMX-FM
Farmington, CT

Christmas is unique because it's the granddaddy of all holidays. It's the

chance to get involved with charities, run special contests and have fun with unique music all at one time.

Even with Thanksgiving as early as it is this year, starting the Monday following Thanksgiving seems to make the most sense. Thanksgiving is its own holiday and I try not to confuse the two. We start adding the Christmas programming really slowly and add more and more each week ending with the biggest day, the Friday before Christmas. From the 22nd to the 25th, any participation from the audience becomes difficult and we wind up leaning on music as our primary Christmas programming. In the end, successfully programmed Christmas seasons are the ones where no other station in your market sounded anything like yours. Everyone can play Christmas music. ☒

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by Guy Zapoleon

The 23rd Immutable Law Deliver To Expectation

Life's lessons are simple (but we always learn them the hard way).

As I get older... life's truths become clear and most of these truths are very simple.

1. Treat people as you would like to be treated.
2. You can't always judge a book by its cover.
3. You get what you pay for.
4. "It's not the big things that will kill you, it's the little things" . . . Lou Goldman

In Radio, the marketing rules I subscribe to come from the brilliant Ries and Trout. In their book, "The 22 Immutable Laws of Marketing," they summarize most of their first three books into 22 basic truths about marketing a product. If I may be so bold, I would like to add a 23rd ...

Law No. 23 ... Deliver to Expectation

A perfect example is that very unpleasant experience where you pick up your glass expecting milk and discover as you drink it that it's orange juice ... yeech. How about going to your favorite restaurant after many delicious dinners and getting a poor quality or badly cooked meal. How about tuning in your favorite Radio station and discovering it has changed format ... that's one of the biggest disappointments of all

One of the most critical and most forgotten rules that contributes to the success or failure of Radio stations is delivering to the expectation of the listener.

The Lessons Are Endless

Q105

Probably the biggest example of a Radio station not delivering to expectation was Q105 Tampa. Here was a Radio station that had spent over a decade

creating an expectation of offering music, mornings, and service elements for 25+ adults. It was also the Top 40 for Tampa because it was Tampa's primary, and at times in Tampa the only, choice for Top 40 hits. Q105 was number one and maintained double digits 25-54 numbers for years.

When Jacor realized that there was a hole for a younger Top 40 product they put on the brilliant Rhythm Top 40 "Power Pig" which did the greatest job I've ever heard of making Q105 seem obsolete to the younger audience in Tampa. Instead of taking that "White Knuckle Colorado River Raft Ride," losing some shares, but still maintaining No. 1 25-54 Adults as the Adult Top 40 or even Hot AC, Q105 reacted to the tricks and audio barbs shelling them from across the street. The team that made Q105 so great — Michael Osterhout, Randy Kabrick, and Mason Dixon — were fired. Then the new Q105 team that followed was led to believe that the only way to be a Top 40 was to protect the younger base.

Bulls**t ... Deliver to Expectation.

The sad fact is that Q105 became a younger Radio station than even the Power Pig was ... blew off all the 25-54 numbers it had, splitting the 12-24 audience ... Power Pig gleefully watched from across the street as the "Q burned." Clear Channel eventually took over and changed the format to Country. Mason Dixon went across the street and created one of America's most successful Hot ACs.

The Power Pig, who had sole possession of the Top 40 franchise, recently moved mainstream as 93.3 FLZ and is currently the No. 1 Radio station in Tampa (with great 25-54 numbers as well).

QUICKREAD™

- One of the most critical and most forgotten rules that contributes to the success or failure of Radio stations is delivering to the expectation of the listener.
- Probably the biggest example of a Radio station not delivering to expectation was Q105 Tampa.
- Call letters, station names, and even frequencies can be permanently linked to the most successful format/music brand listeners associate with those call letters.
- Don't learn your Radio lessons the hard way. To succeed, you must follow the 23rd immutable law: Deliver to the expectation of the listener!

When Will They Ever Learn?

WNCI

Researchers and consultants are always telling us to look into the future and take our station "where the puck is going to be" instead of delivering to expectation. My friend, Dave Robbin, of WNCI related the following story to me. For most of the past seven years WNCI was the No. 1 Radio station in Columbus as an adult Top 40. A little over a year ago, conventional wisdom said Top 40 was over. Dave felt that WNCI had better quickly occupy the Hot AC territory before a "Mix" station debuted across the street and took the position away. WNCI lost several shares and fell out of the top three, losing several shares of 25-54 by becoming too adult with their music.

Stung by Law No. 23 ... Deliver to Expectation.

First Impressions Are Lasting

When a Radio station debuts with its



by Roy Pressman

New And Improved Budgeting for Upgrades in '96

When should you replace equipment at your station? Are you tempted by the new digital technology? If you are like most broadcasters, you will shortly be budgeting for the year. It's important to talk with each of your department heads to find out what is needed in each department. Make a master list and set your priorities. Here are some ideas to get you going.

Useful Lifetime

How do you know when it's time to replace your equipment? Certain types of equipment such as transmitters, audio consoles, microphones and STL links can be used reliably for at least 10 years provided you don't cut corners with the initial purchase. Keep track of reliability and maintenance costs to determine when other equipment is past its prime. Technology is really what dictates the timing on equipment purchases now. Computer systems are replacing more and more equipment in the studio every day. Oh, and don't forget to plan on

replacing these computer systems at least once every three years.

Audio Processing

Digital audio processing has been out for a while now. These devices are extremely flexible and can usually be remotely controlled which allows for "armchair" adjustments from almost any location. It is always a good idea to test-drive an audio processor before you buy. Just because the processor is digital doesn't mean it sounds good. In fact any processor can be mis-adjusted to sound absolutely terrible. Before you buy, have your engineering department put the processor on the air. Do some careful listening on different Radios. So you don't lose your frame of reference, make small adjustments over a period of time to see if the sound you are looking for can be achieved with the particular audio processor. If you can't make it sound good, try another. Speak with your equipment dealer to see what is available on a demo basis. Do you like the way your competition sounds? What are they using?

QUICKREAD™

- Technology is really what dictates the timing on equipment purchases now.
- Digital audio processing devices are extremely flexible and can usually be remotely controlled from almost any location. It is always a good idea to test-drive an audio processor before you buy.
- Your transmitter site should consist of a reliable main transmitter and a reliable back-up.
- Both your studio and transmitter should have reliable back-up power generators.
- Are you still using cart machines for your commercials? It's time to make the jump to digital.

Transmitters

Your transmitter site should consist of a reliable main transmitter and a reliable back-up transmitter. Tube-type transmitters are being replaced with solid-state transmitters, which require almost no maintenance. If you need a new AM transmitter make sure that you thoroughly investigate

24 ▶



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Circle Reader Service #116

PROMOTION



by Bill Haley

An Internet Home Page

10 Ways Your Station Can Benefit

There's been a tremendous amount of hype about the Internet over the past 12 months. Look past the hype, though, and you'll see that there are some very practical and cost-effective ways you can use the Internet to market your station.

The Internet is a global information and communication network that is currently used by some 30 million people. Users primarily fall between the ages of 15 and 49. Within three years, the number of users will more than triple.

There are three reasons why the Internet now enjoys a broader appeal. First, it is easier to use than before. New "web browsing" software, such as Netscape, makes the Internet as easy to use as any Windows or Mac program. Second is the proliferation of information available on the Internet. No matter how obscure your interest, you will likely find a wealth of information on it. The third reason has to do with publicity. Everybody has heard about the Internet; everybody wants to see what it's all about.

As a Radio station, your interest is

in creating a "home page" on the Internet's worldwide web. A home page is simply one or more computer screens you create for the world to see on the Internet. Your home page can be a marketing tool for the station, and it can also be revenue-producing. Let's take a look at 10 specific ways your station can use a home page.

Using Your Home Page

1. Provide programming information. From weekly playlists to jock bios (including photos), you can show listeners and potential listeners what your station has to offer.

2. Create an electronic newsletter. Everything you can put in a newsletter you can put on your home page. It's much easier to produce than a conventional newsletter, and much less expensive.

3. Provide contest and promotion information. Your promotion department can post details of on-air contests, upcoming promotions, maps and directions to events, etc.

4. Get listener feedback. Your home

QUICKREAD™

- Your home page can be a marketing tool and a revenue-producer for the station.
- From weekly playlists to jock bios (with photos), you can show listeners and potential listeners what your station has to offer.
- Your home page can allow listeners to send you e-mail messages; get their feedback on station programming, personalities, promotions, etc.
- Link your home page to an advertiser's home page.
- Promote your station to advertisers. Create an electronic sales kit. This can be especially useful for national sales.

page can allow listeners to send you e-mail messages. Get their feedback on station programming, personalities, promotions, etc.

5. Station imaging. Being on the Internet is cool. By promoting your home page, you're letting listeners know that your station is on the cutting edge.

6. Create pages for your advertisers.

24 ▶

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PROGRAMMING

◀ 21

original format and if its call letters are in place, if that station had any success at all, that format has created a majority of the market's expectation for those call letters.


- Q105 was an adult music station, not a Rhythm Top 40.
- WNCI was a mainstream Top 40, not a Hot AC.
- Most Heritage Rock stations will have a tough time becoming the Alternative station.

Perception is Reality

I know of a Radio station we'll call "Fox" that changed to a Classic Rock station from an AC but kept its call letters. There was heavy, heavy TV marketing done for Fox. One year after this major format change, focus groups were done. A woman who was a P1 fan to Fox was asked what she thought of the station, and she said that while they still played Amy Grant and Michael Bolton (false) they also were beginning to play hard rock music which she didn't like and now was in the process of changing P1 stations ... after one year.

This woman was still a P1 fan even though the format had changed and she still thought she heard Michael Bolton even though the station hadn't played him for a year. Why? Because the Fox had been an AC station for five years and she expected what she remembered Fox to be.

Call letters, station names, and even frequencies can be permanently linked to the most successful format/music brand listeners associate with those call letters.

Remember ... First impressions are lasting. Perception is reality. Don't learn your Radio lessons the hard way. To succeed, you must follow the 23rd immutable law: Deliver to the expectation of the listener! 

Guy Zapoleon is president of Zapoleon Media Strategies and works with associates Jeff Scott, Steve Wyrostok and Mark St. John. Guy may be reached at 713-980-3665.

ENGINEERING

◀ 22

solid-state models. Although FM solid-state transmitters are available, if you need more than a 1 KW transmitter, the cost will

be considerably higher than the same transmitter utilizing tube technology.

Generators


Both your studio and transmitter should have reliable back-up power generators. The generators must come on-line automatically, via an automatic change-over switch, whenever there is a power failure. Your fuel tank should be big enough so that you can run on generator power for at least 48 hours. It might also be a good idea to make sure your generators meet current environmental and EPA standards. An update to your generator installation will be much cheaper than an environmental cleanup. (It's not uncommon for these cleanups to cost \$30,000 to \$50,000.)

Digital Storage

Are you still using cart machines for your commercials? It's time to make the jump to digital. There are many good hard-disk-based systems on the market right now. If hard-disk storage scares you, look into minidisc player/recorders. Minidisks store multiple cuts (up to 74 minutes of audio) on a miniature re-recordable CD called a minidisc. There are also floppy disk-based storage systems available.

Mike/Mike Processing

A good mike and mike processor can really enhance the sound of your air staff. Condensor mikes from Neumann and AKG are well within the reach of most stations' budgets. Add a mike processor from Orban, Symmetrix, Air Corp, or Valley and you've got a winning on-air combination.

CD recorder—If you're playing your music on-air from CDs, a good addition to your production room is a CD recorder. You can customize your own music CDs or put all your promos and IDs on CD. These CDs can be recorded once but played back like a normal CD. 

Roy Pressman is director of engineering for WLVE/WINZ/WZTA in Miami. He may be reached at 305-654-9494.

PROMOTION

◀ 23

Your home page can include pages dedicated to sponsors. You can create a screen

just for Coke. Or have your playlist sponsored by the local record store.

7. Link your home page to an advertiser's home page. If an advertiser already has one, you can build in a link that takes people directly from your station's home page to the advertiser's.

8. Use it as a supplement to an advertiser's Radio spot. Your home page can include information you can't get into a 60-second spot, such as detailed product info, photos and logos. You can even create a coupon, which the user then prints out.


9. Set up an e-mail account for an advertiser. Users of your home page can send an e-mail message directly to one of your advertisers. It can be a response to an offer, request for more info, etc.

10. Sell your station. While you're at it, why not promote your station to advertisers? Create an electronic sales kit—especially useful for national sales.

How do you get your home page up and running? First, consider what types of information you will want to include. There's nothing wrong with starting out simply, and expanding the page as you go along. Then, consider a structure for it. Take a look at some of the existing home pages that other stations have set up. See what you like and what you don't.

A home page is not unlike a Radio station in some respects. A person will sample your home page once. But he'll only come back again and again if it provides meaningful, timely information or real entertainment. Your home page also needs to be visually compelling and user-friendly. The "look" (layout, graphics) and content of the page are absolutely critical. These design elements are the main determinants in how widely accepted your home page will be.

You will probably want to enlist the services of a company that has experience in designing and setting up Internet home pages. Once your station's home page has been established, you can, with proper training, maintain it in-house.

The Internet has great promise for stations that exploit it intelligently. Eventually, most Radio stations will have a presence on it. Get in on the ground floor and set up your home page now. 

Bill Haley is president of Haley Productions, a film, video and multimedia production company and Internet service provider specializing in Radio. He may be reached at 610-892-7970.

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World Radio History



by Bob Davis

New Business Development No Longer An Option

Any good businessperson needs certain questions answered before an investment is made. What is the cost? What kind of return can I expect? How long will it take? The Radio industry invests millions of dollars every year in programming and promotion but relatively little in developing new revenue streams. We spend thousands of dollars each year for ratings and computer programs to dissect and justify our numbers. We count on increased ratings and that 6 percent increase expected for advertising each year to meet our budgets and still invest little to grow new revenue streams. Now that budget time is here again let's take a look at what kind of investment it takes to develop a new business development department focusing on nontraditional revenue at your station.

What It Takes

First you must be willing to make a commitment and an investment in the department. The first step is to develop a plan. To make your new department as successful as those already making it happen around the country you should consider hiring a new business development director. Some stations have their sales manager in this role. This is usually a salaried position with an override. The current average salary is \$37,000 and around 5 percent in override on the new business developed. Your next decision is whether to hire a consultant to work with you. The average you will invest is

around \$25,000 per year for these services. By hiring outside help you benefit from that person's experience and knowledge in developing new business from nontraditional sources. It can get you up and running faster.

Now let's look at what kind of return can be expected. Again let's look at averages. In year one, 5 to 8 percent of your local billing will come from your new business development department. If your station bills one million dollars locally this department will account for anywhere from \$50,000 to \$80,000 in the first year. In year two this percentage should increase to 8 to 12 percent or \$80,000 to \$120,000. In year three you should see a 12 to 15 percent increase or \$120,000 to \$150,000. The actual dollars will depend on your local billing figures. Some stations are outperforming these averages. As you can see compared to the investment, the return is there. In fact your return on investment by year three will approach 75 percent. Don't forget these are all brand new net dollars.

Other Factors to Consider

There are a number of other factors to consider in developing new business from nontraditional sources. The first is to determine if you currently have the relationships you will need. The second is to determine whether you have the knowledge necessary to speak the language of retailers and manufacturers. Basically, do you know who to talk to, how to find these decision makers, and what to say to them once you do? If you are starting from scratch your program should be up and running within the first six months.

The new revenue you will be captur-

QUICKREAD™

- **The Radio industry invests millions of dollars every year in programming and promotion but relatively little in developing new revenue streams.**
- **To make your new business development department successful you should consider hiring a new business development director.**
- **In year one, 5 to 8 percent of your local billing will come from your new business development department. In year two this percentage should increase to 8 to 12 percent. In year three you should see a 12 to 15 percent increase.**
- **If you truly want to control your revenue destiny, new business development is no longer an option ... it is mandatory.**

ing is the trade and sales promotion funds that manufacturers use to induce customers to buy their products. Currently this accounts for about 75 percent of every dollar used to market a product. The amount going to just advertise a product in traditional media continues to decrease while more and more money is being devoted to sales and trade promotion. The reason for this change in spending is simple; it works, it moves product.

If you truly want to control your revenue destiny, new business development is no longer an option ... it is mandatory. To grow your revenue at your station you must develop alternative revenue streams.

Bob Davis, CRMC, is president of Sell Thru Marketing, a full-service sales and marketing company specializing in new business development from nontraditional sources. He may be reached at 804-722-9170

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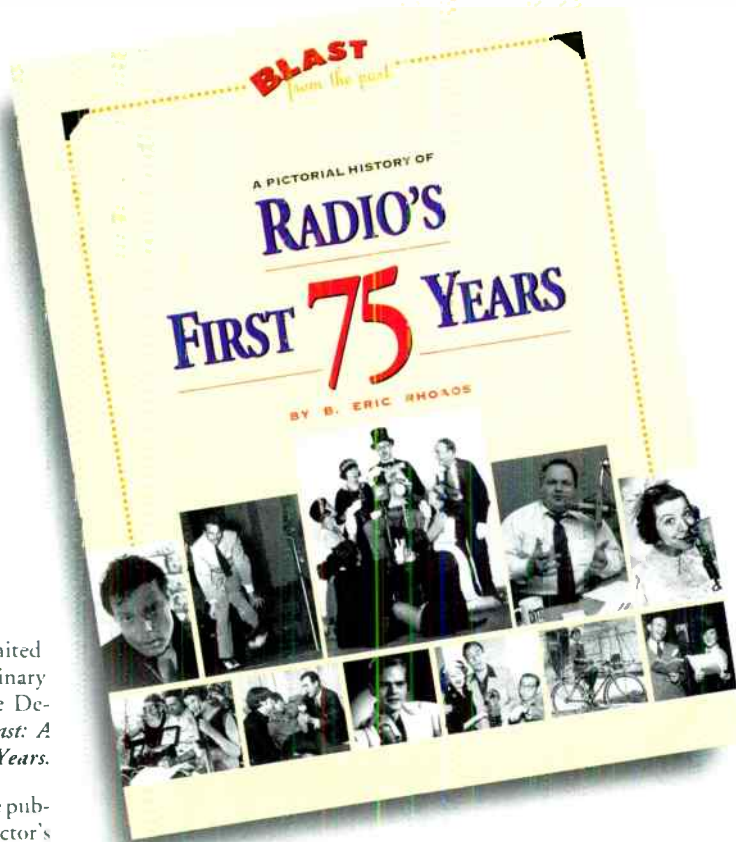
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00:04:14 intro: 108
00:00:00 intro: 00

All Around The World
11:00:00 -> 11:49:10 00:49:02

- 04:23 All Around The World - Lisa Stansfield 19"
- 04:10 I Wish - Stevie Wonder 18"
- 04:29 Set Them Free - Sting 35"
- START DAT2
- 01:19 [Bottom of the Hour]
- 00:03 R-r-r-Radio.. -
- 00:45 Casual Furniture -
- 00:30 Harley Davidson -
- 00:35 News Call 1 -
- 00:34 Cancer
- 00:34 .Janan

"Hot Keys"

Carts

ON

1
Applause

2
Window Crash

3
Roar !!

4
Plane & Car Crash

Inflight M

10 s 5 s 0

All Around The World I Wish

fade out... 00:04:108 fade in... 00:03:459

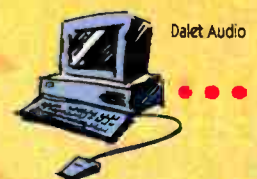
xfade..... 00:03:459 begin off... 00:04:23:280

end off... 04:23:280 att. (dB): 1:0

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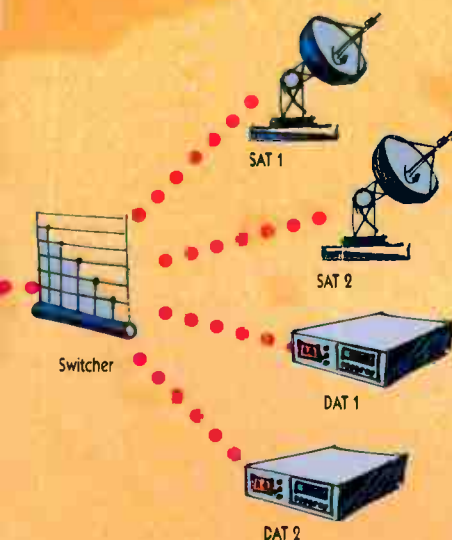
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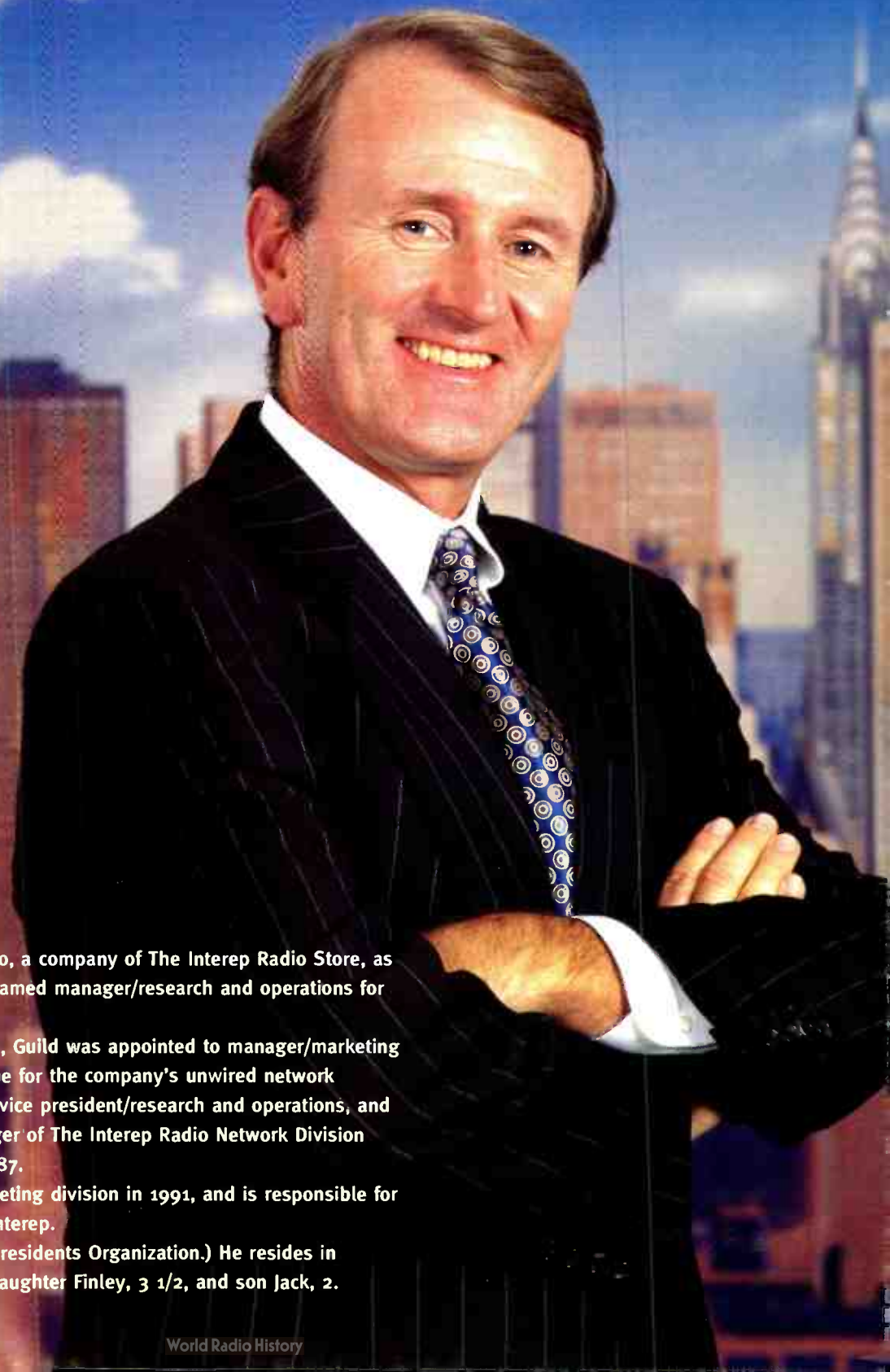
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INTERVIEW

MARC GUILD



Marc Guild joined McGavren Guild Radio, a company of The Interep Radio Store, as a research executive in 1975. He was named manager/research and operations for the McGavren Guild Network in 1980.

Upon the inception of Interep in 1981, Guild was appointed to manager/marketing and research for Internet, then the name for the company's unwired network division. He later held the positions of vice president/research and operations, and executive vice president/general manager of The Interep Radio Network Division before being named its president in 1987.

He was named president of the marketing division in 1991, and is responsible for the sales and marketing initiatives at Interep.

He is a member of the YPO (Young Presidents Organization.) He resides in Bronxville, NY, and has two children, daughter Finley, 3 1/2, and son Jack, 2.

INK: What are your responsibilities as president of Interep's marketing division?

GUILD: We have two customer bases, the stations and the agencies. In order to get results for our primary customers — the stations — my job is to manage the marketing and sales activities of the company. My present role encompasses overseeing our 20 regional offices, the non-wired network and Interep's comprehensive training programs.

INK: Can you tell me about Interep's training programs?

GUILD: We invested in the Interep Radio Store University 15 years ago. We believe that our salespeople are the best in the industry because of our training programs. We recruit nationally so that we have a broader base of talent from which to choose. We choose the best and the brightest, and then we introduce them to the Interep Radio Store University curriculum before they make their first call. The university provides training on all levels: basics for new recruits; enrichment courses for account executives and refresher programs for managers. Eighty-five percent of our business comes from agency media buyers. Our training stresses the importance of matching the needs of our client stations to the needs of the agency media buyer.

INK: Can you tell me about some of your current training programs?

GUILD: Three of our most successful programs are The Regional Training Specialists, The Radio Apprenticeship Program and The Radio Marketing Specialists.

INK: What is a regional trainer?

GUILD: We've expanded training to utilize the leaders in our company to train and develop our sales force based on regional needs of our stations. Regional Training Specialists are responsible for the ongoing training of each company's account executives. One of the most important things a rep can have in his or her bag of talents is a strong knowledge of markets and stations on a regional basis. That builds credibility with agency media buyers, and credibility is integral to the success of any salesperson.

INK: How is that different than the Radio Apprenticeship Program?

GUILD: For our new recruits, this 14-week program teaches the fundamentals of Radio selling. It trains sales talent from local stations, other industries and some of the finest colleges and universities in

the nation. It is crucial that they know the markets and stations Interep sells. They spend 14 weeks in training. The first 12 are at Interep learning the strengths of our stations and the intricacies of their markets. Then they spend one week learning the power of Radio by actually working inside a Radio station. They learn how to apply their knowledge to satisfy advertiser and agency needs and sell beyond the numbers. Next they work another full week in the media department of an agency. As a rep we need to serve both, not just one or the other. We have a very selective admissions criteria, and not everyone graduates from the program. But those who do graduate, have strong sales, marketing, research, and technology training. Their hands-on experience combined with a professional education prepares them to hit the streets running to get the best rates and largest shares for our client stations.

INK: What do the Radio marketing specialists do?

GUILD: The Radio Marketing Specialists are a new breed of Radio reps, trained to work primarily with high-level decision-makers at advertisers and agencies to develop marketing solutions and programs using Radio that address specific marketing situations and needs. They attend an intensive four-week training session conducted by some of the country's best and brightest marketing experts, including John Quelch, a leading marketing expert at The Harvard Business School. The selection process of participants is qualified internally and externally from a broad base of professionals with media and marketing backgrounds. Our Radio Marketing Specialists seek to over-achieve the market objectives of our client stations' customers. Of the new business they create for Radio, they garner larger shares of available dollars for our Radio station clients. They currently garner a 72 percent share of each new budget for Interep's client stations, which is 24 percentage points higher than the average spot transaction.

INK: The Radio environment is changing nationally. What is Interep doing about it?

GUILD: The environment seems to be changing almost daily. One of the biggest issues for Radio is the pending government legislation that may further relax restrictions on station ownership. The new rules may create a new demand for a

sales force that does team selling.

To address this issue, we've added account managers to many agencies, in addition to our nine rep-of-record account executives who call on agency buyers. An account manager is a full-time



Guild with Whitney Houston in 1994 at Interep's "Power of Urban Radio" event, held to educate advertisers.



Interep employee who is assigned to a high revenue potential advertising agency or media buying company. They work closely with media planners and account executives. The account manager makes sure each Interep station is presented in its best light. We can demonstrate that Interep station's share of budget increases when an account manager is part of the team. You could say it's like giving every agency an additional employee in its media department. Some agencies have even given Interep's account managers their own office right in the media department of the agency. We have account management teams in place in five cities. Our shares have grown in agencies where we have these teams in place. Some teams have experienced up to a 30 percent share point increase within six

33 ►

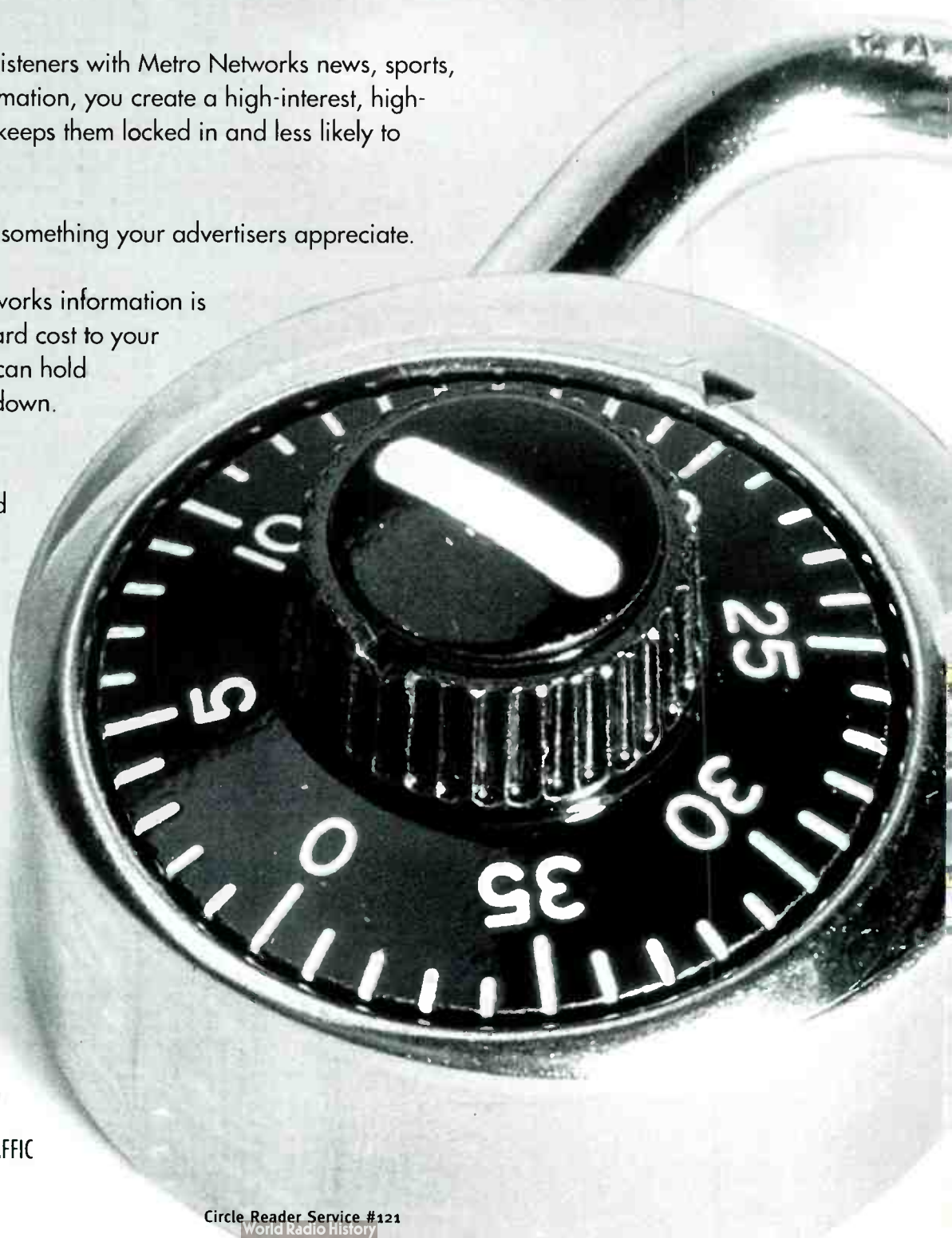
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INTERVIEW

◀ 31

months. This is a more costly way of doing business and the reason why some competitors try to position us as "agency focused." The fact is we're station-centered and agency-focused. It's worth the investment to make sure our clients get the best rates and the largest possible share of Radio budgets.

INK: Radio people believe that the perception of Radio in the agency community has never been as strong as it should be. Is that true? Is it changing?

GUILD: That used to be the case but that has changed. Today agencies that don't have strong Radio expertise are considered out of step with the industry. Six years ago Interep launched the most ambitious Radio marketing effort in the industry. We called it Radio 2000 because it was a strategic blueprint for Radio's long-term growth. For too long Radio was bought and sold as a commodity. Our plan was developed with input from our Radio station clients and experts in the agency, advertiser and research communities. The plan responded to the problems and opportunities they identified. We continue to update the program with regular agency focus groups and station surveys. Today Radio is being seen as a sales and marketing solution for advertisers rather than as a commodity. This is where we and one of our competitors differ. Their own advertising refers to Radio as a commodity which only reinforces some of those old perceptions. The success of Radio 2000 has built new business and larger shares for our clients, enhanced Radio's image, and increased its value. In the last three years alone, through our Radio marketing specialists, account management teams and format networks, we have brought in over \$100,000,000 in new revenue for Radio. Over 70 percent of that business was broadcast on Interep stations.

INK: Some competitors have suggested that not all that business was created by Interep. How do you feel about that?

GUILD: We have a very straightforward approach. We don't count an order as new business unless the agency or client contact that placed the business confirms that an Interep person created it. Every order is verified by a third party. Any salesperson deliberately misrep-

senting the truth will be terminated. It's that simple. We are creating new business and even our competitors are starting to follow our lead. I'm never surprised at anything competitors say. That's what all innovators face. We always try to focus our selling efforts against our real competitors: TV, cable and print. But, some still insist on intra-industry rivalry.

INK: What are some of the nontraditional sales and marketing initiatives Interep is undertaking?

GUILD: I am very pleased with the results of my Station Partnering Program which is designed to forge long-term partnerships with our stations. Under the program, every sales executive makes information-gathering visits to client stations in their regions. I don't think there is a better way to know and understand our clients' needs than to spend some time figuratively speaking, sitting behind his or her desk or walking a mile in their shoes. I just returned from a week working at WRKZ in Harrisburg, PA. While there I went on sales calls, sat in on station sales meetings and commercial production sessions, went to remotes, met with the traffic and programming directors and worked with the station's national and local ad sales managers. Even though I was around Radio stations the whole time I was growing up, it's a new business today. I gained experience and station knowledge that you just can't learn on Madison Avenue, Peachtree Street or Wilshire Blvd. Again, this is another example of how we are station-centered. This heightened knowledge our salespeople and I are getting about a local station helps us to respond more effectively to that station's national sales needs.

INK: Some people have suggested that Interep is more agency-focused than station-focused. What is your reaction to that?

GUILD: I mentioned it earlier. At Interep we are station-centered and agency-focused. Our client stations are our most valuable asset — they are the core of our existence. That's what we mean by station-centered. In order to deliver maximum national advertising revenue for our client stations, we must also be focused on advertiser and agency needs. That's where the money is. Being agency-focused means bigger shares for our clients. This is exactly what the stations do on the local level. Show me a Radio station that doesn't have its local sales

SIDELINES

◆Leisure activities: **Playing tennis, shooting pool, spending time with friends, playing with my kids.**

◆Mentor or role model: **What, are you crazy? I don't share mentors! The next thing you know, everyone would be calling him.**

◆If you had 30 minutes to sit and talk with one person, whom would you choose? **John Lennon or Jeff Dashev.**

◆If you were granted one wish, what would it be? **That all my wishes would come true.**

◆If you could go back in time, where would you go? **I would go back to the last time Eric Rhoads and I had dinner at the Rhythm Cafe and close that deal!**

◆Whom did you listen to on the Radio when you were growing up? **Murray the K, Cousin Bruce, Dandy Dan Daniels, Stormin' NormNite and Wolfman Jack.**

◆What did you want to be when you grew up? **Willie Mosconi.**

◆What is your pet peeve with Radio? **That Radio represents such a large percentage of total media consumption, but a relatively small percentage of advertising expenditures.**

◆The most embarrassing thing that ever happened in my career was ... **In 1994, we sponsored an event for the Power of Urban Radio, where Whitney Houston was our guest. In an effort to thank her for her support I became tongue-tied and said, "Whitney, I want to spank you." The crowd roared, including Whitney.**

◆What has been your most elusive goal? **Getting rich beyond my wildest dreams.**

◆Of what achievement are you most proud? **My children, Finley and Jack.**

◆As a listener, what is your favorite format? **I'm a rep. I love all formats!**

◆What advice would you give someone who wants to get into Radio? **Work as hard as you can, and treat others as you expect to be treated. But don't lose perspective of the need for balance in your personal life.**

34 ▶

INTERVIEW

◀ 33

force agency- or local-account focused and I'll show you a station that is about to be auctioned off to the highest bidder. Our clients tell us that Interep has the right approach because they see the results on their bottom line.

INK: You recently started Infinity Radio Sales and Shamrock Radio Sales. There will probably be a lot more station consolidation in the future. Will each station group have their own rep firm?



Guild with daughter Finley and son Jack.

GUILD: No. Dedicated rep firms may not be for everyone. The companies we have started came into being when the group heads asked both Interep and our competitors to present to them. Interep was chosen, I am happy to say, in both cases. We don't believe in telling people how they should be repped. We try to find out how they prefer to be repped and we design a program to fit their needs. Interep is a flexible and adaptive company. We rise to the occasion when new opportunities are available and we're proud of the fact that all our rep companies are thriving. We offer station specific representation, meaning that we recognize that the

needs of each station and/or station group are unique. We are able to provide this one-to-one individual sales and marketing attention to stations because we maintain a low station to salesperson ratio. That is a much more important statistic than the size of a sales force.

INK: How are stations responding to qualitative research from Radio?


GUILD: It's important to understand that traditional rep research just doesn't cut it anymore. At Interep, Radio research has been divided into two sections in the '90s. First, the product-focused research used by product managers and senior agency executives to decide on whether or not to use Radio on a campaign. Then there's sales research, which has little to do with the former. At the media department, Radio can no longer be sold effectively with the numbers alone. That's why Interep has invested heavily in qualitative research — so, as the cliché goes, we can sell beyond the numbers. We have Station Scan, which is the Radio industry's most comprehensive database. It instantly provides a salesperson with current station and market information. We are also heavy users of Strata and Donovan data systems. Both are favorites of the agencies, themselves. Every one of our salespeople has a PC on his or her desk and soon each will be carrying laptops right into the buyer's office. Our unique software allows our salespeople instant access to this wealth of research information about our client stations. It's faster, easier, more accurate and at our fingertips.

INK: You mentioned technology. Where is all this going? I know that some companies have done some very interesting and innovative things. One large group broadcaster for instance sent out laptop computers to media buyers with click-on screen

information about different markets, different DJs and, ultimately, things like that could turn into direct buying with a modem. Where do you think that is all going?

GUILD: Technology is adding value to our industry. It is not doing away with the face-to-face selling. In fact, it allows salespeople more time to do that face-to-face selling. We did a study a couple of years ago through the Monitor Group. We found that the average salesperson used to spend 55 percent of his/her time at the desk doing paperwork. That's too much time in the office. We've changed that equation so Interep's salespeople now have more time selling Radio face to face. We recently unveiled our \$2 million station-driven technology plan for 1996. The plan's purpose is to increase sales productivity and service for Interep client stations by enabling company sales personnel to increase face-to-face selling time with media buyers by up to 200 percent. This is the most progressive initiative of its kind in the national Radio industry. When we promise, we deliver.

INK: How is business going to be next year?

GUILD: We're expecting a 6 to 8 percent increase. I am confident that it's going to be a pretty strong year. While the election and the Olympics will help, I'm not comfortable allowing other things to be responsible for making our year strong. I think it's our responsibility. We are adding staff to call on the people who can say "yes" to Radio. We believe that that, combined with our station-centered, agency-focused approach will make it a good year for Radio and an even better year for our clients. And, we look forward to even greater success for our client stations in 1996. Interep is committed to raising Radio's share of the advertising buy. 

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SPECIAL REPORT



JUGGLING YOUR OPTIONS

We asked the major syndicators how syndication will change in a deregulated Radio environment, how they anticipate their needs will change, and how they are preparing for such an environment. Here's what many of them had to say ...

United Stations Radio Networks

Andy Denmark, VP/Programming

The key to success for syndicators in a deregulated world will continue to be having the ability to fulfill the demands of stations. Sometimes the demand might be for celebrity-driven programs and events; in some cases the demand will be for the latest turnkey concepts and technologies. In still other instances, the relationship between the station and its program suppliers will be for "subscriptions" to off-air services, a nontraditional area for syndicators that we see growing rapidly right now.

Our main assumption about deregulation is that it will result in a greater concentration of ownership, which in turn will result in fewer managers and programmers running more stations. In that scenario, syndication can be a boon to the overwhelmed by providing more and better "management-free" material. Specifically, programmers will want high-profile talent, specialty shows and full-time formats that not only do their jobs well, but also do them in a timely, worry-free fashion.

When programmers and managers take on more duopolies, triopolies and other unforeseen multistation configurations, our needs as a company will probably change the most in the area of how we communicate with, and distribute to, our affiliates. When a station chooses to affiliate with a program, a service or a format, it creates a partner-



ship with its program supplier(s). We realize, however, that no matter how valuable that partnership is, we (the suppliers) are rarely the top priority of our affiliates in their day-to-day decisionmaking. So, at United Stations we are developing new methods of communication and, more important, new methods of program distribution that serve the instantaneous needs of our affiliates without putting a strain on their increasingly limited time. Certainly networks that have a base of owned stations will have a potential head start in a deregulated climate; we're already starting to see syndicators of all sizes creating

strategic alliances with group owners. For syndicators, however, it might not eventually matter who owns the Radio stations as much as who has exclusive access to the talent, the content and the vision that everyone wants.

One-On-One Sports Chris Brennan, Chairman

As the Radio industry faces consolidation, syndication will be given a greater opportunity to improve a station's operating margin. While large sums of money are being spent on owning two or more stations in a marketplace, bottom lines can be positively influenced by those op-



erators who can significantly reduce the expense side of a station.

Large market operators are taking a page from the medium and small

market strategy of improving margins by reducing expenses through syndicated programming. One-On-One Sport has positioned its on-air product to fulfill this need and has experienced a dramatic rise in the number of large and major market stations utilizing its live 24-hour Sports Talk format.

One-On-One Sports is confident that through technology, quality syndicated programming with a local appeal can be delivered in a dependable, efficient and cost-effective manner. Consequently, syndicated product today and in the future in Radio has the opportunity to improve operating margins and stations' bottom lines.

Jones Satellite Networks Phil Barry, VP/Programming & Operations

Stations are looking for fresh long-form programming in greater numbers than ever before, particularly in the larger markets. As deregulation allows one operator to control multiple stations, they're looking for compelling and saleable national programming to weave into their local offerings in order to achieve some economies. It really has to be good stuff though. Countdown type shows, for instance, are going to have to be more than just music. We really have to take advan-

tage of the entertainment and personality aspect of the programming. The same is true on the 24-hour format side of our business.

Obviously, the opportunities are changing. We commissioned one of the largest industry research organizations to conduct an extensive and exclusive study with stations in all market sizes earlier this year and found that with nearly 80 percent of the stations we talked to using some sort of long-form programming, there were a number of new opportunities. One constant was the need for compelling and targeted programming in the large markets. Another was that the primary reason stations did not use syndicated programming had nothing to do with the "national" perspective; but rather that they felt they could do it better than a syndicator or network. This is the primary area we need to address. Our addition of the *Crook & Chase Country Countdown* beginning in January is one way we're responding to the need. The show is a true "special" each week, complete with in-studio guest celebrities. Another is our recent introduction of overnight/daypart only programming for music stations in larger markets available in exchange for a very modest level of inventory. In short, our primary objective is to produce and distribute programming that delivers audience for our affiliates and our advertisers.



SW Networks

Susan Solomon, President/CEO

FCC revisions have already enabled big owners to get bigger — there are twice as many stations on-air as there were decade ago, but the same number of owners. From the perspective of SW, I see consolidation having a positive effect: companies running a large number of stations need to find high-impact, cost-effective methods for producing programming. SW, by dint of its well-researched, highly targeted programming





strategy, provides exactly that. Because our innovative delivery systems will allow affiliates to localize weather and news, there is no danger of affiliates losing "local flavor" and regional loyalty — an SW Network affiliate in Detroit, for example, can seem very Detroit. I think SW has exactly what large owners need and want.

Further deregulation will continue to beneficially affect the syndication of long-form broadcast programming. But the telecom bill also has other, less obvious ramifications: by breaking down barriers to delivery of programming via telephone and cable it could, potentially, expand the distribution possibilities for multimedia programming. Deregulation could have a profound, long-lasting effect on the Internet's status as an entertainment delivery platform.

Premiere Radio Networks

Tim Kelly, Executive VP/Director of Programming

Premiere Radio Networks has always developed programming with the goal of helping the local station to win. Our shows are some of the best received offerings in the syndication business. Whether there is one or 1,000 owners of Radio stations in America, great programming at reasonable prices will always be needed as a support mechanism to the local effort. So far the duopoly situation that has arisen in the market-

place has actually been helpful to Premiere. Instead of having to clear four and five different major market Radio stations owned by four or five different companies, we are now making

deals for multiple show clearances in multiple markets, as well as multimarket deals with the larger groups.

In fact, we already have agreements of this type in place with three of the top



five players. We also believe that there are going to be some unique opportunities for program suppliers that will arise out of the need for the remaining standalones or small group owners to acquire quality programming that keeps their overhead down and their competitive edge up so they can demand their fair share of the available ad dollars in their markets. Finally, with Congress clearing the way for satellite delivered Radio, there will be even more opportunities for creating and delivering programming to the companies that are providing the hardware for those new services. Software baby ... that's the future and as one of the recognized leading providers of software to Radio, our future is so bright, we gotta wear shades.

Radio One Network

Cliff Gardiner, President

Radio One Network believes that as speculation turns to reality, and broadcasters continue with the in-market consolidation process beyond the duopoly stage, the world of Radio programming will undergo some significant changes.

To assure a return on the large investments being made in additional stations in their existing markets, broadcasters will want to look to state-of-the-art technology and services.



Radio One Network's programming philosophy of real-time local-

ization was designed for this consolidation era. A multi-opoly operator must reduce operating costs, i.e. people, and still maintain a competitive sound. Unless this can be effectively accomplished most of the advantage will be lost.

Radio One Network's approach is to serve a small number of affiliates with intensive market-specific localization. This creates an on-air presentation that is as local as any "live" station could be, but with the substantial savings that are realized by programming for multiple stations from a central location. To provide this kind of service, Radio One has totally abandoned the traditional mass delivery approach. In addition to supplying the localization services to a select

few, Radio One is also prepared to handle an affiliate's commercial production, traffic and billing.

By utilizing this type of service, group owners will be able to shift and consolidate their resources to other elements, such as station promotion and sales. Strategic plans can be implemented to fully cover a particular format and demographic in one or several markets without the start-up and operating costs involved in redoing the equipment and on-air and support staff at each new location.

In anticipation of deregulation, we have been working for three years to develop a proprietary system to provide a viable alternative to fully live programming that does not sacrifice quality or turn off the locally oriented listener.

WOR Radio Network

Rich Wood, GM

Deregulation will have little effect on syndication, except where it fosters more duopolies. The fact that a single owner can own an unlimited number of stations doesn't necessarily mean they'll be in markets where they already operate.

Where duopolies or mega-opolies are created we'll see operators try several options to either protect a dominant station by neutering a former competitor or modifying the format of stations number two or three to have each specialize. The main station might do News/Talk while the second and third stations might do Sports and Business Talk.

We've seen this happen, already, in Boston with Talk and in New York with Urban/Dance stations. It won't be much different than the historical AM/FM combos where the AM does Talk and the FM does a form of AC, giving them easier access to advertisers who need adults 25-64 — or any specific demo.

Any syndicator without a broad range of programming is likely to suffer as the competition eases and fewer stations do the same kind of programming. No longer will the syndicator have three options in a market for a specific kind of programming. One will want Hot Talk, another will need Information/Advice and



still another will want a more niche approach. I think the same will apply to music formats where we'll no longer see three AC, three Urban, three AOR — or three of anything. A syndicator with only AC will find their universe of stations narrow dramatically.

Stations will begin to sell themselves the way networks have for years. Plan one will guarantee a range of demos. Plan two will piece together bits of each station to guarantee whatever a specific advertiser needs. Syndicators with a variety of shows and who haven't angered the one PD who survives the bloodbath will win.

USA Radio Network

Becky Henson, National Director of Affiliate Services

In the ever-changing world of Radio, networks now have another opportunity available to them. Those who fail to prepare for the change in the marketplace will be left behind with the advent of deregulation.

Both group-owned stations in larger markets and individually owned stations in smaller and middle markets will be looking for ways to operate more inexpensively and at a more professional level. In order to help those stations compete, syndicated programming seems to be the logical answer. So in the future, syndication should be on the upswing since networks can offer these stations an avenue to provide well-known, quality talent to their listeners without the huge expense.



Just as the business marketplace is migrating to the "warehouse mentality" where larger, niche stores can offer better services, lower prices and more products, Radio is reflecting these same trends. Networks that can offer a large array of program choices, national news coverage, excellent customer service and reputable talent will be able to help keep some of the more uncertain stations on the air and competitive during this time of transition.

Even though everything is constantly being re-shaped around us in this industry, the needs of the individual station remain the same: ratings and revenue. By keeping those two things at the forefront of planning for syndication services, we at the USA Radio Network are well-positioned to approach this new era in Radio.

Broadcast Programming

Jim LaMarca, VP/Sales

We don't have to wait to see what the future will be like. Radio groups are forming daily in markets of every size and shape. More deregulation can only produce faster consolidation. Radio has always been characterized by change, and companies that serve this industry must change with it. The competitive issues remain the same as always, but consolidation is raising the stakes. Technological changes, cash flow considerations and key personnel utilization issues require a new approach. We know the new and growing Radio groups are still looking for more than shows; they're also seeking programming expertise.

At Broadcast Programming we're meeting these challenges with a special group consultation service, tapping the varied resources of our experienced staff of managers, programmer-consultants and marketing experts.

Because the new groups are looking to programming companies for a variety of support, our company now "syndicates" every element of the Radio station. The combination, depending on the operator's needs, ranges from the "pieces": CDs, music-on-hard-drive, hit updates and scheduling software, to full-service music programming and daily playlist logs, as well as one-on-one program consulting. We're also now signing stations with our new Barter Option, the only company with such a wide array of programming services available for barter.

If this sounds more like a consulting company than a syndicator, it's no accident. We don't know if this is a trend, but it is the way one syndicator has evolved. We know that strong consulting skills also produce excellent results for syndicated music format clients. The exact ultimate result of Radio station ownership consolidation is still a question mark, but it's clear that more stations will be operated more competitively, and national programming companies will help deliver the product that drives this improvement.

Talk America Radio Network

Tom Star, VP/Operations

Deregulation will probably have those who syndicate be more creative. Talk America Radio Network has started creating new ways for people to look seriously at the programs we offer.

For the past year we have considered our network as "user friendly." All our talk show hosts offer Radio stations recorded promos and local commercials to be re-



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Some of the other services we provide include our talk show hosts doing seminars for listeners, weekly columns for the local newspapers, discounts on various

products and services, an affiliate update every two weeks, plus much more.

The Radio world will change because management will need to look for new programming to fill voids. It should also get the station owner with one or two Radio stations to re-think what they are currently programming.

The negative side is that syndicators will probably get more programs placed as station management curtail their staff. This will mean those looking for work in broadcasting will have to be determined and aggressive to make it in this business.

SJS Entertainment

Steve Saslow, President

I anticipate that syndication in and of itself will change dramatically with deregulation because our Radio partners will be affected at the local level. Deregulation will increase competition at the local level and change the way business is done. There will be greater pressure on stations to maximize the dollars being spent, which will in turn put operators under more pressure to perform than ever before. Each operator will be forced to ask how far their



talent pool stretches and assess their options — they will be challenged to produce cost-effective results that match the material goals of station investors. This is where syndication will definitely

have an elevated role and operators will turn to us more often. They will need high quality syndicated programming to balance investor financial demands with listener entertainment value and do it in a way that supports the station's existing talent base.

With the advent of deregulation, I feel that the increased demand for syndication will shape our needs. SJS Entertainment will grow dramatically in this environment, and we're prepared for a physical and creative expansion to accommodate the ever-growing need for quality Radio programming in the marketplace. As consolidation leads to fewer players in the market, smaller companies will be relied upon for creativity. Syndicated Radio will become one of the last bastions of creativity. In addition, one of our greatest challenges will be to keep Radio foremost in the minds of advertising agencies and not let the medium play second fiddle. We have to continue to prove to agencies that Radio remains an effective and efficient use of advertising dollars.

Radio Express Inc.

**Christopher DiMatteo,
Marketing Director**

Radio Express, now in its 11th year, is the world's leading international Radio syndicator, operating (exclusively until now) outside the U.S. Radio Express was the first syndicator to offer programming in barter syndication outside the U.S., mainly weekly feature shows like the new *World Chart Show* and *The Rick Dees Weekly Top 40*. The regulatory environments we encounter vary widely, sometimes even within a single country. The challenges and opportunities that result can be as different as languages and cultures are. Often, it has been more a question of the birth of regulation rather than deregulation. A few anecdotal examples.

In Malaysia, a Muslim country, we have long-standing and successful relations with the state broadcaster. Stations are prohibited from playing music from male singers whose hair is long enough to touch the shoulders.

Italy led Europe on a trend in the late 1970s of allowing private broadcasting, with a 1976 court ruling. Radio stations sprang up like mushrooms. Then came the shakeout and several ill-fated attempts at regulation, while all the fittest have

survived. Through it all, as a market for syndicated programming, Italy has been very rewarding.

In Belgium, there are different Radio laws in the Flemish-speaking and the French-speaking regions. In the Flemish regions, networks are prohibited, stations are limited to an eight kilometer coverage radius, programming in English is prohibited, and syndicated programs may not have commercials incorporated in the program materials themselves.

The French government, over the strong opposition of Radio broadcasters, has imposed a 40 percent French music quota. That creates an initial barrier for the *World Chart Show* with its music almost all in English. But with the cooperation of a major Radio network that is interested in the show, we believe we can find a creative solution that will satisfy the station, listeners and the regulators.

Until late 1993 broadcasting was a state monopoly in Turkey. That didn't stop some well-financed "pirate" stations from starting. In April of '93 they had to shut down for several months until the government formally allowed them to start again. That meant an interruption of a term of sponsorship for American Top 40, which began again after the stations went back on.

Children's Broadcasting Corporation

Christopher Dahl, President

Syndication will proliferate in a deregulated world. With caps lifted, fewer big Radio groups will own more stations. They will be attracted to the efficiency of syndication and also to having access to uniquely conceived, trailblazing programming.

What we are witnessing is the globalization of Radio, the globalization of all media — Radio, television, cable and the Internet. Before television, Radio was a global medium. When television arrived, Radio became intensely local. Now, shows brought to you by Limbaugh, Liddy, Imus and Stern are bringing Radio back to a global audi-



ence. It won't be long before national Radio formats will be identified by brand from market to market like MTV, ESPN, CNN or Nickelodeon are on TV.

If, for the first time, deregulation is total, it will be possible to own your own broad based network of stations. Syndication could be generated entirely within a broadcast operation. Program and format syndicators — specifically those without ownership interests — will have to produce and distribute more unique, higher quality and more efficient product than can be produced by the emerging mega-companies.

Children's Broadcasting Corporation

looks forward to a deregulated world in which we will probably not only own more Radio AAHS® affiliate stations, but will be looking forward to providing our highly branded 24-hour satellite programming to our broadcast comrades.

As big broadcasters take bigger pieces of the Radio pie, hopefully they will also be wise enough to invest in the future of the industry. The future will bring all Radio broadcasters the need to develop not just new formats but new audiences. And most important, with other media/information systems proliferating around us, we need to build an "on-ramp" for the very young who have not experienced the magic of Radio. If you share it, they will come.

Radio Today

Tom Shovan, Vice President

For about the past 15 years, Radio syndication has been a function of barter for spots. Syndicators work with Radio to develop and distribute programming that's either too unique or not cost/resource effective to produce locally.

Deregulation has allowed broadcasters to pool corporate resources and ideas from other stations. Many creative ideas have been blocked in the past



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Rogers Broadcasting would agree. They've seen \$15,549 and some change in just six weeks from Talk America's per-order spot ads.

What's that? You've been burned by per-order outfits before? We know. We've heard the stories. And there's nothing we'd like more than for you to call our clients and get a "reality check" from them. We'll send you a list of names and

numbers along with our free company brochure.

But since you're curious, here are some of the reasons why Talk America has become the leader in direct response per-order advertising:

We find the right products, with price points between \$69.95 and \$200, that appeal to the mass market. That's right: No \$19 mops or \$20 magazine subscriptions that generate nothing but pocket change. Our products are heavy hitters.

Talk America's copywriters are seasoned pros who push listeners' hot buttons with precision.

We assign stations a unique 800 number so we can track calls with pinpoint accuracy.

Our calls center is staffed by trained sales reps, and our close rates are well above the national average.

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"N.I.H" syndrome (Not Invented Here). Markets, felt threatened or inadequate if they looked to outside sources for programming — especially in key dayparts.

Today, where a group can own up to five or six stations in each market they can work with their sister stations in other markets to pool their ideas and resources. Large Radio groups thus spawn mini-syndicators who deliver a proven winning program, on the air in several markets and posed for national sales to a syndicator like ourselves to take it the rest of the way. This sharing ideas, clout from the station groups and common goals makes program development more efficient and economical.

I believe we'll see much more co-venturing and program development between syndicators and Radio groups. I also think we'll see new ways of syndicating programs other than barter for spots. To the innovator of ideas to cut back from demanding more and more affiliates' precious and limited spot inventory will go the big growth opportunities in the near future.

This is the time to look for really practical projects, such as services and work parts that can augment air talent through production and comedy to sound fresh and local. The more Radio opens itself to new ideas and fresh resources, the more innovative syndicators can help stations meet their needs.

ABC Radio Networks

Robert Hall, Senior VP/Programming

I believe that deregulation will cause a shakeout in the syndication market.



This will result from the pressure that will be put on advertising inventory by the purchasers of additional stations. The shows that can outperform a local format with ratings will stay, and the marginal shows —

novelty — will suffer, as inventory that

would have been used for barter is put back into local inventory.

ABC is adapting to the change by putting more emphasis on "daypart-killers," which are big, live Radio shows, such as Tom Joyner and Doug Banks, who can dominate their local competitors. ABC will also feature "line-extensions," which are pre-recorded shows hosted by the Monday-Friday talent that run on a sixth day.

The deregulated environment will also offer increased opportunities for 24-hour formats. More larger market operators are turning to ABC for assistance in

target programming for their second or third stations, while they concentrate on their main local station.

In general, I think you will see a future toward more "live" programming that will blur the distinction between syndicators and today's growing networks. The institutional mainstays of the syndicated market like Rick Dees, Bob Kingsley and Dick Bartley will flourish, but I believe pre-recorded long-form programming, smaller shows and new entries that are not already well-established in key dayparts will face tough times.

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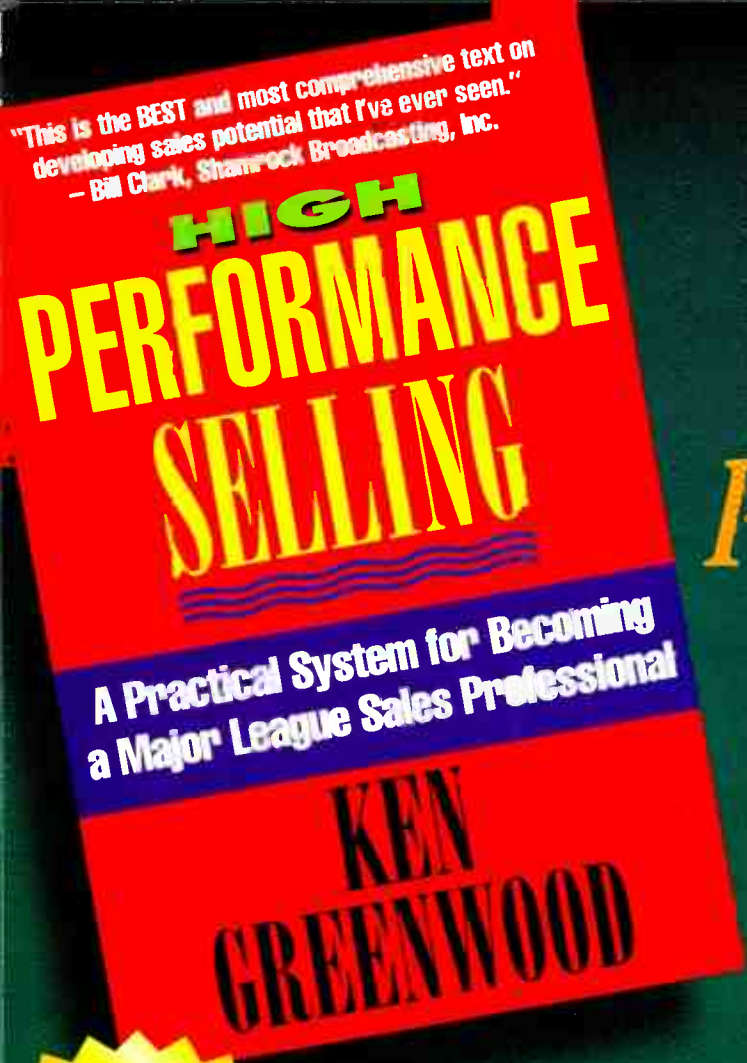




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Radio Ink is a positive Radio industry resource designed to continually educate readers by providing fresh, stimulating and actionable ideas in marketing, sales and programming along with refreshers on the basics. Content is 100 percent related to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

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EVENTS CALENDAR

1995

Nov. 16-19—National Association of College Broadcasters 8th Annual National Conference, Providence, RI. 401-863-2225

Nov. 21—International Radio & Television Society Foundation (IRTSF) Newsmaker Luncheon, New York. 212-867-6650

Dec. 13—IRTSF Christmas Benefit. New York. 212-867-6650

1996

Jan. 5-8—EIA/CES Internat'l Winter Consumer Electronics Show, Las Vegas, NV. 202-457-8700

Jan. 13-17—NAB Board of Directors Meeting, Palm Springs, CA. 202-775-3527

Feb. 3-4—Dan O'Day's PD Grad School, Dallas. 310-476-8111

Feb. 3-6—53rd Annual NRB Convention & Exposition. Indianapolis. 703-330-7000

Feb. 5-6—NAB Radio Group Head Fly-in, Washington, D.C. 202-429-5402

Feb. 15-17—Oklahoma Association of Broadcasters Winter Convention, Oklahoma City. 405-848-0771

Feb. 15-18—RAB Annual Marketing Leadership Conference, Dallas. 212-387-2100

Feb. 22-25—R&R Talk Radio Seminar, Washington, D.C. 310-553-4330

Feb. 28-March 2—Country Radio Broadcasters Country Radio Seminar, Nashville. 615-327-4487

March 2-4—NAB State Leadership Conference, Washington, D.C. 202-429-5402

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

May 4-7—RAB Board of Directors, Boston, MA. 212-387-2100

May 19-22—Broadcast Cable Financial Mgt. Assoc./Broadcast Cable Credit Assoc. Annual Conference, Lake Buena Vista, FL. 708-296-0200

May 21-26—NRB International Conference, Jerusalem. 703-330-7000

Oct. 9-12—NAB 1996 Radio Show & World Media Expo, Los Angeles, CA. 202-429-5402

1995 Arbitron Survey Dates

- Fall Sept. 21-Dec. 13

1996 Arbitron Survey Dates

- Winter Jan. 4-March 27
- Spring March 28-June 19
- Summer June 27-Sept. 18
- Fall Sept. 19-Dec. 11

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COPY CLIPS

Below are six different Radio spot copy ideas which have been used on the air successfully in various markets. Just copy this page, cut out the cards, put them in a filing box and use them as a reference for tried-and-true copy ideas. Send your great Radio spot copy by fax to 407-655-6134, or mail to: Radio Ink, Attn.: Copy Clips, 224 Datura Street • Suite 701, West Palm Beach, FL 33401. Please remember to include your address, the copy category, client's name, your name, title, station and whether the spot is :30 or :60.



RESTAURANT

:60 NICOLE'S FAMILY RESTAURANT

Female Vc: After a long day at work, the last thing I want to do is come home and cook — and the kids are so tired of the same old fast-food restaurants. (sfx: reverb little boy voice) Boring ... ! Female Vc.: I just don't know what to do? (Music: '50s & '60s upbeat music) Anncr: If you're caught singing that same old tune, why not cruise on into Nicoles Family Restaurant at 800 West Nassau in East Canton State Rt. 30. You'll be able to listen to all your favorite oldies at this unique '50s & '60s style restaurant. At Nicoles they're small enough to care the old-fashioned way but big enough to serve you. Be sure to ask your waitress about their tasty daily specials. They also offer fabulous homemade dinners like roast beef and roasted chicken. Don't forget dessert! Nicoles has a separate old-fashioned ice cream parlor serving all the old favorites! Shake, rattle & roll with one of Nicoles delicious shakes, sundaes, or banana splits! They also serve breakfast! Call 488-6111 for details! So, if your looking for good food and fun — come to Nicoles Family Restaurant! Kimberly Sarchione, WZKL-FM/WDPN-AM Alliance, OH

**RADIO
INK**

PUB

:30 IC MUGGS

(sfx: on the spot report type; traffic noise, tires squealing, etc.) Anncr: We take you now to Sam Street our on-the-spot reporter at IC Muggs ... Sam: Thank you very much ... This is Sam Street on the Street at IC Muggs. I can't believe my eyes. They're coming by truck ... They're coming by sport cars ... but, they are coming to IC Muggs. You sir, why are you here ... Cowboy: (sfx: cow moo's in background) Fir the Long Necks dat blame it ... Sam: And you sir ... Business Type: (indignant) Really, Import Beers at special prices, where have you been? (sfx: car phone rings ...) Gotta go! Sam: There you have it ... Domestic and Import Long Neck Beer specials today at IC Muggs next to Best Buy Liquors, in Crookston, where friends meet friends.

Jo Gast, KROX-FM Crookston, MN

**RADIO
INK**

VIDEO & CAMERA SUPPLIES

:30 CAMERA FAIR

(Spike Jones-type music bed w/whistles, bells, ratchets, etc. up and under) Anncr: Digbert sat, contented, his camcorder nestled in his little lap. But before long he realized — this wasn't the end, it was just the beginning! Now, it was time to accessorize! So Digbert screamed (sfx: man screaming), because he thought it would cost a fortune. Then he found out about the Video Accessory Sale at the Camera Fair. Video tripods, microphones, lights, lenses, batteries — everything for his camcorder, all at half-price savings! Digbert rejoiced. (sfx: crowd cheers) So will you. Just call or stop in at the Camera Fair and ask for details. The Video Accessory Sale at the Camera Fair, Hall Avenue, Marinette. It's worth rejoicing over.

Greg LeGault, WMAM-AM/WLST-FM Marinette, WI

**RADIO
INK**

HOME HEATING

:60 RUBY HEATING AND COOLING

(sfx: whimsical music under) Anncr: Once upon a time, there were three bears: Papa: Papa Bear ... Mama: ... Mama Bear ... Baby: ... And Bayy-bee Bear! Anncr: But the Bear household always had one problem: Papa: My room is too hot! Mama: My room is too cold! Baby: My room is just right! Anncr: And when they adjusted the thermostat ... Mama: My room is just right! Anncr: But ... Baby: My room is too hot! Papa: And my fur is smoking in here! Anncr: Then, one day, this ... blonde girl came to the door. (sfx: doorbell and opening of door under above announcer line) Blonde: So, you're having trouble keeping all the rooms in your home at the right temperature, huh? Papa: How did you know? Blonde: I was eavesdropping. Anyway, it might be the heating, cooling and ventilation system. May I suggest calling Ruby Heating and Cooling? They have Weil-McLain Lux-Aire and Bryant heating and cooling equipment ... and they offer 24-hour emergency service for the entire Kettle Moraine area! Tag: Ted Lyon, WBWI-FM West Bend, WI

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EYEGLOSS SHOP

:30 SPECTACLE SHOP

(sfx: crowd of people throughout) Boy 1: Man! I think I'm gonna like this college thing dude, check out all the chicks. Boy 2: Yah! With these Raybans, we'll fit right in. Great idea dude. Girl: Move it. Boy 1: She obviously doesn't recognize Raybans when she sees 'em. Boy 2: Obviously not! Do you have your Raybans? Boy 1: Check! Boys: Then let the games begin. On to Psych 101! (music starts) Anncr: Go back to school in style with Rayban Sunglasses from the Spectacle Shop. With prescription glasses as well as sunglasses. The Spectacle Shop — on the Downtown Mall, Berkmar Drive and West Main Street.

Kathy Friedrichs, WINA-AM/WQMZ-FM/WKAV-AM

**RADIO
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WESTERN WEAR

:30 WESTERN WEAR HOUSE (CHRISTMAS)

Santa Claus: Ho, ho, ho! Yeee-hah!! Saddle up your reindeer, folks! After centuries of tryin' to come up with new ideas, I've finally found the perfect gifts this year. I just came from the Western Wear House in Williamsport. Got me and the elves some new duds — boots and Stetson Hats ... and the missess'll love her new handmade jewelry! And since the service was so good, I'll be seein' the Western Wear House folks on Christmas Eve! (whisper) ... But don't tell them that! (loud) Ho, ho, ho! On Silver ... on Trigger ... (fade out) Anncr: Western Wear House, 2 Hopewell Road in Williamsport! Dash in today!

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

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Rates: Classified Listings (non-display). Per issue \$1.50 per word. Situations wanted: first 10 words are free, additional words: \$1.50 per word. Blind Box: \$15 per issue. **Word Count:** Symbols such as GM, GSM, AE, etc., count as one word each. Each abbreviation, single figure, group of figures, letters and initials count as one word. We also count the phone number with area code and the zip code as one word. **Rates: Classified Display** (minimum 1 inch, upward in half-inch increments): \$130 per inch.

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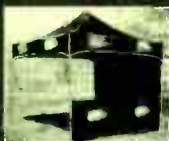
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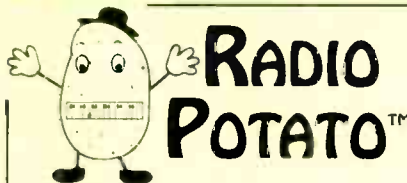
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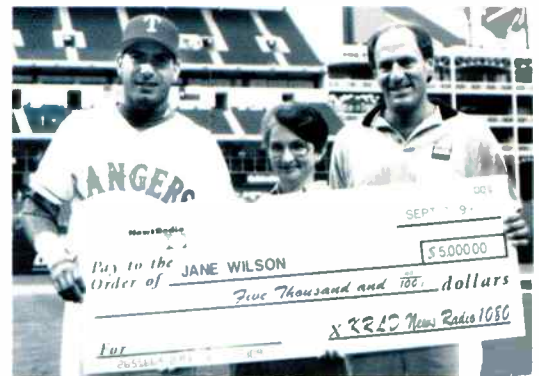


▲ All Together Now. CBS Television, TBS, Jones Satellite Network (JSN) and The Inspirational Network (INSP) all have something in common: Super duper Country television personalities Lorianne Crook and Charlie Chase aka Crook and Chase working for them next year. While the dynamic duo will be off hosting specials on TV, the four-hour-weekend-Jim-Owens-&-Associates produced *Crook and Chase Country Countdown* hits JSN next year along with the one-hour weekly *Weekend With Crook & Chase* on INSP. Bet people don't have trouble remembering their names. L-r: Ossie Mills of INSP; Greg Liptak of JSN; Gus Bailey of Jim Owens & Associates; Jim Owens; Crook; Chase; Eric Hauenstein of JSN; and Jerry Fox of Jim Owens & Associates



◀ Beatle Bartley. November is the month of the Beatles and ABC is right there as it's happening with the monumental CD release of "The Beatles Anthology." While on the small screen ABC has a television special reuniting the surviving members along with oodles of other stuff, ABC Radio Networks' Dick Bartley has a special two-hour broadcast called Beatles '95 featuring an exclusive interview with Paul McCartney. The interview also features comments by Ringo Starr and dozens of Fab Four tunes along with archival tape of their years together. Here we see Dick and Paul posing after one too many veggie burgers.

▶ Mega-mobile. Introducing the fully functional, 46-foot, 18-wheeler automated remote broadcast vehicle courtesy of KIIIS-FM Los Angeles. Meet the MEGACRUSIER. Interchangeable vinyl strips for the side, hydraulic lifts for an opening stage door, interactive stage area, and a 70-inch video terminal. But wait ... there's more — a glass-shattering BOSE sound system and a phone kiosk allowing free long-distance calls anywhere in the contiguous U.S. Subtle it isn't.



▲ Diamond Cash. Well, baseball season may be over, but there'll always be memories. Like the KRLD-AM Dallas and the Texas State Networks' first interactive audience participation done during actual games. Here's how it worked ... each contest started when a Rangers home run was scored, then game announcers would pick a postcard and the contestant would have five minutes to call in and win \$1,000. But if there was a Grand Slam that game, KRLD gave the winner \$5,000. The hitter of this particular four runs, shortstop Benji Gil, handed out the check to winner Jane Wilson as announcer Eric Nadel helped to hold it up. Good thing for KRLD that Benji didn't do that all season.

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Circle Reader Service #131

MOVERS & SHAKERS



Paul Anovick



Phil Barry



Jim Murphy



Pat Amsbry



Scott Musgrave



Paul Altmeyer

★ **Paul Anovick** has been promoted from senior VP and director of operations to president of Major Market Radio. 212-916-0524

★ **David Haymore** has been named CEO of Cadena Radio Centro (CRC), a subsidiary of Heftel Broadcasting Corporation (HBC). Haymore had been managing director of ABC Radio International. 310-858-1005

★ **Stephen Brian Oshin** has been appointed VP/CM of KBIG-FM Los Angeles. Oshin had been VP of sales at the station. 801-575-5690

★ **Dick Stein** has been named VP, Northern California, and GM of KPPL-FM KFME-FM and KALF-FM Chico, CA, by The Park Lane Group. He will also oversee Park Lane's operations at KQMS-AM/KSHA-FM Redding, CA. He was previously VP/CM of WIBV-AM Belleville, IL. 415-321-8464

★ **Steve Fehder** has been promoted from director of sales to VP/CM of Prism Radio Louisville's WWKY-AM, WVEZ-FM and WTFX-FM. 502-587-1069

★ **Phil Barry and Jim Murphy** have new duties at Jones Satellite Networks. Barry will assume the additional responsibilities of investigating and evaluating new programming opportunities while continuing his position as VP of programming and operations. And Murphy has been named senior operations manager in addition to currently being the U.S. Country operations manager. 303-781-8746

★ **Pat Amsbry** has been promoted from director of sales to VP/director of sales for Major Market Radio Sales/San Francisco. 212-916-0524

★ **John Rosso** has been named GM, operations for ABC Radio Networks. Rosso had been director, broadcast operations for WINS-AM/WNEW-FM New York. 214-776-4644

★ **Jeff Allen** has been named manager, affiliate marketing, southwest region for ABC Radio Networks. Allen was formerly an AE with WJR-AM Detroit. 214-776-4644

★ **Scott Musgrave** has been appointed marketing manager, Radio station services, for Arbitron. Musgrave was previously GSM at WYXR-FM/WJIZ-FM Philadelphia. 212-682-6565 or 212-887-1314

★ **Paul Altmeyer** has been named AE for I&R Radio/Boston. He was formerly retail sales supervisor/account manager for Food Enterprises. 212-916-0524

★ **Don Tomasulo** has been named LSM of Buffalo's The Rock Network. Tomasulo had been an AE. 716-881-1555

Bad News, Good News.

Elvis is dead.
Renshaw is alive.

Outrageous. Unconventional. Irreverent.

It's the one-and-only John Renshaw on the One-On-One Sports Radio Network. AKA "Da Freak", this high-energy host provides rock 'n roll sports entertainment for late-night audiences from 12 am to 4 am (ET), Monday through Friday.

For a demo tape* or more information on the fastest-growing, 24 hour sports talk network in the country, call Chuck Duncan at (708) 509-1661.

* Please keep Renshaw demo away from small children and flammable materials.

One-On-One Sports

If you haven't signed on,

You ain't heard nothin' yet.



Circle Reader Service #132

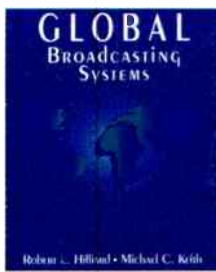


PRODUCT NEWS

SJS Entertainment has signed on comedian and political columnist Will Durst as part of its Fun Factory morning show prep service with a twice-a-week feature called *Will Durst's America*. It gives Durst an opportunity to showcase his comedic talent for political humor and gives SJS a nice addition to its daily morning Radio prep that features a collection of news and



humor from current events and entertainment with sound bytes, spoofs and song parodies. Will looks tired doesn't he? 310-358-8688



Going Global. Authors Robert L. Hillard and Michael C. Keith offer a look at broadcasting from a "global" perspective with their latest book, "Global Broadcasting Systems." Providing a

comprehensive look at broadcasting throughout the world, the book tackles the history, key issues and status of things like media freedoms and censorship, and programming types and trends. Both authors are college professors and have previous books including: "Signals in the Air," "Selling Radio Direct" (Keith), and "The Federal Communications Commission" and "Writing for Television and Radio" (Hilliard). 617-928-2500



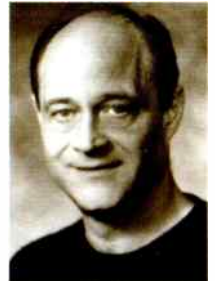
New from the Seattle-based national network KidStar®, comes KidStar Online. The page, designed for 6- to 11-year-olds is part of the Microsoft Network and features fun graphics and online hotspots giving kids a challenge, some

education and of course, a new way to have fun. Don't worry parents, you can use it too. 206-382-1250 ext. 249

John Kobylt and Ken Chiampou are two guys that have a lot to talk about. And they're doing it in a big way in Southern California with *The John & Ken Show*. The top-rated show is, dig this, playable on any format because they're not liberal, conservative, political or ideological. They're entertainers, first and foremost. What affects the people is what they're going to talk about and they're going to let their listeners talk it out. You might consider it — John & Ken, the amorphous talk show for the '90s. 213-651-9300



Many remember Todd Storz for having "invented" Top 40 Radio programming but not for much more than that. So it's only fitting that former Storz employee and freelance writer Richard Fatherly has put together a video script called "Radio's Revolution & The World's Happiest Broadcasters" which takes an in-depth look at Storz — from the early days in the '50s to the payola scandals to more about the Storz family. Having hung onto this story for 30 years Fatherly said, "I decided to jumpstart the project after realizing that 1995 marks the 75th anniversary of Radio broadcasting in the United States." Talk about procrastination. 913-362-9793



Producers ... WSUA-AM Miami/CARACOL Radio has launched the first children's Radio program in the U.S. Hispanic market called "Colorin Colorradio" 305-285-1260 ... Metro Networks has added Washington D.C.'s WTOP-AM to its line-up of affiliate stations bringing Metro's total D.C. Radio network to 36 stations reaching 89 percent of the adult 18+ market. 713-621-2800.

SEND PHOTOS OF YOUR NEW PRODUCTS, services and programs to: Product News c/o Shawn Deena, 224 Datura Street Suite 701 • West Palm Beach, FL 33401.

LEFT to RIGHT

2P-3P ET with Alan Colmes and Barry Farber

"I LOVE HAVING CONSERVATIVES AROUND! IT REMINDS US OF HOW FAR WE'VE COME AND HOW MUCH WORK DARWIN HAS LEFT TO DO!"
ALAN COLMES

"IT IS VERY IMPORTANT TO KEEP LIBERALS AROUND FOR RE-SEARCH IF NOT FOR BREEDING PURPOSES!"
BARRY FARBER

To find out about the hottest hour in syndication today, call Major Networks at 800-714-7200

Circle Reader Service #133

SALES PROMOTION PLANNER

DECEMBER QUICK FIX™

- "Jingle Bells." Listeners will listen each day to hear the Jingle Bells on the station to be followed by the best Christmas deals for that day at client locations.
- "Free Baby-Sitting Service." Work with a service and give away free sitting for New Year's Eve, along with a night on the town for the parents.
- "One for You, One for Me." Retailers offer "Buy one get one free" on certain gift items and promote keeping one for yourself.

DATES TO REMEMBER

- 18-25 Hanukkah
- 21 1st Day of Winter
- 25 Christmas Day
- 31 New Year's Eve

JANUARY QUICK FIX™

- "Chill Out." Listeners register at locations or on the air to have their electric bill paid.
- "Celebrate Rock 'n' Roll." A music store puts weekly or daily specials on Rock music. Announce the artist & sale each day on the air.
- "The Couple Workout." A health club offers specials for couples to join together. Offer couple aerobics, and have special activities planned. Offer free child care.

DATES TO REMEMBER

- 1 New Year's Day
- 4 Trivia Day
- 8 Elvis Presley's Birthday
- 13 1st Radio Broadcast
- 15 Martin L. King Jr. Day
- 26 Spouse's Day
- 28 Super Bowl Sunday
- 29 American Music Awards

NATIONAL

Pizza Week; Soup, Eye Care and March of Dimes Birth Defects Month

MARCH

TARGET PRODUCTS:

Lawn & Garden; Air Conditioning; Pools & Hot Tubs; Home Improvement; Auto After-market; Prom Dresses & Tuxedos

DATES TO REMEMBER

- 17 St. Patrick's Day
- 20 1st Day of Spring
- 25 68th Annual Academy Awards
- 31 Palm Sunday
- Spring Break
- Proms

NATIONAL

Frozen Food, Peanut, American Red Cross, Nutrition and Music In Our Schools Month

APRIL

TARGET PRODUCTS:

Easter Fashions; Florist; Bicycles; Lawn & Garden; Outdoor Furniture; Motorcycles; Recreational Vehicles

DATES TO REMEMBER

- 1 April Fool's Day
- 4 Passover Begins
- 5 Good Friday
- 7 Daylight Savings Time Begins
- 7 Easter
- 15 Tax Deadline Day
- 22 Earth Day
- 24 Secretary's Day

NATIONAL

Home Improvement, Keep America Beautiful, Lawn & Garden, Recycling and Humor Month

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

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

ideas you should start planning now

FEBRUARY

<p>TARGET PRODUCTS</p> <p>Spring Fashions Hotels</p>	<p>TARGET PRODUCTS</p> <p>Candy Stores & Products Jewelry</p>	<p>TARGET PRODUCTS</p> <p>Florist Tourist Resorts</p>
<p>DATES TO REMEMBER</p> <p>2 Ground Hog Day 20 Mardi Gras</p>	<p>DATES TO REMEMBER</p> <p>14 Valentine's Day</p>	<p>DATES TO REMEMBER</p> <p>19 President's Day 28 Grammy Awards</p>

NATIONAL

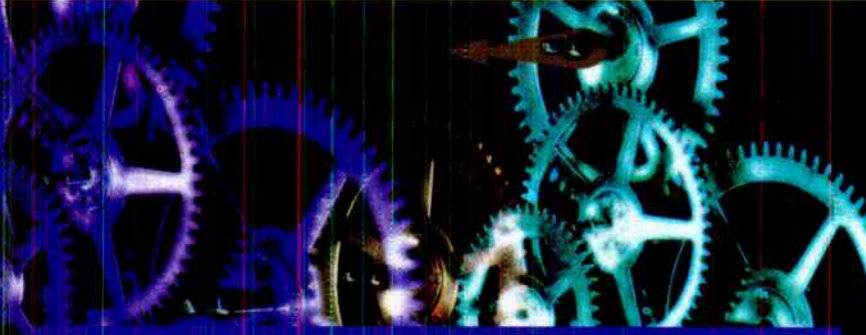
Black History, Snack Food, Concom, Crime Prevention and Wedding Month

LOVE IS IN THE AIR

February 14 heats up a rather chilly month. Valentine's Day ranks as the holiday with the third largest volume of floral sales (after Christmas and Mother's Day). February 14 is the single busiest 24 hours of the whole year. The long-stemmed rose (signifying love) is the most popular, followed by the yellow and pink roses (signifying friendship). Chocolate, fragrances, cards, and jewelry are also very popular gifts. More men will do last-minute gift shopping at convenient drug stores, rather than large department stores. Retailers should offer free gift wrapping, or a small gift with purchase.

COMING UP ROSES

- "Broken Hearts Ball." Host a single's party at a night club. Have listeners bring photos of past loves to shred or throw darts at. Play the dating game or another matchmaking game.
- "Heart of a Deal." Pizza restaurants will promote delivering a heart-shaped pizza to their loved one with a personal message attached.
- "World's Largest Self-Defense Class." Work with a karate studio or the FBI and give a free class in self-defense and protection. Have sponsors & sell T-shirts to support a battered woman's shelter.
- "Love Songs." Listeners will win free client prizes when they hear a love song played on Valentine's Day.
- "Sweet Spot." A grocery store will encourage listeners to visit the sweet spot for all Valentine's needs (cards, flowers, candy, cakes, etc.)




STOP GNASHING YOUR TEETH!

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Circle Reader Service #134

BLAST FROM THE PAST™

**meet WTRY's
seven most
wanted
men!**



Wanted ... Live On The Air. Were these seven WTRY Troy, NY, jocks in 1965 also members of the notorious "swell dressed gang." Two of the most well-known gang members were WABC's Jay "Gino Goodside" Clark (bottom, second from right) and Bob "Haircut Hal" Fuller of Fuller-Jeffrey Broadcasting (top right).

SEND US YOUR OLDIES!

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

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ADVERTISER INDEX

Broadcast Programming	12
Cash Flow Management	6
Celcast Inc.	22
Dalet Digital	28, 29
Directions In Radio	20
Haley Productions	34
International E-Z Up	23
Itex Corporation	9
Jones Satellite Networks	13, 43
Lund Consultants	14
Major Networks	52
Marketing/Research Partners Inc.	17
Media Venture Partners	11
Metro Networks	32
One-On-One Sports Radio	51
Premiere Radio Networks	3, 42
Prime Sports Radio	56
Roland Corp.	55
SJS Entertainment	39
Stephan Productions	50
SW Networks	5
Talk America Radio Network	41
Tapscan Inc.	53
The Wall Street Journal Broadcast Services	35
United Stations	7



The Power Studio From Roland

The new DM-800 provides power, speed, portability and reliability like no other system available.

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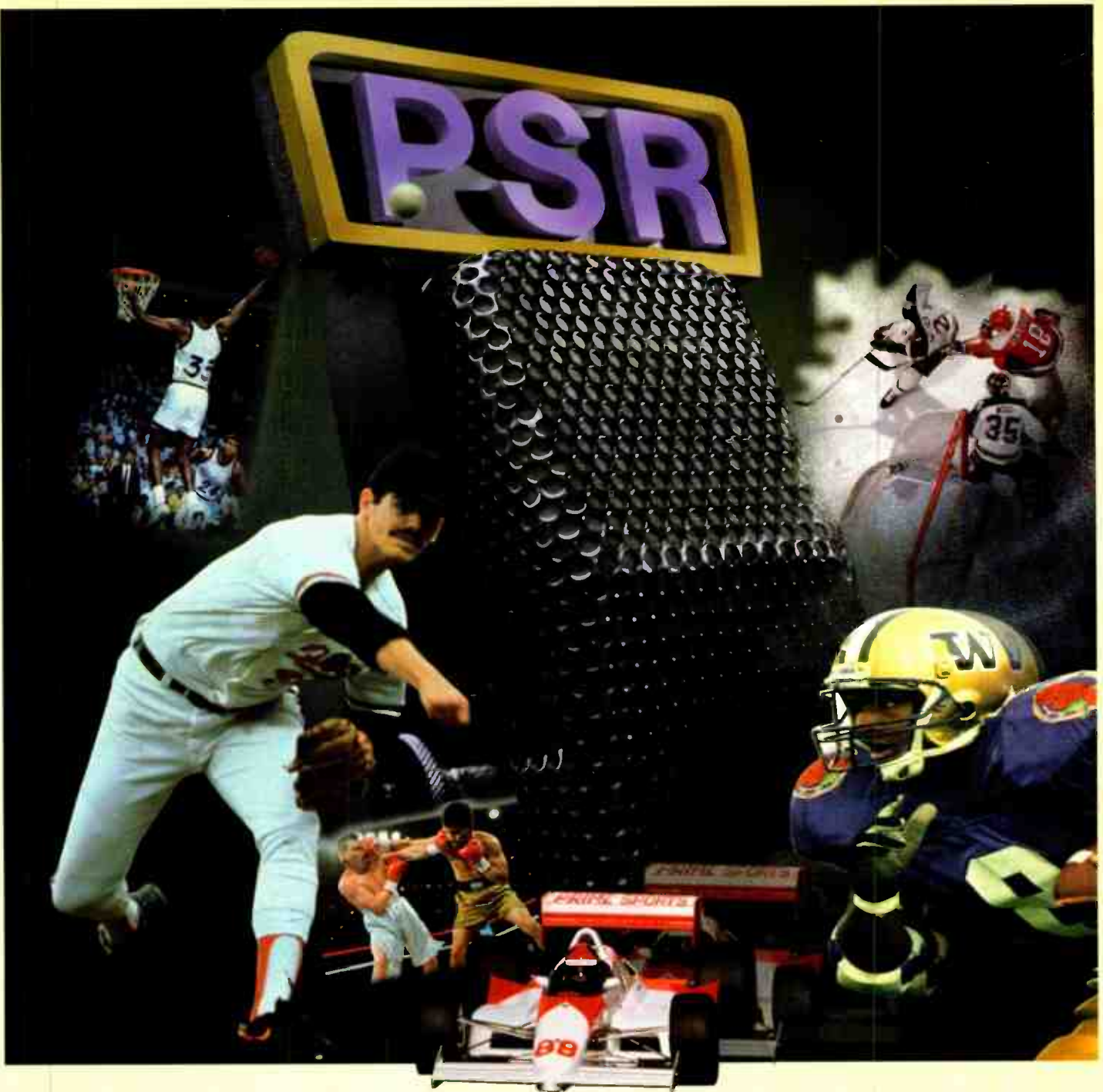
Reliability The DM-800 is a completely dedicated piece of hardware with Roland's renowned reliability.

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