

Radio Only

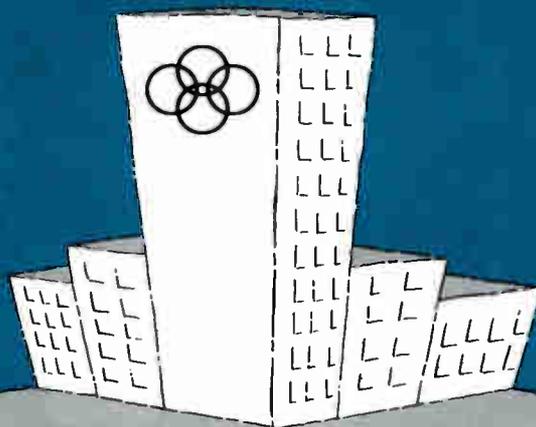
THE MONTHLY MANAGEMENT TOOL

CLUSTER CLUTTER

A growing problem. Some new solutions. How stations are adopting "Just Say No" to fight advertiser-sponsored promotional abuse. PAGE 15



We're Staying On Top Of An Ever-Changing World



McGavren Guild Radio conducted a Marketing Research Speaker Series in 1987. Representatives from numerous companies in the foreground of marketing research were invited to share their latest products, technology and ideas with us.

Participants in the series included Arbitron Ratings, Birch/Scarborough Research, Impact Resources, International Demographics, Marketron, Mediamark Research and Tapscan.

The result? McGavren Guild Radio

continues to have the most knowledgeable marketing sales team in the business. This translates into added dollars for our client stations, as well as local and national advertisers.

McGavren Guild Radio's Marketing Research Speaker Series is another example of its ongoing commitment to excellence. For further details, contact Jane Schoen, marketing research director, 212 916-0598.



M^cGAVREN GUILD RADIO

Innovative Leadership

“When I first came to KMEL in San Francisco, the station was the fourth CHR in a very competitive market and the audience was predominantly teens. We needed to be one of the top stations 18-49, so we turned to The Research Group.

We began working with The Research Group in the fall of 1985 when we had a 3.0 share (12+) in Arbitron and we were

#10 18-49.* Today, we're up to a 5.7 share 12+ and we're #1 18-49 and 25-34.**

The working relationship we have with the people at The Research Group is incredible. They care so much about our success that I feel as if they work for KMEL. They're always there when I need them to discuss competitive strategies and ways to win bigger. They really go the extra mile.”

Paulette Williams
Vice President/General Manager
KMEL-FM

* Fall 1985 Arbitron. M-S, 6A-12M, MSA.

** Spring 1988 Arbitron. M-S, 6A-12M, MSA.

**“We needed
to be solidly
on top.”**



The Research Group develops the *right* information, then uses a special system of strategic planning to help you *win*—and stay strong—in tough, competitive environments. Some managers may have the perception that using the *best* is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

For more information, call Larry B. Campbell, President (206) 624-3888.

In almost every field, there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888

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Representation Of One Of America's
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Phoenix

KOY-FM

Phoenix

KKLQ-AM

San Diego

KKLQ-FM

San Diego



Christal Radio

A Katz Radio Group Company

The best.

Radio Only



34 **Radio Days at the Movies**
A new way to make money at the movies.



15 **Cluster Clutter**
A better way to eliminate too frequent advertiser promotions.



42 **Do it Yourself Sales Promotions**
Getting salespeople to invent promos for unrelated advertisers.

Cover Story

15 **Cluster Clutter**
How to give advertisers the sales promotions they love while reducing crowded stop sets.

Radio Programming

21 **How to Handle On-Air Personnel Problems**
Frequent problems encountered by your program director...and some solutions.

22 **Fluffing Up Pillow Talk**
What top stations are doing to reverse the ratings decline of late-night love song shows.

24 **What's Ahead in New Formats**
Changes to "The Wave" and a new male adult contemporary format that are coming soon.

26 **Eye in the Sky**
Spying on traffic jams and weather conditions through a network of video cameras.

Sales

31 **Let Your Fingers Do the Promoting in the Yellow Pages**
How to buy exclusive promotional coupons in the Yellow Pages for year-long contesting.

32 **How We Make \$100,000 a Year from Auto Insurance**
A San Diego sales manager tells how his station is selling six-figures in spots.

34 **Radio Days at the Movies**
How a Milwaukee station made \$100,000 in local theater business by starting a "Movie Club" and selling participation to other advertisers.

36 **"Thank You" Postcards That are Very Welcome**
An easy, inexpensive way to keep clients and prospects thinking about your station.

38 **How to Attack Television**
This month's self-contained sales meeting agenda for better results.

40 **Selling Better**
More effective (and unusual) ways to write business.

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A new plan that encourages salespeople to make up their own sales promos and then tie together diverse advertisers.

44 **Pop-Ups and Stick-Ups**
A quickie, non-intrusive "pop-up" remote and a static cling car sticker campaign.

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How to Get Higher Rates.

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“We bought WMHE (FM), Toledo, Ohio in January, 1986, for \$6.3 million and sold it two years later for \$19 million.”



“The profit was fabulous, and we feel very good about Americom’s help in getting it for us. They researched our station thoroughly and clearly enhanced the buyer’s ability to understand our station’s full value.”

Frank Osborn, President
Osborn Communications
(Publicly traded
NASDAQ OSBN)

What other radio station owners say about Americom:

“When Americom calls us, they’ve done their homework. They know what we’re looking for and only bring us stations that match what we’re looking to acquire. We also feel they would do an excellent job selling a station for us, because we’ve been on the other side of the transaction with them several times.”

Terry S. Jacobs, Chairman & CEO
JACOR Communications, Inc.
(Publicly traded NASDAQ JCOR)

“I’ve always considered Americom very professional in terms of their customer service and the caliber of their support and professional staff.”

Jim Arcara, President
Capital Cities/ABC Radio
(Publicly traded NYSE CAPCTS)

When you’re considering selling, consider

AMERICOM

Radio Station Brokerage & Financing

Play Ball!

We all know that for a very long time, Babe Ruth held the Home Run Record in baseball. A little known fact is that he simultaneously held the Strike Out Record. The moral of the story? To hit home runs, you must be willing to swing the bat.

The same principle applies to broadcasting. To be successful, you've got to risk

"swinging the bat." Sometimes you miss. Oh...but how sweet the victory when you connect!

At Legacy Broadcasting, we are constantly challenging, questioning and stretching our imaginations in programming, sales, promotion and technology. Occasionally we miss; more often we don't...

LEGACY

BROADCASTING, INC.

Los Angeles New York Detroit Washington, D.C. Houston Minneapolis/St. Paul Denver

Legacy Broadcasting, Inc., 6430 Sunset Boulevard, Los Angeles, California • (213) 465-1700

NEED TO REACH RADIO STATION DECISION MAKERS WITH YOUR STORY?

RADIO ONLY is the place to do it. We've helped savvy advertisers get to the real decision makers. And, they can do it in a classy environment with a publication that's thoroughly read ... not skimmed. And, number one in paid circulation continuously since December 1984. That's RADIO ONLY.

We've helped more new businesses start, more developing companies thrive and more established advertisers cut the waste and increase their reach.

If you want to learn more about radio's best advertising tool, call Jerry Del Colliano at (609) 424-6800. We're here to help you plan a marketing strategy.



IT'S NOT ABOUT TV AND RECORDS. IT'S ABOUT RADIO ONLY.

Radio Only™

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THE RESEARCH GROUP

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FAX # (616) 946-5046
JOANN LEIPHAM, MANAGER

Best Times to Reach Prospects

When you have the best chances of reaching a decision maker.

- **Advertising.** (Account executives, media personnel) after 3:00 p.m. Production personnel – 10:30 a.m.
- **Amusement Park Directors.** Before 2:00 p.m.
- **Apartment Managers.** Mid-morning.
- **Architects.** Late afternoon.
- **Artists.** Commercial – 2:30 to 3:30.
- **Assistant Personnel Directors.** Early afternoon.
- **Auditors (CPA's).** Between 12th and 20th of the month.
- **Auto Dealers.** Mid-day.
- **Auto Mechanics.** After 9:30 a.m., before 3:00 p.m.
- **Bakery Executive.** – Late afternoon.
- **Bankers.** Before 10:00 a.m.
- **Barbers, Beauticians.** – Monday.
- **Bowling Alley Owners.** – Mid-morning.
- **Brokers.** – Before New York stock market opens.
- **Camera Dealers.** Before 2:00 p.m.
- **Chefs.** – 1:00 p.m.-3:00 p.m.
- **Clothing Store Managers.** From 2:00 p.m. to 4:00 p.m.
- **Commission Merchants.** – After 2:30 p.m.
- **Contractors.** – Late afternoon – on the job, or 7:30 a.m.
- **Convalescent Home Owners.** – 1:00 p.m.-3:00 p.m.
- **Dentists.** (Check for days off) – Before 10:00 a.m.
- **Department Store Executives.** – 8:30 p.m. to 9:30 a.m.
- **Doctors.** (Check for days off) – 11:00 a.m.. to 1:30 p.m.
- **Druggists.** – 1:00 p.m.-3:00 p.m.
- **Executives.** – Between 10:30 a.m. and 3:00 p.m.
- **Florists.** Early morning.
- **Furniture Stores.** Late afternoon.
- **Garage Owners.** – Early afternoon (early week).
- **Gas Station Owners.** From 2:00 p.m. to 5:00 pm.
- **Grocery Store Managers.** – Tuesday or Wednesday, 1:00 p.m. to 3:00 p.m.
- **Hardware Stores.** Early morning or late afternoon.
- **Hospitals.** From 11:00 a.m. to 1:30 p.m.
- **Hotels/Motels.** Between 1:00 p.m. and 4:00 p.m.
- **Jewelers.** – Mid-morning.
- **Lawyers.** – Before 10:00 a.m. or after 4:00 p.m.
- **Movers.** – From 4th to 8th of month and 17th to 22nd of month (avoid Mondays).
- **Night Club Owners.** Between 11:00 a.m. and 3:00 p.m.
- **Nursery Center Executives.** Midweek.
- **Photographers.** – Mid-morning.
- **Publishers, Printers.** – After 3:00 p.m.
- **Real Estate Agents.** – Mid-morning, mid-week.
- **Record Stores.** Before 4:00 p.m.
- **Recruitment Directors/Employment Agencies.** Monday, Thursday or Friday.
- **Restaurant Owners.** Before 11:30 a.m.
- **Retail Store Managers.** – Urban: Half hour before opening. Suburban: Noon.
- **Shopping Mall Managers.** Mornings.
- **Stereo Dealers.** Before 2:00 p.m.
- **Surgeons.** – Mid-afternoon.
- **Theater Owners and Managers.** – Before 2:00 p.m.
- **Travel Agencies.** Mid-day.
- **VCR Rental Stores.** From 10:00 a.m. to noon and 2:00 p.m. to 4:00 p.m.
- **Wholesalers.** – Before 10:00 a.m. or Saturday morning.
- **Women's Speciality Shop.** (Owners & employees) – before 11:00 p.m. – *By Irwin Pollack*

Next Month: List of "Anti-Newspaper" Facts.

Only one company has sold the highest priced AM/FM combo in history.

Only one company has sold the highest priced FM station in history.

Only one individual has sold over \$800 million in radio stations in less than 3 years.

Only one company can be #1 in radio station sales.

GARY STEVENS & CO. *Incorporated*

Broadcast Mergers

Acquisitions

Investment Banking Services

230 Park Avenue Suite 2740
New York, N.Y. 10169
(212) 697-0240

On The Entrepreneurial Spirit...

It's a challenge to start from scratch and build an organization that makes the competition do a double take. It's being young, aggressive and unafraid of success. Success that's built on innovation, a real caring for the client's needs, and a complete knowledge of the marketplace. It's having the guts to make it happen just like you dreamed it would.

My dream? To be the best rep in the business. And to help Durpetti & Associates be the type of rep firm that radio stations around the country can depend on for first-rate service. I want them to know that each one of us at Durpetti & Associates is driven by the entrepreneurial spirit to be the best.

*Eric J. Perry
Sales Manager
Philadelphia Office*



DURPETTI & ASSOCIATES

A Commitment To Excellence

△ AN INTEREP COMPANY
World Radio History

Business Magazines

Forty-four industry-specific magazines, listed by business category, that will help you know more about your prospect's business and do a better job of speaking the language.

Automotive

Automotive Aftermarket News: Monthly. (312) 332-0210
Automotive News: Weekly. \$50/year. (313) 446-6000
Body Shop Business: Monthly. (216) 535-6117
Brake and Front End: Monthly. (216) 535-6117
Import Car: Monthly. (216) 535-6117
Modern Tire Dealer: 14 times/year. \$36/year. (216) 867-4401

Computers

Computer Dealer News: (201) 366-4904
Computerland Magazine: Published bimonthly for \$36 per year. (415) 639-2027
Computer Weekly: Weekly. (212) 867-2080

Consumer Electronics

Audio Times: Monthly. \$60/year. (212) 686-7744
Video Stores: Monthly. \$17.50/year. (714) 250-8060

Entertainment/Restaurants

Hotel and Motel Management: Published 18 times a year for \$25 per year. (218) 723-9440
Night Club and Bar: Monthly. (601) 236-5510
Pizza Today: Published monthly for \$18 per year. (812) 937-4464.
Restaurant Business Management \$75/year. (212) 986-4800
Restaurant Exchange News: Monthly. \$18/year. (914) 638-1108

Food Products/Grocery

Beverage World: Monthly. \$30/year. (516) 829-9210
Convenience Store News: 16 times/year. (212) 594-4120
Frozen Food Age: Monthly. (212) 697-4727
Meat and Poultry: Monthly. \$30/year. (415) 388-7575
Non-Foods Merchandising: Monthly. \$30/year. (212) 686-7744

Health Services

Alcoholism and Addiction: Bi-

monthly. \$4.50/issue. (216) 475-9010
Dentist: Six times/year. (817) 776-9000
Eye Care Business: Monthly. (203) 838-9100.
Health Week: 22 times/year. \$30/year. (415) 654-4567
Hospitals: Twice a month. \$40/year. (312) 440-6800
Ophthalmology Management: Monthly. (212) 869-1300

Professional/Financial

ABA Journal (American Bar Association): Monthly. \$36/year. (312) 988-5000
Accounting Today: Bi-weekly. (212) 371-9400
American Banker: Daily. \$495/year. (212) 943-6700
Financial Services Week: Biweekly. (212) 337-3130

Real Estate

Building Operations Management: Monthly. (414) 228-7701
Real Estate Times: Twice monthly. (212) 869-1300
Multi-Housing News: Monthly. \$20/year. (212) 869-1300

Miscellaneous

American Demographics: Monthly. \$48/year. (800) 828-1133
Appliance: Monthly. \$45/year. (312) 990-3484
Boat and Motor Dealer: Monthly. (312) 982-1810
Florist: Monthly. \$24/year. (313) 355-9300
Furniture Today: Weekly. \$39.95/year. (919) 889-0113
Modern Jeweler: Monthly. \$30/year. (913) 451-2200
National Mall Monitor: 9 times/year. \$50/year. (813) 796-8870
The School Administrator: 11 times/year. \$50/year. (703) 528-0700
Sporting Goods Business: Monthly. \$20/year. (212) 869-1300
 -By Irwin Pollack

Next Month: List of First Quarter Holidays.

Finally...

A video sales development program designed for **everyone** on your staff with so much flexibility that you can use it the way *you* want to use it, when *you* want to use it.

If you have heard or worked with Norm Goldsmith, you'll expect the best. If you haven't, the best is yet to come.

It's placed

It's proven

It's producing

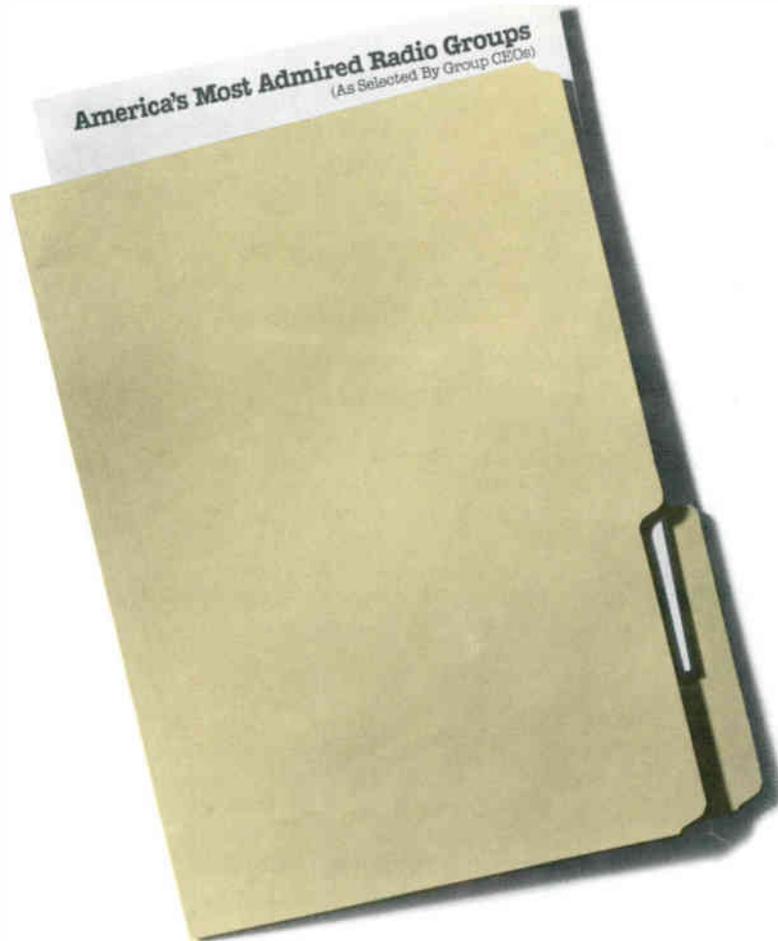
Let's talk.



Norm Goldsmith's
Sales Development
Program

Radio Marketing Concepts, Inc.
P.O. Box 800497
Dallas, TX 75380
214/490-3311

We're on a hit list.



Actually, this is a nice hit list to be on. Because this list, "America's Most Admired Radio Groups," contains the biggest hits in the country.

This year we placed sixth on the list that includes virtually every one of the most respected radio groups in the country (based on an industry-wide survey of radio group CEOs by *Duncan's Radio Market Guide*, 1988

Edition). We were also honored to be in the top ten for the third straight year.

The greatest honor, however, is to the people who make up Edens Broadcasting. Without them, we wouldn't be on anybody's hit list. And this is one hit list we'd hate to miss.



Edens Broadcasting

WRBQ AM WRBQ FM WRVA AM WRVQ FM WWDE FM KOY AM KOY FM KKLQ AM KKLQ FM
St. Petersburg Tampa Richmond Richmond Norfolk Phoenix Phoenix San Diego San Diego

Best Sales Books and Videos

Choice reading and viewing to build better sales.

BOOKS

■ **26 Most Common Mistakes in Advertising.** Alex Benn. Helps you find advertising "trouble spots." Gives a checklist of criteria by which to judge all forms of advertising. Useful for copywriting...radio. Chapters can be easily broken down into 26 individual learning units for your staff.

■ **Confessions of an Advertising Man.** David Ogilvy. Best chapters are: How to Get Clients; How to Keep Clients; How to Write Potent Copy.

■ **How To Advertise.** Kenneth Roman. What works with radio. What doesn't and why. Features 204 rules and guidelines for radio advertisers. If you purchase only one "dos and don'ts" advertising book each year, this is it!

■ **Sell Copy.** Webster Kuswa. Another writer's handbook. Punch words. Contains helpful guidelines on the essentials of good writing. Good chapters on, "The Creative Side," "Know Your Markets and Your Competition," and "How to Write Ad Copy with a Professional Touch."

■ **The Responsive Chord.** Tony Schwartz. Best page is 75 – featuring the well-known, "People don't listen to the radio...they bathe in it." Covers the "How-tos" rather than how the electronic media manipulates people.

■ **The Trouble With Advertising.** John O'Toole. Makes a great case against lazy agencies, inept campaigns and what he feels must be done about it. As the cover says, "A View from the Inside."

■ **The Four-Minute Sell.** Janet G. Elsea. Takes a hard look into why people buy from salespeople. Good checklist for all salespeople. How to make a lasting good first impression. Enjoy it in small bites!

■ **Edit Yourself.** Bruce Ross-Larson. Shows us all how to get out of the fat and get into the meat in writing. Good for copywriters and people who use well-written, stand-up sales presentations.

VIDEO TAPES

Each can be rented by Dartnell (800) 621-5463.

■ **Salesmanship on the Line.** Dirk and Don Beveridge take us back and dramatize just how a salesperson can increase sales production and establish long-term business, simply by identifying each customer's needs – then tailoring a problem-solving solution to those needs. Areas include how to develop a creative imagination for selling; how to help the customer buy from you, rather than the competition; how to translate product features into specific, customized benefits that the customer understands and needs.

■ **Keep Climbing.** A 23-minute tape that gives a new outlook to the age-old selling problem of complacency. *Keep Climbing* doesn't lecture. It shows, by example, the pitfalls and cures of complacency. Any sales rep viewing it can't help but pick up the phone and concentrate on new business.

■ **Dealing With Price Resistance.** Helps salespeople at your station overcome "Your rates are too high." Film will convince your staff that a quality station has everything in its favor – including a good rate. Demonstrates four specific techniques that will help crack tough prospects.

■ **Ask for the Order and Get it.** Hammers home the key principle in radio sales – to get an order, you must ask for it. Stresses the "3-D" concept of being a tough-minded salesperson, and shows how to use five new closing techniques to get action.

■ **Retaining Clients and Customers.** Offers your sales staff insight on over 20 proven methods and techniques to use when wanting to build advertiser loyalty, enhance your station's prestige, and encourage new prospects to invest with you versus the competition.

–By Irwin Pollack

Next month: Hot Co-op Opportunities.

Here are just some of the stations currently profiting from Norm Goldsmith's Sales Development Program:

• **KIRO**, Seattle • **WAPW**, Atlanta • **KWSS**, San Jose • **WRVA**, Richmond • **KZLA/KLAC**, Los Angeles • **WRDU**, Raleigh • **KMGC**, Dallas • **KSAL**, Salina • **WBLI**, Long Island • **WBAL/WIYY**, Baltimore • **WHYT**, Detroit • **WSUN/WYNF**, Tampa • **WLWI**, Montgomery • **WHTQ**, Orlando • **WEZF**, Burlington • **WGH**, Norfolk • **KZFX**, Houston • **KZZP**, Phoenix • **WRXK**, Ft. Myers • **WNBF**, Binghamton • **KCFX**, Kansas City • **WFYR**, Chicago • **KXTP/WAKX**, Duluth • **KFDI**, Wichita • **WNBC**, NYC • **WQBA**, Miami • **WWMG**, Charlotte • **WGIR**, Manchester • **KLUC**, Las Vegas • **KOEL**, Oelwein • **KCIX**, Boise • **WUSY**, Chattanooga • **KFOG**, San Francisco • **WGSM**, Long Island • **KHYL**, Sacramento • **WFTC/WRNS**, Kinston • **WSHE/WSRF**, Ft. Lauderdale • **KHLA/KLCL**, Lake Charles • **KXKL**, Denver • **WCHV/WWV**, Charlottesville • **WNCI**, Columbus • **KRBE**, Houston

Now, let's talk.

Let us give you more information or a demo tape and put you in touch with managers who are using the program today.



Norm Goldsmith's
Sales Development
Program

Radio Marketing Concepts, Inc.
P.O. Box 800497
Dallas, TX 75380
214/490-3311

*Quality is not an act.
It is a habit...*

Aristotle



**Doing the right things.
Doing them right the first time...
and every time.
It is what leads to lasting excellence.
And it is what we aspire to in the art
and science of radio broadcasting.**

GROUP

RADIO
WESTINGHOUSE
BROADCASTING COMPANY

Since 1920
The • First • Name • In • Radio

WBZ Boston • WINS New York • KYW Philadelphia • KDKA Pittsburgh
WMAQ Chicago • KODA Houston • KQZY Dallas/Fort Worth
KQXT San Antonio • KOSI KEZW Denver • KMEQ-AM-FM Phoenix
KFBK KAER Sacramento • KFWB Los Angeles • KJQY San Diego

THOUGHT STARTERS

How to Get Higher Rates

■ Make sure that the written proposal you make is designed for a specific customer. Avoid "off-the-shelf" packages. Increasingly customers demand specific solutions to their problems. Put the customer's name on each page. Use words like "you," "impact," "profits," "efficient" and "productivity" in your written proposal.

■ Take more time to prepare for sales calls. Rule of thumb: One hour of preparation for every 20 minutes of selling time. Get your proposal ready. Zero in on the problem your station can solve for the client. Time spent preparing pays off big in long-term orders and higher rates. Listen to the buyer. Knowing the buyer's wants and needs positions you as the one with solutions instead of spots. Buyers pay more for solutions than spots.

■ Get the prospect more involved in formulating the strategy, and rate is no longer the key issue. Time spent with you is time that your competition is out of the picture.

■ Focus on past successes before you enter the buyer's office. Take a minute to review the things that have gone right for you and your customers. Take these success stories into the meeting with you.

■ You must get into a position to ask more people for the order. When you do, price objections are not as powerful. To close \$40,000 a month in business, you will want to propose \$160,000.

■ Make a higher rate an advantage. Say: "Your competition doesn't like this rate either. You can compete with them all on a lower-priced station, or you can have our audience virtually to yourself. That's worth something." Add value by holding creative sessions. Bring the client to the station and hold "strategy sessions" with the salesperson, copywriter and sales manager. **-By Chris Lytle**

NOW YOU CAN HAVE TRAFFIC, ACCOUNTING AND MUSIC ON ONE COMPLETE SYSTEM.

No matter which Boss you're playing – from Sinatra to Springsteen – Automated Business Concepts IBM-AT & AT Compatible package lets you be the boss.

From now on your on-air people can have music, commercials and programs all on one form. Title, artist, category, length, time of play and other music-related data can be easily programmed. No need to have Traffic on one system, Music on another. Sales left to its own. This new efficiency can be yours for an affordable price.

For information and a free brochure check off the Reader Service Card in the back of Radio Only or call for faster action at (619) 566-8920 (collect).

Complete integration of vital radio operations at a fraction of the cost thanks to IBM-AT & AT Compatible equipment and Automated Business Concepts.

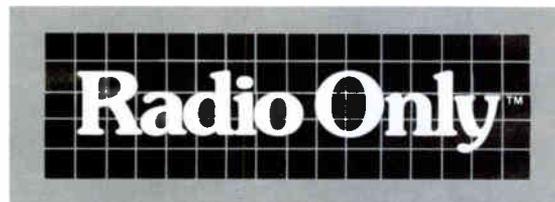
ABC Automated
Business
Concepts

The Radio Computer Specialists

10650 Trenea St., #201, San Diego, CA 92131

See us for a demo in booth 0528 at the NAB in RADIO '88.

NUMBER ONE IN TIME SPENT READING*



The one publication radio executives *really* read.

*1988 Managers Study conducted by The Research Group. For a copy call Jerry Del Colliano at (609) 424-6800.



*For those
of you
who like to
make decisions
based on
marketplace
facts...*

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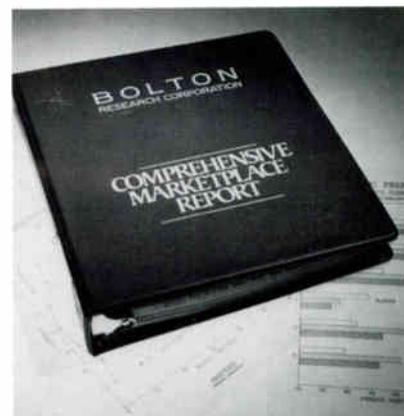
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Cluster Clutter

A growing Problem. Some new solutions. How stations are adopting "Just Say No" to fight advertiser-sponsored promotional abuse.

By Neill Borowski

There's a disturbing trend emerging.

Advertisers are pressuring stations to carry their promotions on air.

Meanwhile, the stations are becoming more than concerned that they are already scheduling too many advertiser-sponsored promotions resulting in unwanted clutter.

It's the same old battle programming and sales have been fighting over for years.

But now even sales managers, once most willing to carry advertiser promotions, are beginning to throw up their arms and say "Enough!"

Why now and not then? Because it's beginning to hurt in their pocketbooks. The promotions are tantamount to giving away more of the store than sales managers are willing to tolerate.

Even prospects are getting pushy.

More and more potential advertisers are demanding extras.

Extras like station-wide promotions just thrown in with their

orders to outright requests for merchandise for the client to give away to his/her employees or others. This isn't doom and gloom. It's reality. There are names. It's happening now.

Now about three out of every five avails seem to come with strings attached according to WBJW-AM/FM, Orlando General Sales Manager Pat Byrd. Stations are constantly being asked to procure grand prizes for client contests.

Key questions asked by WBJW-AM/FM staff about clients requesting such promotions: Have they used our stations for the media value in the past? Emphasize with the clients that what they're buying are not promotions but the media value of the station.

Here's what some stations are doing to turn this dangerous situation around:

- **Turn down the requests.** This approach can lose one buy in the short-run, but may help to refocus a prospects' sites on the true value of what they are buying when they buy your station.

This trend started with stations

giving in to advertisers to save the order.

Now, it's apparent an equal number of stations will have to "Just Say No" to promotion abuse.

KMJ-AM/KNAX-FM, Fresno Sales Manager Marylou Hutchens refuses advertisers' blatant requests for merchandise in return for buys.

One company recently said it would run the spots if it got portable TVs in return to give away to its employees.

The station flatly says "No" to requests for tickets or other prize-closet goodies.

This will be the first step to making radio stations less like appliance stores and more like marketing vehicles for their advertisers.

But, it has to start somewhere. And experts agree that the somewhere will be with the general or sales manager.

- **Combine promotion-hungry advertisers.** Here's an efficient way to continue limiting advertising promotions by combining two, three, or more advertisers with

KVI-AM/KPLZ-FM, Seattle has exclusive rights to the local Seattle Seafair Budweiser cup — an event that has almost 300,000 spectators and makes a total in the six figures for the stations.





KZAP-FM, Sacramento, got Air France to fly its Concorde to Sacramento to celebrate the station's 20th anniversary and the station sold sponsorships to clients.

varied products. It's a win-win.

The advertisers get their promotions.

The stations get clutter relief.

Take how KWEN-FM, Tulsa handled it.

It combined several advertisers' promotions into one.

It makes commercials and the on-air promotions one.

This means that the promotions are part of the commercials rather than having the promotions separate, supporting the advertising package.

The Tulsa station helped sponsor a boat and water ski package giveaway. The boat dealer put his boat in a local nightclub. The buy from both clients totaled more than \$20,000 and a boat to boot.

■ **Sponsor off-air events.** Possibly the hottest promotion this year is the big event held at a local convention hall or coliseum and sponsored by the radio station.

Here's the beauty of it:

The event – be it a baby show, a beauty show or a consumer electronics show – is made to be desirable.

Only the show is promoted on the air.

Thousands of people show up. And the clients must buy a schedule to participate. Some stations actually charge for the booths, too.

KMOD-FM, Tulsa sponsors a

"KMOD-Rainbow Expo" in the first quarter of the year, which are normally slow times for advertising. Retailers set up about 100 booths selling everything from records to bikes to spas.

■ **Eliminate mentions of promotions.** At least the free ones.

Many station managers tell Radio Only they no longer will throw in promotional mentions. They advise clients to do the promoting during the spot or as a tag after the spot.

CLUTTER-BUSTING PROMOS

Most often, though, there is no grand scheme to win against on-air promotion clutter. Stations are taking it battle-by-battle, trying to keep their listeners from tuning out.

Here are some promotions stations say are effective without over-cluttering their broadcasts:

■ **Employ giant "boom boxes" as anti-clutter weaponry.** These giant mobile radios, manufactured by several companies, have caught on for the younger-skewing stations. They also are high-profile, low-clutter promotional tools.

At KBTS-FM, Austin the giant jam box stays in demand. The station is showing up with its big radio twice a weekend at client promotions.

For \$2,000, the KBTS-FM client gets 40 promotional announce-

ments, 30 spots (including two live call-ins), prizes, a DJ and the jam box with music.

While the promotional announcements are heavy, they don't promote only the client's interests. Each announcement serves to raise the profile of the station.

The event is a station tradition. Participating clients pay from \$1,000 to \$15,000 for a booth and spots. The average is \$2,000 with the client getting 40 units over two months.

The key here is that the station gets advertisers to buy schedules. And then it has only to promote its event, which adds to the station's profile in the community.

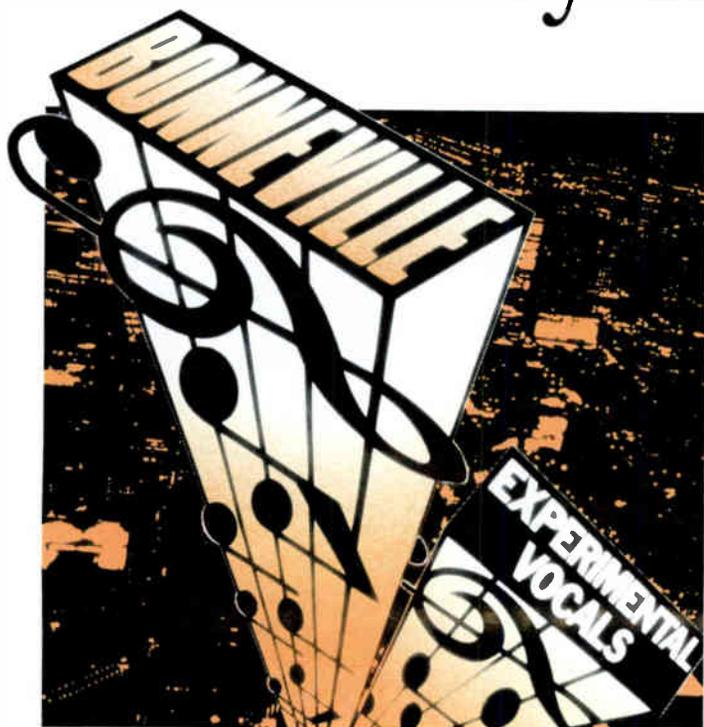
■ **Offer direct mail as the value-added alternative.** Shift the client's focus from the station-wide promotion to a presence on a direct-mail piece the station plans.

The piece might be a newspaper or contest mailing. This way, the client will get a print ad thrown in rather than a promotion that might add to a station's clutter.

WIVK-FM, Knoxville reports tremendous luck with "Reverse Raffles."

A direct mail piece is sent to 300,000 homes in the market. The station DJs call off 107 winners each day. They receive trips to Daytona Beach.

The only relaxing format that gets ratings is still Easy Listening



You've no doubt heard a lot of hoopla lately about how a format of all relaxing vocals was going to drive Easy Listening stations up a wall.

According to the latest ratings, it hasn't. Not nearly. In markets where the experimental vocals format is aired, it has not measured up to our time-tested instrumental and vocals format.

In fact, about all the special vocals format has managed to do is alienate long time Easy Listeners and set loyal advertisers free to spend adult budgets on AC stations.

Improving 35-54 year-old demos never materialized, either. *Bonneville* Easy Listening still dominates these, too.

No one ever said Easy Listening is easy to program.

It takes a special knowledge of what music adults like to relax to. A special mix of songs – not too hard, not too soft – just right. It takes updating the sound, knowing when to play vocals and when not to, and which ones.

Bonneville Easy Listening stations are proven money-makers. Low overhead. High profits. In fact, it's a franchise format. Stable, adaptable. Able to withstand rock, schlock and lately a knock or two by some easy-come-latelies.

When you next consider a format change, look again to *Bonneville* for today's Easy Listening.

Get the latest fact-pack on ratings, profits and the long-term Easy Listening outlook. Call 800-631-1600. You can have it delivered overnight at absolutely no charge. Absolutely no obligation.

We think you'll appreciate having it on file for the future.

High profits, low overhead, strong 35-54 ratings and fresh programming – now, *that's* a special blend. That's *Bonneville's* Easy Listening format.

Now, relax and make money.

 **BONNEVILLE**
BROADCASTING SYSTEM

4080 Commercial Avenue • Northbrook, IL 60062 1-800-631-1600

Then, 107 people have the chance at \$2,500, \$7,500 and a new Chevrolet convertible.

The 107 people show up at the showroom of the Chevrolet dealership. And numbers are drawn, eliminating the contestants from number 107 up to the grand prize winner.

In this Reverse Raffle, everyone comes away a winner. In the first place, they won trips. Then, they win hats, T-shirts, etc. as their names are drawn and they're eliminated from contention. Sign up clients to give away prizes at this raffle.

■ **Tie advertisers into charity events.** WBLI-FM, Patchogue, Long Island does this with several local charities.

And the station has a waiting list of clients wanting to affiliate with the next charity event. For example: The Midas Muffler Walk-A-Thon.

■ **Sponsor a cook out.** Give away client products at the cook out. Mention them in tag lines that talk about the station cook out.

WKSE-FM, Buffalo gets together with a local hot dog manufacturer and a food broker to a local grocery chain.

Listeners are invited to show up after work for a free dinner that the station's jocks will cook.

The station gets 2,000 people to show up and sponsors each buy \$2,000 advertising schedules for a total of \$10,000 for the station.

In Fresno, KMJ-AM/KNAX-FM does a 5 a.m. picnic in its parking lot. About 600 people showed up between 5 a.m. and 11 a.m. for hot dogs and soda. The mayor showed up at 5 a.m.

And in the Youngstown, OH market, WYFM-FM ties a dozen advertisers together in a party/picnic at the home of a listener held every weekend. The client product then becomes the "official" ice



WIMZ-AM/FM, Knoxville tries the one-shot promotion – tying in a swimming pool distributor and a beer company.

cream, hot dog, soda, etc. of the "Y-103 Days of Summer."

■ **Back a local blockbuster event.** No one has to advise radio stations to seek and find such high-visibility, media sensitive events so they can sell co-sponsorships to clients.

But now they are being advised to see such events as clutter busters. And with a little forethought, it works.

KVI-AM/KPLZ-FM, are the exclusive sponsors of the local Seattle Seafair Budweiser Cup seaplane race.

Clients buy spots in the broadcast of the race itself as well as commit for fourth-quarter buys.

The exposure during the broadcast is at a premium: Between 200,000 and 300,000 spectators in the Seattle area sit along the shores and in their boats and tune to the station to follow the race.

General Sales Manager Bill Sigmar KVI-AM/KPLZ-FM says the gross revenue is more than \$250,000 for the one-day event. Included in that total are five, \$30,000 sponsors.

KZAP-FM, Sacramento sponsored the flight of the Concorde

into Sacramento in celebration of the station's 20th anniversary. Trips on the Concorde were given away. It was the first – and possibly last time – the giant Air France jet ventured into Sacramento.

The station was selling sponsorships of Concorde updates to clients. Estimated gross revenue: Between \$7,500 and \$9,000.

■ **Go for one-shot deals.** These are the promotions that last one day, but also get the station maximum exposure.

WIMZ-AM/FM, Knoxville, did a Tennessee Drought Buster promotion. A local pool company and a local beer distributor signed up as the event's sponsors.

The station's morning team did the show live from the middle of a 24-foot, above-ground swimming pool. Contest winners could get a beer chest and sun visor (you can't give alcoholic beverages away in Tennessee).

The grand prize winner got the swimming pool. Total gross revenue for the station: \$22,000.

WHAT'S AHEAD

We all know the wisdom that the program director who lives by the ratings dies by the ratings.

Now, increasingly, the same can be said of sales managers.

The GSM who lives by advertiser-sponsored promotions, freebies or extra mentions will die from them.

The stations' rates will suffer.

Advertisers won't see the value of a spot on their stations.

There is an orderly way to proceed in the future.

A new respect for a spot. A few "no's" when advertisers exceed their rights.

Innovative ideas like some of the ones you've read here.

It's not just a programming problem anymore. ■■■

Do the megareps really know where the world is going?

**REP HEAD PREDICTS:
UNWIRED NETWORKS
TO BECOME 40%
OF NATIONAL BIZ.**

You saw a lot of stories like this a few years back.

Only problem was, those predictions were self-serving. And they were dead wrong.

Today the megareps are yakking about "new business development" as the key to our collective future. Or something called the "radio store" which sells everything from bartered syndication to wired networks.

Do they really know where the world is going? What do you think?

At Eastman, we don't make false assumptions.

Four years ago, we pointed out to our clients that 90% of all buys were four markets or less. If that were the case, how could unwired become 40% of our business? (It didn't, of course.)

We don't spend our time trying to predict the future. We spend our time servicing our client stations in the here and now.

Eastman sells stations independently, not meat market style like the megareps. Eastman trains its people to sell station value, not just numbers.

If you want predictions, call an astrologer. But if you want hard work and results, call Eastman at (212) 581-0800.

EASTMAN RADIO

The alternative to the megarep.

FRIDAY MORNING QUARTERBACK...

**Chock full of the features radio
needs every week —**

- * Up to minute programming information — what key programmers are doing nationwide.
- * The hottest artist information available.
- * Reliable music info that keeps you ahead of your competition.
- * Interviews with the country's leading programmers & music executives.
- * Personal interaction with the FMQB team — from improved record service to breaking news.

***The most important thing about
FMQB is who reads it:***

**ALL the most influential Top 40 and Album Radio
programmers read FMQB!**

Mark the Reader Service card in this issue to receive a free sample of the
Friday Morning Quarterback (for CHR and A/C stations) and the
Friday Morning Quarterback Album Report.



KOY-AM, Phoenix got "Broadcast News" movie star Albert Brooks to sit in for the vacationing show personality in exchange for a rental car and hotel room.

How to Handle On-Air Personnel Problems

Frequent problems encountered by your program director...and some solutions.

Anyone who thinks managing egos is the biggest programming personnel problem is missing something.

The competitive edge.

Lately stations have been consolidating their best thoughts about dealing with sensitive programming department problems.

Problems like:

■ **When should DJs take their vacations?** Discourage jocks from taking them during the all-important spring and fall sweeps.

And if a team of popular jocks resists breaking up their act, be firm: Insist one stay on the air while the other may be in the air. This tactic avoids a radical change in the station's sound.

Edens Broadcasting Chairman Gary Edens oversees personality-laden stations.

He says general managers can soothe egos by making allowances for longer vacation time during off-peak weeks in the year. A radio station isn't like an auto body shop or a department store.

Encourage vacations taken in blocks of a week or longer.

Discourage three and four day weekends dribbled throughout the year. Allowing personalities to haphazardly take days off could confuse both listeners and station schedule keepers.

■ **When do you put a "star" in to replace a top personality?** Sometimes using a celebrity from sports, politics or business can work. But they have to be good and sound good.

And they always need one of your regular jocks there as co-host to keep things going and on-track.

KOY-AM, Phoenix once recruited comedian Albert Brooks (the smart, but unphotogenic reporter in the film "Broadcast News") to fill in on its morning drive-time show. He was an instant hit. Brooks bantered on air with call-in listeners and spewed forth hours of entertaining ad libs.

And cost isn't always that big a factor. Celebrities do it for fun.

Brooks was less interested in cash than in having free use of a car

and nice hotel room to share with his girlfriend. He treated the job as an unconventional vacation.

Another pool to tap when a celebrity is needed: Local television anchors. WLLT-FM, Cincinnati tried it and liked it.

■ **When should the PD help negotiate contracts with top station talent?** GMs usually are the best choice for negotiating jock contracts because they don't work with personalities day-in and day-out.

But that's not a hard-and-fast rule.

If the program director has long-standing ties with the jock, he may know better than anyone else what turns him or her on and off.

Begin contract talks with a frank discussion about what the personality wants. Money and vacations aren't everything.

Don't assume cash is the springboard to happiness. A little creative thinking might do more to help personnel – and management – than a raft of boilerplate benefits suggested by a consultant.

At WCZY-FM, Detroit President and GM Betty Pazdernik instituted a financial incentive system tied to gains in audience share for specific demos. Dick Purton, morning drive personality, gets a company car and the promise in return of one convention trip each year.

Purton makes some national advertiser sales calls – a perk for the station, as well as the personality.

■ **Is there a better way to handle personal appearances?** Consider quotas. Some jocks shun them, but if the station offers them a chance to pick and choose it lessens the gripe.

Push for station approval of all outside activities – to avoid the possibility of the jock wandering into a controversy or embarrassing situation and to guard against over-exposure. Remember when Playboy and Playgirl magazines did photo layouts of radio jocks?

■ **How long should non-compete clauses be?** The most enforceable ones are six months to a year. But beware: Longer-term non-compete clauses not only are hard to enforce, they can be expensive. Why pay for a non-compete clause unless the benefit outweighs the expense? –By Mike Meyers

Fluffing Up Pillow Talk

What top stations are doing to reverse the ratings decline of late-night love song segments.

That love may never last is one thing.

That love song-formatted Pillow Talk shows are dying in the ratings is another.

A few stations already view the format as a failed infatuation that should be dumped like a bad date.

WCLR-FM in Chicago separated from its Pillow Talk format in March, after 16 months of mixed signals from the audience.

Apparently the young white, black and ethnic listeners attracted to WCLR-FM after dark, didn't respect them in the morning – at least enough to make a commitment to listening to the station's up-tempo, energetic "lite rock" format by day.

Yes, there will be an accent on mood – not from an announcer's mouth.

■ **You'll hear a sense of humor.** When DJs do talk, they'll be expected to lighten up.

■ **More pre-taped on-air production.** WLTF-FM, Cleveland now only allows its announcer to talk – in recorded and edited exchanges – with listeners calling in requests. One couple called in to say they were ready to conceive a child and asked the station to play an appropriate title. Their request: "Up Where We Belong."

The approach has since paid off in improved ratings.

A year ago, WLTF-FM was fourth

■ **More jingles and/or production is ahead.** You'll be hearing the mood set by musical production and jingles. And the jingles will deliver a positioning statement.

WHNN-FM, Bay City, MI distinguishes the format by regularly repeating the tagline, "Helping mid-Michigan fall in love."

WLTF-FM in Cleveland cut a jingle to give Pillow Talk a distinctive identity.

■ **The gender of the DJ will not matter.** Since the future of this segment is squarely on the music, mood and production, it will no longer matter whether a DJ is a woman or man. Or, whether he or she sounds sexy. It's not the sex that will sell the segment. It is the music and the mood, through production.

■ **Cute sound effects will be out.** Some stations use the relaxing sounds of waterfalls or crickets to fill cracks between album cuts. There are other more effective ways to set the mood.

■ **New music may replace old love songs.** PDs will find that there is more than one way to service the romantically-mooded listener.

WJFI-FM in Fort Wayne began a Pillow Talk program in late 1985. But two years later, the station's night-time ratings were going nowhere. PD Lee Tobin scrapped the playlist of bland oldies and love songs scrounged from the daytime schedule. He came up with a new name, "Night Magic," and a new sound, a brighter blend of urban and light jazz.

The spring ratings results say it all. The station held the number one late-night audience of women, 25 to 34, with a 32.8 share in the spring – up from a 20.8 share in the fall book. A spillover into the daytime oldies and AC programs, as well. The share of persons 12+ climbed to 19.1 from 15.2, comparing the spring book with last fall's ratings.

■ **More uptempo music.** PDs will be rediscovering the uptempo love song in the months ahead. But overall, the mood will be set by slow-to moderate-tempo songs.

–By Mike Meyers



WLTF-FM in Cleveland still gets 50 love letters sent in a day, but stations are reading fewer of them on the air these days.

Still, many PDs keep tinkering with their Pillow Talk programs convinced that it can work and that it will attract women.

Whether the evenings go by "Lights Out," "Night Magic," "Love Light," "Love Song," or any other label, PDs are now beginning to rethink the formatting.

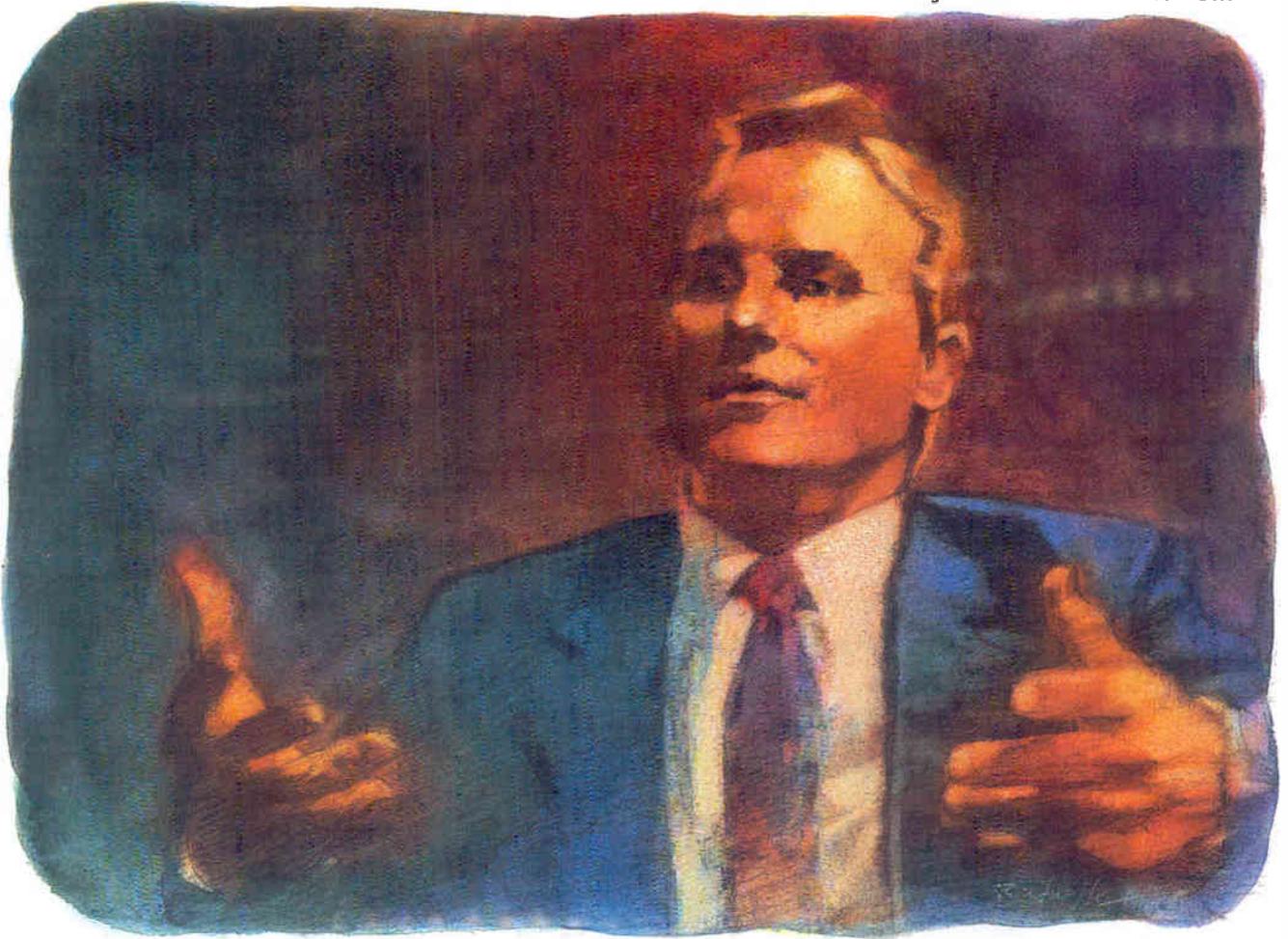
Here's an intelligence report on what's developing:

■ **Less talk – more music.** You'll be hearing more music played without interruption.

in the market in late-night female audience. By spring, the station's rank had climbed to a solid second in that important demo. Late-night ratings have also helped to boost the station's overall share to a 6.3 in the 12+ audience, up from a 4.8 a year ago.

■ **Reading on-air love letters is on the decline.** The newness has worn off. Some programmers think that reading such letters actually backfires on the effectiveness of the segment.

For the past three years, Mike Parry owned StarStation affiliate KGHR in Austin, Minnesota. Why did he choose programming from SMN, and how did it contribute to his success? Here are some of his candid comments...



“You’re only a phone call away from your program director and your announcers.”

“Just because they weren’t sitting in my studio doesn’t mean they’re not live. With the liners they actually said what I told them to say about my community.”

“Our morning show was #1. And we were #1 all day with women 35+.”

“With the way the music is programmed, and with the extent of the research, we had a flow in our music that couldn’t be matched by anyone else.”

“It was a simple decision.”

“When I sold the station, I almost doubled my money.”

KGHR is still carrying SMN’s StarStation format. To find out which SMN formats are available in your market, call 1-800-527-4892 for complete details and demo tapes. Look for us at Radio ’88, with all 8 of our successful formats live in Booth 512, plus fun and prizes in our hospitality suite at the J.W. Marriott!



8 Successful Formats • 1-800-527-4892



KSLX-FM, Phoenix promotes the fact it's a male adult contemporary (MAC) station – positioning that drew fire from women.

What's Ahead in New Formats

Changes to "The Wave" and a new male adult contemporary format are being worked on right now.

A number of new formats were introduced in 1987. Many were totally innovative. But all are highly focused.

Several rating books have gone by. Billing is being assessed.

At a glance, FM stations are fighting for smaller shares. There's more competition – that is, more competition within a format group.

AM stations are seeing continued erosion in audience shares. The management newsletter Inside Radio has been advising its clients that AM in the year 1995 will be made up of very specific niches – perhaps more specialized than most can imagine today.

In fact, the AM dial is likely to be represented by an advertising consortium which will sell AM as a band against FM.

But for now, here's a look at radio's underdeveloped formats:

THE WAVE

This is Satellite Music Network's baby now. With few exceptions (notably KKSF-FM, San Francisco), this will be a satellite-delivered format in the future.

Redevelopment is underway. More live DJs. Less future programming. More New Age hits.

In communications to clients, SMN refers to the changes as Wave 2, a "re-energizing." Consultant

Frank Cody says that's just an internal term, and one not to be used with the public. But what they are planning to do is:

- **Teach more about the music.** Only about half of the artists/songs on the Wave have been identified in the past. Programmers thought listeners were using the format mainly to relax.

Now they find that listeners want to know what this music is. Live announcers will identify every track that is played. The network's toll-free 800 telephone line had been jammed with listeners calling, asking for information on the music.

A new feature to watch for is the addition of Wave Discovery. This regular feature talks about the music and artists, giving listeners even more detail.

With the push toward "discovery," the Wave programmers say they haven't lost sight of the two other important elements: Relaxation and romance.

- **Rehabilitate the Wave jingles.** Those surveyed were sick of them. Programmers find they can move faster, be briefer. The jingles will be freshened and updated and will add to the Wave's imagery.

Also dumped: The Wave's time-check vignettes.

- **Retire more music selections.**

A lot of the original playlist has never been rested. This is important if the Wave is to emphasize this sense of discovery. Listeners must be continually exposed to new music and then learn about it.

- **Add a morning show.** Details still are sketchy. But some say such a show may come early next year.

MALE ADULT CONTEMPORARY

Both stations and consultants are promoting the notion of a male adult contemporary – "MAC" for short – format.

KSLX-FM, Phoenix has its own version on the air. And consultants Dwight Douglas and Greg Gillispie have their versions. The consultants also are at work on a male CHR station. Here's how they work:

- **Position the format as a normal station.** Not one designed for mood usage. The format is aimed at those listeners who are fleeing the fragmentation of the normal album rock station.

- **Program a funny morning show.** The goal is to make the MAC station the big AC station in the market. A funny, local morning show is needed.

KSLX-FM has a four-person, full-service morning show. They discuss issues – all slanted to the male point of view.

- **Think about whether to call it "male."** KSLX-FM does, emphasizing that concept in media promotions as well as on the air.

It drew a lot of fire – and media attention – when it announced that it was a male station. However, an estimated 30 percent to 35 percent of its listeners are female.

Douglas says the male needn't be stressed or even used with the public. It's more of a "handle" to get station owners and managers thinking about this format.

- **Program a blend of old and new.** Douglas' version includes: 10 CC, "I'm Not in Love;" Tracy Chapman, "Fast Car;" Crosby Stills and Nash, "Just a Song Before I Go;" Beatles, "A Day In the Life;" Bruce Homsby, "Look Out Any Window;" David Bowie, "Changes;" Fleetwood Mac, "Rhiannon;" Elton John, "I Don't Want to Go."

–By Neill Borowski

AN INDUSTRY LETTER from GEORGE JOHNS

THE "MUSIC OF  YOUR LIFE" TM

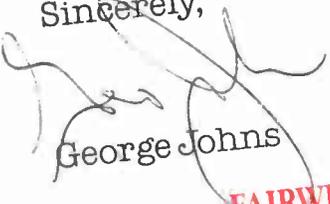
September 1988

In December of this year, MUSIC OF YOUR LIFE will begin "live distribution via satellite." This latest milestone will combine with exciting format improvements that will make MUSIC OF YOUR LIFE one of the most talked about formats in America!

We've been re-mastering, updating, adding and perfecting, and we're excited! Our stereo feed will originate from Transtar's Hollywood studios and will provide MUSIC OF YOUR LIFE listeners with a 24-hour major market, "numbers-oriented" format. Major air personalities, superstar guest celebrities, targeted news and unique promotions will combine to offer your listeners a finely-tuned version of our industry's most successful and original classic pop format, fashioned for the 90's!

If you're attending the NAB, see us in Transtar's Vice-Presidential Suite at the J.W. Marriott in Washington, or call us at **(800) 654-3904**. I'll tell you how your station can be part of the big new picture for much less than you'd expect!

Sincerely,


George Johns

FAIRWEST SATELLITE PROGRAMMING INC.
6020 Cornerstone Court West, Suite 100 • San Diego, California 92121

Eye in the Sky

Radio finally finds good use for a television camera – perched on top of buildings to spy on traffic jams and weather conditions.

If you could see with your own eyes what traffic looked like at your market's most troublesome bottlenecks, would you be interested in knowing how?

What about the weather?

Want to know if it's still raining all over your listening area?

The only windows to the world that most radio stations have are the news services they subscribe to. Many times, on-air people don't even look out the windows the landlord has provided to observe the weather. That's how listeners get "rainy and windy this afternoon" when the sun is shining.

Until now.

CJOK-AM/CKYX-FM, Fort McMurray, Alberta, Canada has found a solution that works for them.

"Eye in the Sky." A video camera placed on the stations' building that scans their listening area. Providing up-to-the-minute traffic and weather information.

Here's how it works:

■ **Trade air time for the video equipment.** CJOK-AM/CKYX-FM worked out a deal with a local pag-

ing company. The stations were provided with one Panasonic video camera and three color monitors. In exchange the paging company received 15 commercials a week for 12 weeks. Total time for installation: Two days.

■ **Cover most of your listening area's commercial sections.** CJOK-AM/CKYX-FM are located in a small town. Fortunately the station building is situated right between two of the city's busiest intersections. This allows the stations to cover all of the prime areas with the use of only one camera.

The camera is placed on top of the stations' building. This allows for easy access to clean the camera. The equipment itself is weather-proof. But, the lens still spots when it rains.

The camera has the ability to scan 360 degrees and tilt both up and down. The camera also has zoom capability.

In larger markets use more cameras. Try getting permission to place cameras on top of centrally located buildings.

■ **Keep monitors in the station's control room.** At CJOK-AM/CKYX-FM there are three monitors. One in the newsroom, FM control room and AM control room. This allows air personalities automatic access to what is happening at any given moment. The joy stick to operate the position of the camera is located in the FM control room.

■ **Use the system to give more accurate weather reports.** According to CJOK-AM/CKYX-FM General Manager Brian Blackburn this was the main reason for installing the Eye in the Sky. The stations use a weather service based out of Edmonton, Canada. Four hours away from the stations' location. A change in predicted weather patterns is not reported until three to four hours later.

The problem?

Inaccurate weather reports. The arrangement had led air personalities to report things like that it was cloudy outside with a chance of rain. When actually it would be sunny without a cloud in the sky.

Not only is this embarrassing for the station but can lead to listeners tuning out your station when it comes to information.

Now CJOK-AM/CKYX-FM can see if the sky patterns coincide with their weather reports. If they don't, a panoramic view lets them report what the actual weather conditions are for their listening area.

■ **Give traffic updates.** CJOK-AM/CKYX-FM broadcast to a market of 35,000. So the one video camera they use can scan all of the potential traffic problem areas.

The stations don't have access to some of the helicopter traffic services available in larger cities. But, the Eye in the Sky works just as well. Even better since reports can be given at any time.

■ **Conduct contests using the Eye in the Sky video camera.** There are many possibilities. One way is to describe a car and its location as seen on the monitor. Instruct the driver to flash his/her headlights. If they are listening to your station then they can flash their lights and win prizes.

The same idea can be applied to pedestrians spotted with walkmans.
-By Linda Egertter



CJOK-AM/CKYX-FM, Fort McMurray, Alberta, Canada uses a video monitoring system to keep up to date on weather and traffic conditions for their listening area.

*The undersigned arranged financing
and acted as financial advisors to
Commonwealth Broadcasting of Northern California*

\$4,000,000

Revolving Credit Loan for

**Commonwealth Broadcasting of Northern California
KROY(FM) Sacramento, California**

Financing provided by

**Fleet National Bank
Providence, RI**

**Chapman
Financial
Services**

76 Federal Street • Suite 555 • Boston, MA 02110 • 617/330-7880

*Visit with Bob Muccini, V.P., Chapman Financial Services
during NAB Radio '88 in the Grand Hyatt Hotel, Suite 109*

You already know there HAS to be

Take 3 minutes

*One-day seminars aren't enough.
You need a system to train the right people.*

Step 1 First things first. Hire the right people. Because you want the best people.

Have you ever hired a salesperson who didn't sell? Did that person perform better in the interview than on the job? While virtually every other aspect of business has been codified, the crucially important act of hiring has been left, too often, to instinct instead of a structured, orderly system. It's not enough to "trust your gut." You need a selection system that pinpoints the right people.

AdVisory Profiles is the system for managers who are tired of hiring mediocre salespeople. This is the system for managers who are committed to finding, developing and keeping top performers. This is the system for you.

AdVisory Profiles ... when you just can't afford to make a mistake.

Here's what you'll receive when you implement the AdVisory Profiles system:

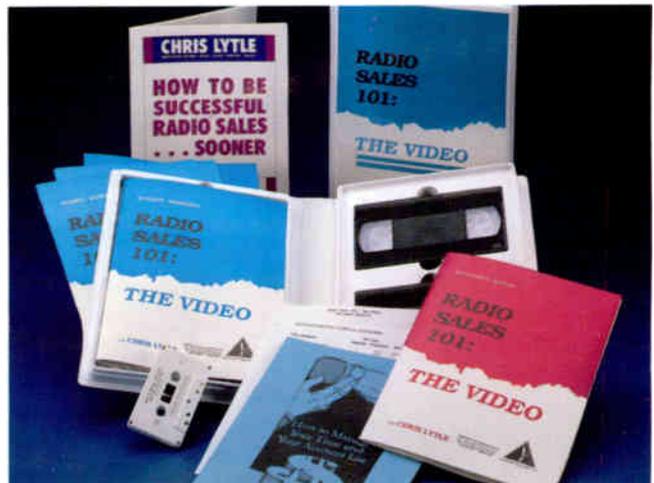
- Computerized (or paper) tests. Give them to candidates or test current employees. Each test takes about an hour.
- Get immediate feedback. No waiting for results!
- Measure 6 Mental Aptitudes and 10 Personality Dimensions. More complete than any other test we've seen.
- A full 5-page report for every test.
- We'll include key interview questions that "smoke out" high achievers.
- We'll give you a guideline for the ideal, successful radio salesperson. You can hire with this guideline.
- And a full System Control Center.

\$650 for a pack of 10 Profiles



Nebraska University football coach Tom Osborne once said the most important job in coaching is the recruiting -- because if you don't have the talent, you're not going to win. I believe proper recruiting dictates the need for profiling sales candidates to determine who has the talent, and we've found the best way to do that is through a professional system like AdVisory Profiles.

Roger Dodson, Dir., Sales, Recruiting & Training
Empire Broadcasting



I feel your course offers more realistic, applicable tips, hints, strategies and action plans than does (Jennings'). ... I would strongly recommend any station considering the purchase of either your course or the Jennings course (to) choose yours. It's one-third the price and ... twice the value.

Dan McPhail, AE, WTAC, Flint MI

Now the whole system

This is the ONLY complete system

Developed by

... a better way to increase sales.

... to read about it.

Step 2 Train the right people with the video program that WORKS!

Because the best people deserve the best training.

Once you have the right salespeople and target in on the salespeople you have, they are much easier to train. Each sales meeting will be more productive, and all the sales materials you use will work better.

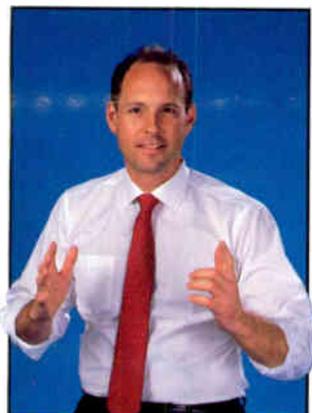
Train your salespeople using radio's longest-running, most-attended seminar. NOW ON VIDEO! Proven, practical, easy-to-apply radio sales strategies. We provide all materials. Workbooks, specially designed Manager's Manual. The highest quality production and full color graphics available.

Radio Sales 101: The Video is GUARANTEED. Measurable results within 30 days or we'll return your money.

\$909 Fully guaranteed. No renewal fees.

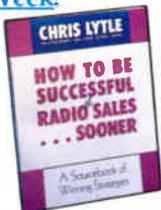
Our staff has used Hooker, Williams, Jennings, Greenwood, Beveridge, and Solberg. Now that I've seen your ... video, I can tell you it is the best.

Roger Utnehmer, President/GM
WERL/WRJO, Eagle River WI



Chris Lytle's complete sales improvement system. We've been putting this system together since 1980. Now you can implement it in just one hour a week!

- No high-pressure telephone tactics.
- No outlandish promises.
- Just long-term RESULTS.



... is yours for \$4,990.

... selling system in radio today.

Chris Lytle

Step 3 Train the highest leverage group ... the ADVERTISERS!

Because the best-trained people do better when calling on well-trained clients.

Once you have the right people, and they've started their training, then all that's left is to train the advertisers. *How to Develop Effective Local Advertising Strategies* is the FASTEST way to increase sales. Here are a few things the seminar does:

- Advertisers will see your salespeople as different. Better. More informed.
- You create or enhance your position as the station that gets results.
- You generate enthusiasm for radio and for your station.
- Prospects come out of the woodwork. Hard-to-reach advertisers suddenly have time to see you.
- You will write new business. Bigger orders.

\$4,300 for a full seminar and follow-up session.

Chris, I have had \$19,000 in long term orders since your Retail Seminar. Thanks, you're great!

Terry Edwards, WIVS/WXET, Crystal Lake IL

...It was an unqualified success. We had 247 people in attendance.... I think it has opened many new doors for us.

David L. Smith, VP/GM, WLBC, Muncie IN

It was an excellent workshop. ... (It) was the best three hours we've spent in a long time. And the fastest.

Phil and Mary Ann Fischer, Sharff's Fashion, Newark OH (Letter to Bob Pricer, WCLT)

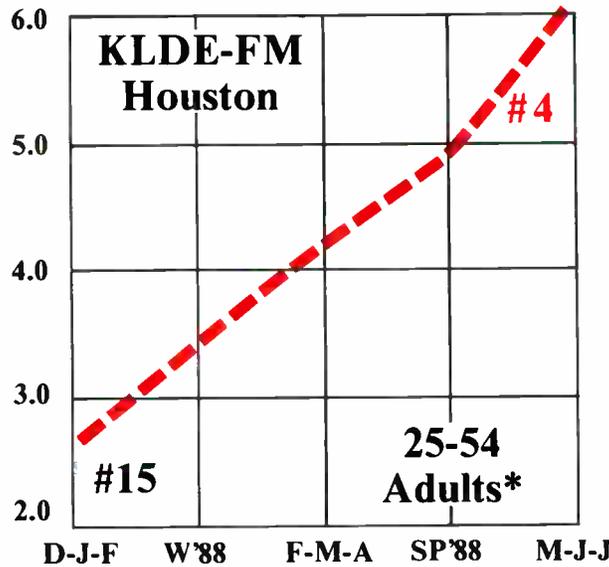
Your next step: Just for calling

to inquire and get a customized proposal on this total system (no obligation), the first 50 callers will receive Chris Lytle's *How to Be Successful at Radio Sales ... Sooner*, the ONE book for radio sales success. You'll use it in sales meetings for years to come.

Call 1-800-255-9853

(Please -- only serious callers, management level.)
Chris Lytle & Associates, div., The AdVisory Board, Inc.
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TRANSTAR OLDIES



IS KILLING!

Plus other numbers just in:**

		25-54 Share
WSEN-FM/AM	- Syracuse	10.2
KDWB-AM	- Minneapolis	4.2
KIKI-AM	- Honolulu	9.2
WHIT-AM	- Madison	8.6

If you're looking for a format that's here to stay...one that's extensively researched and specially targeted to deliver the 29-46 year old heart of the "Money Demo"...a

format that is designed to compete and win in rated markets...on FM or AM...then look to The Oldies Channel from Transtar. The numbers speak for themselves.

For more information and a free demo, call Neil Sargent today.

800-654-3904



The Quality Satellite Network

*AQH Share, Adults 25-54, MSA, Mon-Sun 6A-12M; Arbitrends, Winter 1988 and Spring 1988 Arbitron. Copyrighted by Arbitron.

**AQH Share, Adults 25-54, MSA, Mon-Sun 6A-12M Spring 1988 Arbitron.

Let Your Fingertips Do The Promoting In the Yellow Pages

Stations now buy exclusive coupon pages in the Yellow Pages to promote ongoing contests. Some have made money. Some think they are getting higher rates.

Southwestern Bell, the publisher of telephone directories in 46 states, has been rapidly expanding special pull-out sections called Fingertip Facts.

The section offers coupons for everything from discounts on pizza and dry cleaning to engine tune-ups and cowboy boots.

Now some stations are getting in on the act – in a big way.

Last September KIKK-AM/FM, Houston spent about \$75,000 to get their stations' logos on coupons – each with a different serial number – destined for delivery to 2.5 million homes.

Entry to that many households through direct mail would have cost \$1 million or more. And, Fingertip Facts coupons don't get lost in the clutter of junk mail.

KHEY-AM/FM, El Paso began their Fingertip Facts promotion with a car giveaway, then moved to cash giveaways linked to coupons on 400,000 area phone directories.

Here are some of the lessons these and other station operators have learned about exploiting Yellow Page coupon promotions to snare listeners and advertisers:

■ **Act fast to beat other stations into the Yellow Page coupon section.** Southwestern Bell promises exclusive advertising rights to radio stations who buy space in pull-out sections and the right of first-refusal at contract renewal time.

Southwestern Bell Specialty Sales Manager Phyllis Katz says the phone company also sells overruns – extra copies of coupon books that can be used as sales tools for heightening advertiser interest in a station.

Anyone who doubts listener interest in radio promo coupons – each with an individually numbered, potential winning ticket to an on-air contest – need only visit Houston.

The city's airport has about 300 phone books in terminal telephone booths but KIKK-AM/FM coupons were torn out by passersby within weeks of the

station's first contest.

■ **Use two coupons with different giveaways.** For instance, KIKK-AM/FM in Houston used one coupon for cash giveaways that are announced six or seven times a day.

But to hold loyal listeners and attract new ones, KIKK-AM/FM came up with a contest for the second coupon. In that giveaway, listeners were asked to send in the second coupons with their names.

If they heard their names on the air, listeners could call in to win larger cash amounts. The station received more than 150,000 coupons in the mail and the listener response among coupon holders was exceptional: 98 percent of the people whose names were called out on air called in for their prizes.

■ **Research whether year-around promotions will work in your market.** KRMG-AM has Fingertip Facts coupons in 580,000 El Paso households, but GM Gerald Tabio focuses the station's coupon promotions to sweep periods – times when he figures he gets the most bang for his buck. Tabio ties the prizes in with sponsors, offering not only cash but prizes such as a trip to Alaska, jewelry or other gifts. Tabio says promoting Fingertip Facts coupons the year-round chews up too much air time to pay off.

In contrast, KIKK-AM/FM in Houston has a fat TV promotions budget to keep Fingertip Facts coupons in the public eye as a simple and fair passport to a chance to win cash and prizes.

The rewards for the station have been many: For the first time in nearly a decade KIKK-AM/FM ranked first in the 12+ category and gained with 25-54 year olds. Improved numbers have given the sales department something to talk about with advertisers.

■ **Link coupon promotions to specific advertisers.** Have coupon holders check their numbers against winning numbers on a board at a local car dealership or fast-food restaurant chain. This idea may open the eyes – and the checkbooks – of businesses that haven't advertised on the station.

Another tip: Consider selling co-op space on the station's Fingertip Facts page to advertisers.

–By Mike Meyers

HOUSTON
FINGERTIP FACTS

KIKK 96FM
Coupon B

SAVE THESE COUPONS FOR CASH & PRIZES

If it's country, it's KIKK 96FM

KIKK 96FM

The Fingertip Facts promotion strategy at KIKK-AM/FM, Houston includes using two coupons which promote different kinds of ongoing station contests.

KIKK 96FM

How We Make \$100,000 from Auto Insurance

A San Diego Sales Manager tells how his station is selling six-figures in spots and paying dividends to the station's bottom line.

By Bobby Salvato

A change in the auto insurance law in California meant about \$100,000 worth of new radio business for us in about eight months.

Radio stations in other states also can learn from this hot new category. In California, auto insurance was required for the first time. That caused the immediate boom – and seven new clients.

But what further sold this new category were the success stories from the lead generation of advertisers for insurance companies. Both from our CHR station and other album rock stations.

Here's the advice from KKLQ-AM/FM, San Diego's sales department:

- **Sell the success stories.** After we got the first client on the air the testimonials were so convincing it led to more business.

- **Sell against television.** Point out that auto insurance is an intangible that's hard to portray on television with visuals, you're constantly in danger of coming off as insincere or hyping the insurance.

The sale against print is obvious – the younger customers that the auto insurance company is going after tend not to be heavy newspaper readers.

- **Target copy for the younger, high-risk drivers.** This demographic group tends to be a loyal listening audience. They're also often looking for insurance for the first time and probably are confused.

Younger-skewing stations are the most attractive. It's the young driver in his or her late teens or early 20s who is having the problems getting auto insurance. The so-called "high risk" driver also has problems. Often this isn't someone with a poor driving record, but a person who owns a sports car and is in his early 20s.

- **Build in a direct response.** "Call us now..." should be a hallmark of the auto insurance

company or agent's spot. FGS, an auto insurer in Los Angeles, has set up a telephone line that operates 24 hours a day, seven days a week.

During normal business hours, emphasize that someone is waiting to offer a quote and information.

- **Use the "if you" approach.** "If you're having problems..." and "If you want a better quote..." are two great invitations in the spots.

- **Avoid quoting rates on the air.** Legitimate agents probably won't do this. KKLQ-AM/FM doesn't check the backgrounds of the insurance agents.

- **Slot the spots Monday through Wednesday.** That's when your station is likely to have the available inventory. KKLQ-AM/FM's insurance advertisers have found success in buying schedules Monday through Friday every hour or every other hour and then resting until the following Monday.

–As told to Neill Borowski

60-SECOND SEMINAR

Insurance Copy

How to write commercials that will get auto insurers the leads that will keep them coming back.

Here's a checklist to give to your copywriter to help get your first auto insurance account off to a good start:

- **Low cost is the hot button.** Mark Sciarretta, general manager of Insurance Express Services Inc. in Los Angeles, says he tries to convey sincerity but the thing he's really selling on KKLQ-AM/FM is his low price.

- **Emphasize low monthly payments.** It's impossible to quote rates that apply to everyone on the air, Sciarretta says. Use phrases like "Low monthly insurance payments" and "Low downpayments..."

- **Keep it simple.** Make sure you resist the temptation to teach a short course of auto insurance. Few things are as confusing. But you will find it effective to mention topics like "liability coverage." A short explanation can be a lesson. Explain why the listener needs adequate liability coverage – even if his or her car is old. ■■



KKLQ-AM/FM GSM Bobby Salvato now has six of insurance accounts on the air after just eight months.

How to get more New Business on-the-air

New, one-day radio sales seminar from IRWIN POLLACK!



Research indicates up to 26 percent of your business each quarter will be lost to attrition. Bottom line — if each member of your staff isn't bringing in the new business it takes to increase growth and profits, you're going to fall behind.

Yet with inventory to juggle, 90-day advertisers to chase, and endless paperwork to fill out who has the time to repeatedly stress the importance of new business and constantly generate new business ideas?

Irwin Pollack does. He's designed a one day program titled "How to get more NEW BUSINESS on-the-air." It's seven no-nonsense hours with no fat, no fluff — just solid, sales-building ideas each minute.

When you attend, you'll learn radio's hottest new sales prospects — who they are and how to get

them on-the-air. Vendor and co-op programs. Proven strategies that work. Guaranteed ways to increase new billing 25-30 percent. Nine radio sales promotions that generate up to \$175,000 in new business. Irwin's 12-step prospecting system for new business. How to present when your station isn't #1, and new strategies for cracking new prospects.

Each week Irwin scans hundreds of pages of leading industry publications like Automotive News, Chain Store Age, and Restaurant News. He talks to hundreds of salespeople and managers in all 50 states. He knows what's happening today and what's in store for tomorrow. That's your guarantee for a solid seven hours.

Radio Only subscribers can receive six "extras" absolutely free — call us and we'll let you in on the value added.

Call today to register you and your staff. Even the small investment is fully refundable if you don't receive at least five times the return on your investment by the third month of applying Irwin's techniques.

With so much to gain, and nothing to lose, is it any wonder why so many stations have already registered? You can hope the new business will come in, or you can do something about it.

It's your move.

OTHER TOP-NOTCH BROADCASTERS HAVE SAID:

"I have been trying to get these messages across for quite a while; YOU finally got it home to them (salespeople)." **Sharron Walker, GSM, CJOR, Vancouver**

CHOOSE THE CITY NEAREST YOU AND CALL TODAY TO REGISTER!

Sacramento, CA TU September 27	Spokane, WA TU October 18
Los Angeles, CA TH September 29	Portland, OR WE October 19
Minneapolis, MN TU October 4	Fresno, CA TH October 20
Baltimore, MD WE October 5	New Orleans, LA TU October 25
Philadelphia, PA TH October 6	Detroit, MI WE October 26
Hartford, CT TU October 11	Cincinnati, OH TH October 27
New York City, NY TH October 13	Austin, TX TU November 1

**TO REGISTER,
CALL NOW!**



1-800-USA-SELL

(In MA, call collect: 617-367-3222.)
24 hours a day; 7 days a week.

**\$160 per person
(\$135 for three to five)
\$695 staff rate***

Your entire group attends for this one low rate.

(*To guarantee staff rate, payment must be received 7 days prior to the seminar date.)



Irwin On Radio, Inc.
One Devonshire Place
Suite 1914
Boston, MA 02109-3514



WKTI-FM, Milwaukee displays its call letters on the marquee of a local movie theater to advertise its movie club.

Radio Days At the Movies

How a Milwaukee station made \$100,000 in local theater business by starting a "Movie Club" and selling participation to other advertisers.

A Milwaukee radio station sends out thousands of invitations to movie premieres each year – and makes thousands of dollars doing it.

If you can be the first in your market to build this promotion with theaters, you can add revenue and audience.

But being second is just as good as not doing it at all.

Here's how it's done:

■ **Strike deals with theaters eager for publicity.** And many are these days. Movie audiences are sliding because of VCRs and movie rentals. Theaters are eager to target older audiences.

Tell the theater owner your station wants an exclusive contract for a free screening in return for promotional mentions on the air. Usually the free screenings are on Tuesday or Thursday nights.

Here's a key bit of strategy: Tell the theater owner that nothing will be given away to interfere with his or her concession stand. Then emphasize that the moviegoer who doesn't have to pay may be more eager to spend on candy, popcorn, soda and other snacks – all big margin items for theaters.

■ **Invite listeners to register for your "Movie Club."** CHR WKTI-

FM, Milwaukee did this three years ago.

Now it has a database of 3,500 listeners' names. The station sends out 200 mailings a week with tickets for the free screening.

Keep the database on dBase III or any of the other many database programs available for personal computers. These programs also sort the names, keep track of who got tickets and print mailing labels of that week's lucky 200.

■ **Sell a tagline on the promotional announcements.** Tell clients that they can be mentioned on the movie club only if they buy a packaged schedule on your station.

Fifteen mentions a week are guaranteed by WKTI-FM.

WKTI-FM GSM Jon Schweitzer says his station attracted a variety of clients, including pizza, soft drinks, microwave popcorn, candy bars and concert/record stores.

Now for the arithmetic.

The promotion selling – not the actual movie deal itself – is responsible for about \$80,000 of the \$100,000 in total revenue.

■ **Suggest that clients give away samples at the screening.** Station personalities can add to the effectiveness of the idea.

If your movie mailing list is on a personal computer, it can be sorted by ZIP code. Find advertisers who want to appeal to people from one or two ZIPs. Then base the mailing entirely or almost entirely on that ZIP code. Stress that there's no better way for target marketing than your station's narrow demographics as well as an audience that shows up from one or two ZIP codes.

Some thoughts about this promotion in case you'd like to consider it for your station:

No added insurance is necessary. It's covered through the theater.

The movie club will be especially effective for CHR, album rock or AC formats. But it could work for any format.

It's a year-round promotion. The only times to avoid might be holiday weeks.

And, for added exposure, don't forget to put the station's call letters on the theater marquee.

–By Neill Borowski



WKTI-FM built a database of more than 3,500 listeners who want free movie passes.

“Our clients include America’s leading broadcasters. They demand superior marketing.” —E. Alvin Davis



“We’re marketers. It’s what makes us so different from ordinary programming consultants.”

—E. Alvin Davis

We help forward-thinking radio stations maximize performance. Our commitment is to provide quality consulting for select clients.

Over 90 percent of our clients achieve higher ratings. The majority have shown dramatic growth. Many are Number One, most are format dominant.

We understand marketing

Today, radio demands more from a consultant than just programming knowledge. It requires marketing savvy.

We’re marketers. It’s what makes us so different from ordinary programming consultants.

Our clients include the leading broadcasting companies and stations in America. They have an appreciation for high calibre advice and counsel. We’re proud to be a part of their success.

A Case in Point: Our Clients

We are proud to provide consulting services for many of America’s finest broadcasting companies, including:

Capital Cities/ABC	Beasley Broadcast Group
Emmis Broadcasting	Capitol Broadcasting Company
NBC/The National Broadcasting Company	Metroplex Communications
Greater Media	Hearst Broadcasting
Heftel Broadcasting	Guy Gannett Broadcast Services
Nationwide Communications	Great Trails Broadcasting
Booth American	Goodrich Broadcasting
Jefferson-Pilot Communications	Midwest Family Stations
Sconnix Group Broadcasting	Ingstad Broadcasting Group
Price Communications	Liggett Broadcasting

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E. Alvin Davis
President

Quality consulting for select clients

“Thank You” Postcards That Are Very Welcome

An easy, inexpensive way to keep clients and prospects thinking about your station.

Now there's a new way to say thank you to a client or a prospect.

It's fast. Easy enough that no account executive could ever find an excuse not to do it.

What's the answer? Postcards. Radio stations are printing them up featuring their outdoor billboard(s) on one side with room enough for a quick personal message on the other.

WPTF-AM, Raleigh tried it not long ago and the results were so favorable the station is continuing.

Here's how it works:

■ **Postcards feature station ad campaigns.** Whether it be a television campaign, on-air slogans or billboards. WPTF-AM's postcards picture the station's billboards.

This lets clients automatically connect the postcard with your station before ever reading the message.

The station can save artwork fees when postcards are reproduced from active campaigns.

■ **A station slogan is included on the front.** WPTF-AM's billboards don't have pictures – just copy. Each one includes a message written in bold, the call letters, frequency and some have additional copy which is not in bold.

WPTF-AM has seven different postcards it mails out. Some focus on its talk format. They include: "680 The Triangle's Most Frequently Dialed Number," "Our Traffic Reports Are Plane Reliable (with a picture of a plane)," "Twelve Times More News" and "We're Talking Radio, WPTF-AM 680."

■ **Postcards can be printed in black and white.** This makes the message stand out and saves money

on production. WPTF-AM's billboards are in color, its postcards are printed in black and white.

■ **Bulk quantities are ordered.** It saves money. WPTF-AM paid \$500 for 5,000 postcards. (This does not include artwork.)

■ **Brief cases and sales offices are stuffed with postcards.** One way to insure they will be used is to hand a supply out at sales meetings and leave piles of postcards in the sales office so they will be readily available.

It doesn't take long to get account executives hooked on the new thank you notes, but it's most important to push them during the first month to get them off to a good start.

After that, the response – appreciation from clients and prospects – will likely keep them jotting and mailing.

For a sample billboard postcard Radio Only subscribers can call WPTF-AM General Sales Manager Joe Bell (919) 790-6342 and he'll be glad to mail you one. —By Linda Egerter

WE'VE BEEN HOLDING TALKS LONGER THAN THE U.N.

Our call-in shows entertain, inform and provoke. Whatever your opinion, you can air it. But only on WPTF. We're talking Radio.



WPTF/680 AM

SEE, WE WEREN'T LYING ABOUT THE WEATHER.

Listen to the Triangle's most trusted and most frequent weather reports. 4 times every hour our staff meteorologist reports our exclusive 4-day forecast. You can depend on it.

WPTF/680 AM

WE GET THE POINTS ACROSS.

Catch the Triangle's most complete lineup of sports programming. 12 sportscasts each day. Wolfpack football and basketball. Pro sports. Call in Sportsline with Garry Dornburg, 7-9 each weeknight, and enjoy renowned guests. Listen to WPTF. And don't miss a point.



WPTF/680 AM

OUR TRAFFIC REPORTS ARE PLANE RELIABLE.

For 13 years we've been broadcasting the Triangle's most trusted traffic reports. Tune in 7-9 am and 4-6 pm. We're up there looking out for you.



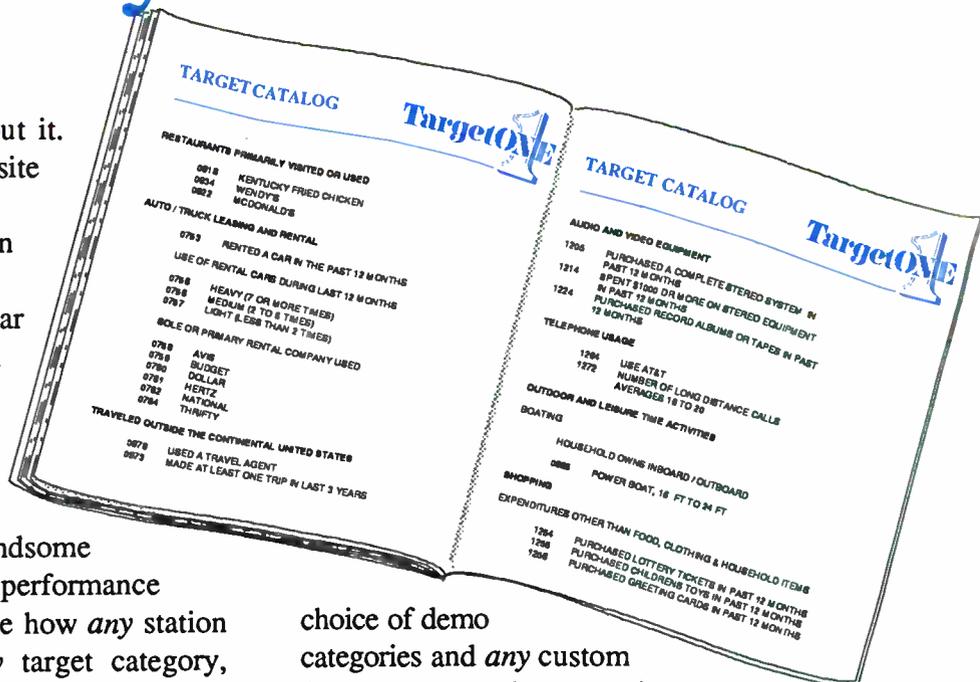
WPTF/680 AM

WPTF-AM designed its thank you postcards after a billboard campaign that features the station's slogans.

Can TargetONE Make Money For You?

There's really no question about it. Just look closely at a composite page from the TargetONE target catalog shown here, and at the screen below.

We believe you'll see dollar signs. Because for every target you see listed, plus many more (there are now over 1300, and that will increase to over 2000 this fall), TargetONE allows you to produce clear, handsome reports detailing your station's performance in that category. And, you can see how *any* station in the market performs, in *any* target category, based on *all* rating criteria. Of course, TargetONE was created by TAPSCAN, so you also have your



choice of demo categories and *any* custom daypart you need to create!

You can even produce multi-station campaigns based specifically on target listenership and the cost efficiency of reaching that target.

And TargetONE won't break your budget. With all the sophisticated data, the options, the blockbuster selling opportunities this ground-breaking system gives you, you'll find that the price is... well... right on target.

Want to know more about TargetONE? We'll send you a full copy of our Target Catalog, plus the TargetONE Methodology Q&A and sample reports. Just give us a call!



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LOS ANGELES
(213) 376-6242

TORONTO
(416) 963-9944

VANCOUVER
(604) 439-0087

How to Attack Television

This month's sales meeting agenda for better results.

By Chris Lytle

■ **Objectives:** How to position radio as the advertising problem-solver when compared with local TV.

■ **Lecturette:** (Delivered by sales manager.) More and more, you will run into the advertiser who says, "I can buy TV more cheaply than radio." We must be ready to combat that with an answer that will not only put the advertiser off balance, but will involve the advertiser in telling you how bad television really is.

■ **To write on the board:** Advertising on television in 1988 is not the same as advertising on television even five years ago. Television has gone through worse fragmentation than radio has ever gone through.

■ **Idea #1: Document the number of channels that an advertiser has to choose from.** Include over-the-air and cable channels. Try cutting from the paper a TV program listing that lays out the program in grid form. Ask the advertiser to plot where he or she is advertising on television.

Say these words: "Advertising is a reach and a frequency business. Show me where you are advertising." Highlight the programs with a yellow highlighter. Then say, "Remember that each of these programs is designed to draw audience from each of the programs that is running on another channel."

Indicate all of the programs competing by using the grid.

Ask the client if he or she has cable or remote control. If the answer is yes, ask if they have ever zapped commercials to see what else is happening.

Then say, "Remember when the Beatles first appeared on Ed Sullivan?" (Wait for a response.) "Remember the other shows that were

Chris Lytle is president of Chris Lytle & Associates (a division of The AdVisory Board, Inc.), a Madison, WI-based sales consulting and advertising firm.

on against it?" We had two other channels. Advertising on television in 1988 is not the same as advertising on television in the sixties.

■ **Idea #2: Counter the objection, "I can buy television cheaper than radio," with a question.** Say, "I understand. That's an interesting point. Why do you think TV has had to lower its rates?" (Listen for a response.) After the client has made a stab at the answer, agree with the client and then add points that he or she has overlooked.

Fact: National advertisers are abandoning many network shows.

Fact: Stations have more unsold inventory than ever.

Fact: With more and more inventory for sale and with viewership down, television isn't delivering the reach it once delivered.

Fact: On cable, people tend to spend more time with the pay channels on which you cannot advertise anyway. "If you paid an extra \$9 to \$15 a month for premium channels vs. free over-the-air programming, which channels would you watch?"

■ **Idea #3: Use the old standby truism, "It doesn't matter where you advertise as long as the ad works."** Very few clients will disagree with that statement. It is easier to move the client from agreement to agreement than from disagreement to agreement. Advertisers who have bought television have done so for sound – at least in their minds – business reasons. Knowing those "sound" business reasons can help you sell them more radio advertising.

■ **Memorize and use these three questions.** Here are specific probing questions that will help you find out why the client bought television – questions whose answers will help you design a proposal for radio based on the reasons. When you can show the client how radio does what he/she wants even better, you will make the sale.

Motivation: "John, what prompted you to do television advertising in the first place?"

Decision: "How did you decide you wanted or needed television advertising?"

Verification: "How have you measured the results of this particular television flight?"

When you know the answers to those questions, you will be in a position to sell the client radio advertising, because you will know his strategy and be better able to show him how radio can do it better, more efficiently, faster and with more creativity than television. Buyers tend to use the same strategy in purchasing anything.

■ **Discussion questions:** Here are some questions to ask your salespeople during the meeting. When everyone participates, it increases the learning and the team spirit.

1) Has anybody here come up with a good answer for the client who likes TV because it is cheaper than radio?

2) What is the average cost of producing a 30-second ad?

3) How many times a month should you change TV copy?

4) How many radio ads can you run while the client is paying just for producing a TV spot, not even running it?

5) Aren't you glad that radio is finally getting what it deserves in terms of rate?

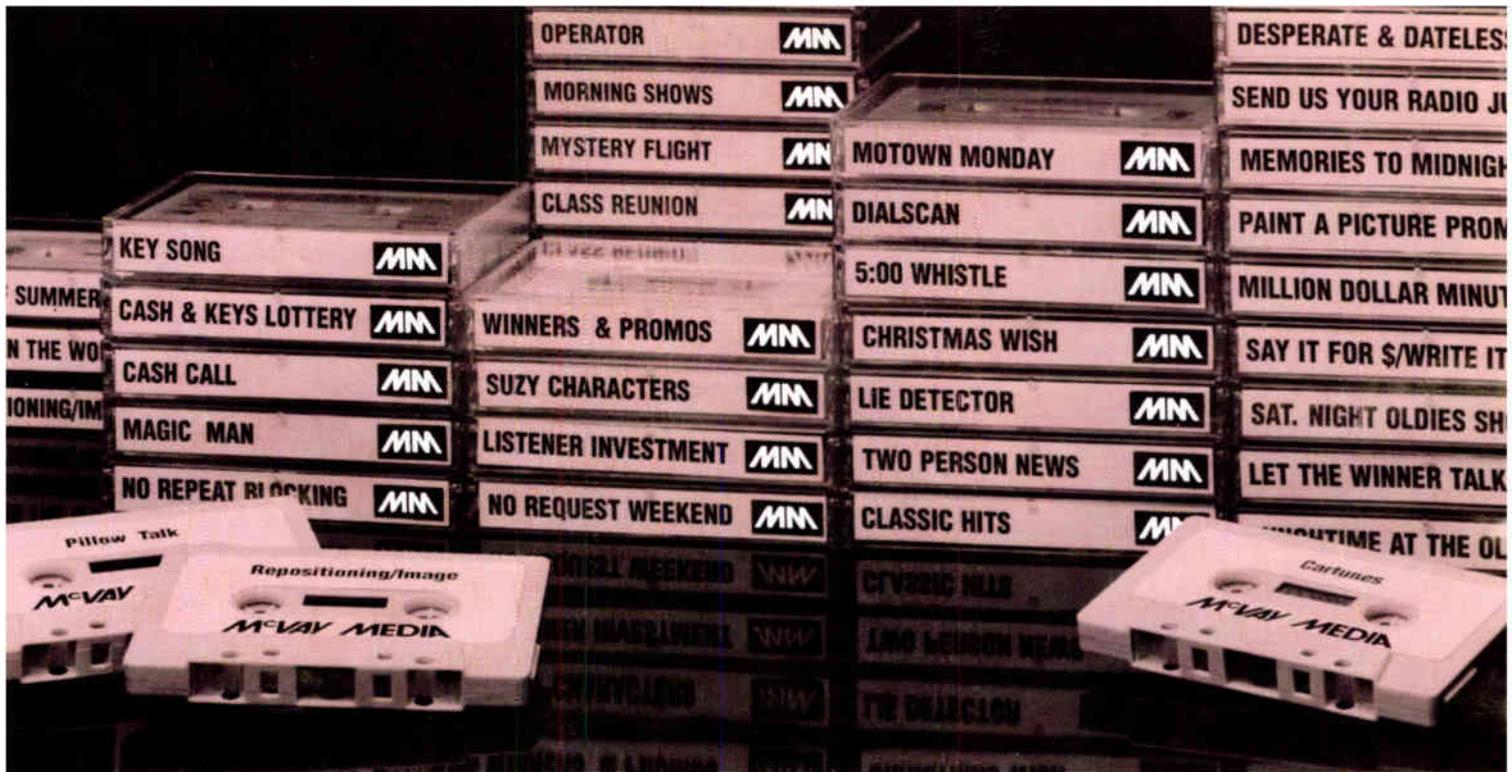
6) Why isn't buying TV now the same as it was ten or twenty years ago?

■ **Closing Comments:** As long as you sell anything, the price objection will come up. Usually, the customer is just putting a road block in front of you. Nearly all objections are rituals and not real objections. That is, the prospect feels that he/she must stop you from taking his/her money away.

First, disarm the prospect by agreeing with him or her.

Then, ask questions or make a point that puts the objection in a different light.

Rehearse these answers. Know them cold. Memorize them. They will come up again and again. You can keep business on your list and take money away from television by having the answers ready for a client who thinks he'll/she'll try it because it's cheap. ■■



WHAT SOME OF THE MOST SUCCESSFUL PROGRAMMERS LISTEN TO WHEN THEY'RE NOT LISTENING TO THEMSELVES.

To many top programmers, titles like "Blocking and Repositioning," "Contest Ideas," "Promos and Programs" are music to their ears.

They're all part of the McVay "How To" Library with over 45 key topics and programming examples.

Our library is an invaluable reference for responding quickly to problems or opportunities. Example: recently, one of our major market clients was trying to recycle an audience from in-office listening to car radios. The "How To" Library gave "sound examples" demonstrating the new approach. Everyone easily understood.



MIKE

Mike McVay is President and active consultant for McVay Media. His winning ratings track record for stations continues to lead the industry year after year.



CHARLIE

Charlie Cook shares consultancy responsibilities for McVay Media and specializes in Adult Contemporary, Country, Contemporary Hit Radio and Nostalgia.

Another one of our stations wanted to increase its nightly audience with soft love songs.

They listened to our recommendations and one of our tapes. The result: a fast, well-produced changeover. Higher ratings followed.

In combination with our Systems Manual, teleconferencing, seminars and other unique consulting methods, stations that rely on McVay Media can expect the best possible results, in the least time.

Who do you listen to when you want to make something happen on your station?

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Selling Better

All of a sudden radio people are discovering more effective (and unusual) ways to write business.

Just when we think we're over selling spots on the radio, somehow we hear about a salesperson who utters those sorry words.

Just when we think we're selling radio, by understanding the advertisers problems and bringing them solutions, we hear of someone who tried to "get in on a buy."

The super-achieving radio groups have something in common.

They don't sell spots.

They don't get in on buys.

They do some unusual selling.

For example:

■ **Not selling.** At least not selling right out of the gate. He or she who sells first closes last.

They are letting the potential client know they are there to help him or her accomplish a goal – and that goal is for him or her to sell more. Not you.

Some opportunities that come up are: "When can I begin." The average salesperson might be tempted to say, "tomorrow morning." Increasingly the answer is, "When would it be most effective for you."

■ **Saying "May I come back."** Back with an idea. One that presumably the salesperson has thought through. Not something he or she is winging.

Ask: "May I come back at your convenience to bring you an idea? And, if I can, will you see me?"

You've then gotten two things from the prospect: One, a commitment to see you; two, a commitment he or she likely will live up to because you're promising to work at developing something before the next meeting.

■ **Bringing in one good idea.** All the spec tapes in the world don't help an advertiser or prospect envision what radio can do if the salesperson can't bring one idea that he or she can get excited about.

For example:

You visit a shoe store. The owner is having trouble selling Reeboks. Why? Because for some

reason her clientele wants only Nike and Keds.

Just before your return appointment, put together a program that will move stock, not sell spots.

The radio buy is based on selling stock not selling spots.

You might offer a promotion such as burying a prize in each Reebok shoe box being careful to satisfy the conditions of a legal promotion.

Or, offer help in putting together the shoe store's newspaper ad.

Now, that's unusual.

Radio people have a problem with that. It's like Macys helping Gimbels.

But it's smart business. Especially in today's climate.

In the end, radio stations faced with today's competition will not be able to keep up with selling short-flight campaigns.

Now, successful groups are working on building long-term relationships.

Radio stations are tools along with print, TV and billboards for many advertisers. Your job is to show the prospect the best way to use the mix.

No reason to be shy about offering a heavy dose of radio.

No reason to exclude competing media.

■ **Increasing your rates by 20 percent.** One way to show value is to show your air time is valuable. If your station can't raise rates twice a year, someone is falling asleep on the rate card.

Rate increases are not punishment.

They are not portrayed to advertisers as something they can be protected from if they buy more "spots" now.

It's what happens when successful, attractive businesses succeed.

Their rates go up in a fair and even-handed fashion.

Salespeople can learn to take a great deal of pride in a station that raises rates January 1 and July 1 in-

stead of up after a good book, down after a bad.

■ **Rehearsing a visit.** Radio is a business where winging it is common.

Less winging and more planning will help improve station sales efforts.

Instead of a sales meeting, try helping each other role play an important presentation.

Or help recreate one that wasn't successful to find out how to make it that way.

Rehearse the pitch in your mind. Like a successful athlete, rehearse the full sales call in your mind as you drive to the appointment.

■ **Requiring salespeople to tell sales managers what the one need is.** Sales managers would do better by asking a returning salesperson: "What was the one measurable thing that you learned from the shoe store owner?"

If the salesperson can't tell you, then you can't ask the all-important next question: "How can we fill that need?"

This is the key to not selling spots or getting in on buys. It is problem solving.

Successful salespeople say most first visits to prospects should be used to get to know them, their businesses and their needs. Not to make a sale.

■ **Going back to the client with a plan.** The real work in selling should come the minute you leave this first visit. Then the strategies and action plans must be developed to address the prospect's needs.

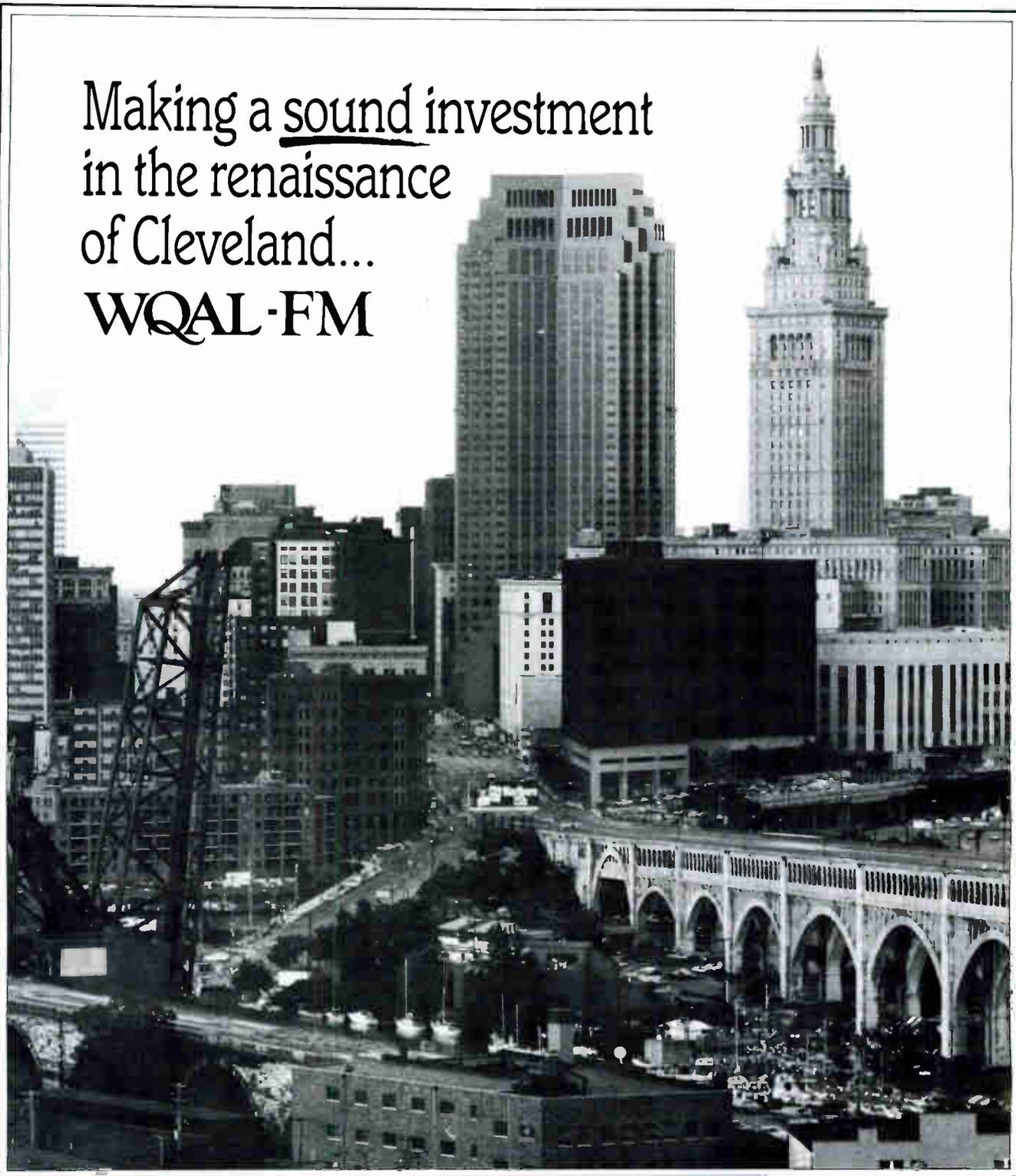
Don't go back until you can show how an advertising schedule on your station can fill those needs.

And when the presentation is made at the next visit to this prospect, try to avoid any discussion of rates.

Show how the prospect's problems can be attacked through a full marketing plan accomplished through your station – and even through other media, too.

Give a price of what it will cost for this marketing plan. When they ask about rates, tell them this is the price for the plan and not a per-spot rate. —By Neill Borowski and Jerry Del Colliano

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Do-It-Yourself Sales Promotions

A new plan that encourages salespeople to make up their own sales promos and then tie together diverse advertisers.

KWEN-FM, Tulsa has found a way to cut the number of promotions almost in half without cutting into revenues—all to avoid promo clutter on the air.

The New City contemporary country music station is pulling away from the giant station-wide promotions and instead is tying together clients in unique promotions.

This approach usually costs the station nothing, but attracts advertisers eager to spend on both a spot schedule and the promo.

Here's how it's being done:

■ **Empower sales reps to develop their own promos.** KWEN-FM calls it the "You're the Boss" concept.

The eight-person sales staff can develop promotions with clients as long as they fall within the broad guidelines of the station. The key here is that it can't be a huge promotion that uses up a lot of airtime.

No clearance from sales management is required, as long as the reps operate within the guidelines.

Where this has been done, salespeople are brainstorming more among themselves to help each other develop promotional ideas.

■ **Link two clients with money, but diverse products.** The Tulsa station tied a boat dealer together with a nightclub.

Too diverse? Not so, the station discovered when it did a needs analysis on the clients. It found that the

boat dealer needed to get his product out of the showroom and into a more public place for exposure.

The nightclub wanted an excitement builder, in addition to promotion exposure on the station.

KWEN-FM's marketing match here is that the boat is matched with the country audience at the "Wild, Wild West" nightclub. Listeners are told to visit the club to see the boat from Ugly John's boat store.

A nightclub and a fast-food chain might not seem to mix. But KWEN-FM did blend the two in a promo.

Church's Fried Chicken offered a supper at the Tulsa City Limits nightclub. This supper featured the Nitty Gritty Dirt Band and was billed as the "K-95 Church's Nitty Gritty Night at the Tulsa City Limits."

The benefit to the club was that the free food was an added incentive to see the show. Of course, Church's got tasted. And the station got exposure: "Whenever K-95 has a party, there's always plenty of food and good entertainment" was how it was promoted.

Another tie-in: Sesame Street On Ice (the traveling show) with J.C. Penney, which sells the Sesame Street line of clothing. Bert and Ernie showed up at the store and a prize trip to New York to see the taping of an actual Sesame Street program was presented. Now Penney's wants to do a tie-in for back to school with Levi's.

■ **Charge the full rate plus some.** The boat dealer signed on the station with a \$9,000 spot package and kicked in the boat to boot. The club handed over \$12,000 for spots in addition to staging the promo event.

■ **Introduce the station to the promotion as a "partner."** Of course, the station pays nothing, but carries the promotion. It gets exposure in addition to the buy.

■ **Offer no promotional announcements.** In this case, the commercials and the promotions become one, rather than the promotions supporting the advertising package.

Part of the client's actual commercials support the promo. This cuts deeply into the potential clutter. —By Neill Borowski



KWEN-FM, Tulsa found a way to beat promotion clutter and still attract clients is to tie together two diverse advertisers like Sesame Street On Ice with J. C. Penney.

Who said the possibilities are endless?

... From coast to coast, at all the Fuller-Jeffrey stations, there is a team spirit and work ethic that is contagious — it's a very supportive environment.

With no previous radio sales experience, I joined FJBC in Colorado in 1981 as a straight commission salesperson. I got lots of encouragement and many opportunities to prove I could handle responsibility. Five years later, the firm moved me to Sacramento to become Sales Manager for 93 ROCK, my present position.



I want to continue to grow, and FJBC gives me that opportunity in an atmosphere that is positive, creative, prosperous, fun, and challenging!

Dani

Dani Whitmore
Sales Manager
93 ROCK

... Though my broadcasting career stretches over 19 years, I have been with Fuller-Jeffrey for only one year — the best year I've ever had!



After just five months as Senior Account Executive at 93 ROCK, I moved to Modesto to become General Manager of FM 104.

An established 13-year-old company, FJBC has experienced a great deal of growth recently and, consequently, offers outstanding opportunities to professional and productive people. Those who join us soon discover, as did I, that they have at their disposal all the support, training, and other tools they need to achieve one success after another!

Ed
Ed Groppo
General Manager
FM 104

I was Music Director at WBLM when Bob Fuller and J.J. Jeffrey bought the station in July 1975, so I've been a part of FJBC for 13 years. My current position is that of Operations Manager for BLM.



Among the things that have kept me with the company all this time are the constant challenges. For example, a recent corporate assignment has me working with FJBC stations all across the country in connection with their programming formats. Believe me, it's very gratifying to have the opportunity to share with others the wealth of experience I've acquired during the last 15 years.

Jose
Jose Diaz
Operations Manager
WBLM

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And of course, FULLER-JEFFREY BROADCASTING is an equal opportunity employer — the possibilities are endless!

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BROADCASTING COMPANIES, INC

Capitol Bank of Commerce Building

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Sacramento, CA 95814-4339

World Radio History

Pop-Ups and Stick-Ups

Two new sales opportunities – a quickie, non-intrusive “pop-up” remote and a static cling car sticker campaign. Both are money makers.

WPXY-FM, Rochester is breathing new life into the traditional bumper-sticker campaign and adding thousands of dollars in client buys for the station.

KKAT-FM, Salt Lake City is redesigning the traditional radio station remote broadcast to make it more available to advertisers with less money to spend.

WPXY-FM did it with stick-ups – static cling stickers that are sold to advertisers.

And KKAT-FM did it with pop-ups – mini-remotes that cost little and don't interfere with programming.

Here's how they're done:

POP-UPS

■ **Seek smaller clients to sign up for “Pop-Ups.”** These are mini-remotes for retailers who cannot afford full-blown remote broadcasts. KKAT-FM Local Sales Manager Barry McCann says as many as 200 to 300 people show up for each “Pop-Up.”

■ **Charge clients much less for a “Pop-Up.”** A three to four hour remote broadcast costs \$2,500 at the country music station. But the Pop-Up costs \$500 to \$1,000 for 1-and-a-half hours.

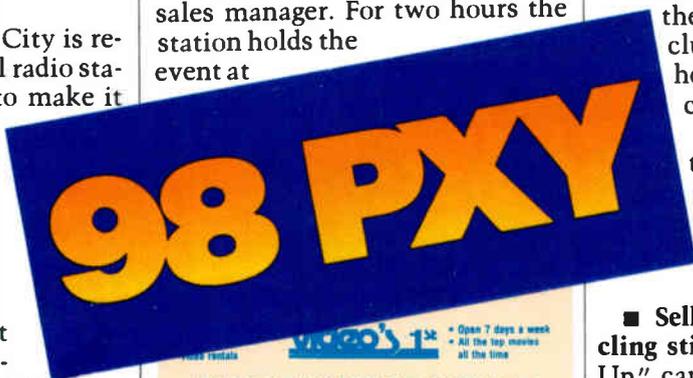
■ **Promote the “Pop-Up” name on the air.** You'll want to be the first station in your market to use the name if these mini-remotes interest you. But, on the air announce that “We're going to Pop-Up tomorrow at Smith's Chevrolet...”

■ **Tie in another client.** If you're doing a “Pop-Up” outside at a retailer, ask a local ice cream distributor to provide its product to give away. Add revenue or offer the mentions and promotional presence as value added.

■ **Schedule heavy on appearance but light on remotes.** WKDD-FM, a CHR station in Akron, Ohio refurbished its AM station's mobile home. It now offers advertisers the

“WKDD Cruiser Package.”

The station is careful not to promote it with advertisers as a “remote,” says Andy Graham, general sales manager. For two hours the station holds the event at



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RENT ONE GET ONE FREE
with this coupon (expires 10/31/88)

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A REGULAR
3-GAME TICKET
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GREECE, NY
225-5083

70 JAY SCOTTI BLVD
HENRIETTA, NY
272-7888

98 PXY 98 FM and AM Stereo 1280
222-HITS

The WPXY-FM, Rochester “Stick-Up” is a way to add revenue to the station and build listener excitement at the same time.

a client's business.

But over the two hours the station does only six, one-minute cut-ins.

■ **Charge clients for a package rather than the “remote.”** WKDD-FM makes those who want its Cruiser Package sign up for \$4,000. For that amount, the client gets the six cut-ins, 24 60-second spots and 18 30-second promotion spots that contain no commercial content.

Clients who have signed up for the Cruiser Package so far include the county fair, a health club and a shopping complex.

To avoid clutter, the station has a rule that it will do no more than three Cruiser Packages each month.

STICK-UPS

■ **Sell space on the back of static-cling stickers.** WPXY-FM's “Stick-Up” campaign signed on five clients who bought space on the back of 300,000 static-cling stickers.

Webster Chrysler-Suzuki bought a schedule plus contributed a Suzuki to the Stick-Up contest in return for about \$3,000 in traded advertising. A video store bought a \$7,000 schedule over 90 days and took its space as a coupon for listeners to rent a video and get one rental free. In addition, a jewelry store offered a free matching wedding band if a wedding band were purchased and a miniature golf facility offered a free game of golf.

■ **Give away prize bags when vehicles are spotted.** The other part of the campaign was the listener Stick-Up. “The Power 98 PXY Street Machine” roamed the Rochester area looking for cars with the Stick-Up in their windows.

The station's vehicle would pull the car over and award it with a goody bag. During the hotter days of summer, the winner got a boom box and a fan – to beat the heat.

Other prizes for displaying what is called the “Power Window Stick-Up” have included gift certificates from clothing stores and money.

The average gift pack is worth at least \$100.

WPXY-FM has ordered an additional 100,000 stickers and has signed on McDonald's as the Stick-Up sponsor. —By Neill Borowski

Radio Across-The-USA™

Akron, OH



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WKDD-FM	R	13.6	12.1	13.0
WMMS-FM	R	11.6	11.5	10.5
WONE-FM	A	5.6	6.6	9.7
WMJI-FM	AC	5.9	5.7	6.2
WAKR-AM	AC	5.6	6.4	5.2
WZAK-FM	B	6.5	3.3	5.0
WNIR-FM	T	6.0	5.5	4.9
WGAR-FM	C	3.1	4.8	4.3
WPHR-FM	R	3.0	3.4	3.8
WDOK-FM	EZ	3.6	4.8	3.7

Albany, NY



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WPYX-FM	A	15.5	12.8	13.7
WFLY-FM	R	9.7	11.3	12.6
WGFM-FM	R	5.9	7.2	9.0
WGY-AM	AC	11.9	9.0	7.6
WGNA-FM	C	6.8	8.1	6.5
WQBK-FM	A	5.3	6.2	6.5
WQBK-AM	N/T	4.0	5.0	5.9
WROW-FM	EZ	6.1	5.4	5.9
WTRY-AM	O	3.6	4.1	4.6
WKLI-FM	AC	4.8	3.9	2.9

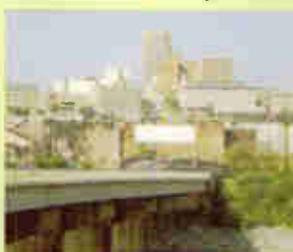
Albuquerque, NM



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KRST-FM	C	11.5	12.1	12.7
KKOB-AM	AC	8.3	9.7	10.2
KZRR-FM	A	7.7	7.4	8.9
KKSS-FM	R	10.7	10.3	8.8
KKOB-FM	AC	11.4	9.3	8.5
KFMG-FM	A	8.3	8.1	8.4
KIVA-FM	AC	5.7	4.7	4.9
KNMQ-FM	R	3.7	4.1	4.8
KHFM-FM	CL	4.0	2.8	2.6

Allentown, PA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WZZO-FM	A	17.3	16.5	16.3
WAEB-FM	R	9.5	11.0	13.1
WQQQ-FM	R	10.0	9.8	12.0
WFMZ-FM	EZ	10.8	7.9	8.9
WLEV-FM	AC	10.4	11.1	8.9
WAEB-FM	AC	4.6	2.3	3.2
WYSP-FM	A	5.7	4.3	3.2
WKAP-AM	BB	3.5	3.1	3.1
WUSL-FM	B	1.8	1.5	2.6
WKKW-AM	C	1.8	2.3	2.2

Atlanta, GA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WVEE-FM	B	14.2	13.9	12.0
WKLS-FM	A	13.3	11.9	10.6
WSB-FM	AC	7.5	7.7	9.4
WZGC-FM	R	5.7	6.6	9.0
WAPW-FM	R	9.2	7.6	6.9
WKHX-FM	C	7.1	7.0	6.8
WFOX-FM	AC	3.5	4.4	5.7
WQXI-FM	AC	4.4	4.6	5.7
WYAY-FM	C	5.9	6.1	5.7
WPCH-FM	EZ	5.5	6.4	5.6

Augusta, GA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WBQQ-FM	R	29.9	31.5	28.8
WFXA-FM	B	14.6	15.9	18.0
WZNY-FM	AC	12.0	11.8	10.1
WRXR-FM	A	6.4	7.4	8.0
WGUS-FM	C	7.2	6.1	5.0
WRDW-FM	B	6.0	4.9	5.0
WMTZ-FM	C	3.9	3.1	3.7
WNEZ-FM	EZ	2.2	1.8	2.7
WBBO-AM	R	3.8	1.6	2.5
WCNA-FM	EZ	0.7	1.3	2.2

Austin, TX



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KASE-FM	C	15.2	16.0	15.0
KLBJ-FM	A	12.4	11.7	12.8
KBTS-FM	R	10.9	12.1	11.9
KHFI-FM	R	10.7	10.8	10.3
KKMJ-FM	AC	8.1	5.6	6.0
KQFX-FM	C	3.9	5.2	4.8
KPEZ-FM	A	3.8	4.2	4.1
KLBJ-AM	N/T	5.3	4.4	3.9
KAZI-FM	P	2.3	3.5	3.8
KEYI-FM	AC	3.4	3.2	3.8

Baltimore, MD



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WXVY-FM	B	9.1	11.5	10.2
WBSB-FM	R	7.6	8.6	10.1
WYYY-FM	A	7.9	6.9	7.0
WLIF-FM	EZ	6.4	8.2	6.6
WBAL-AM	N/T	7.5	8.0	6.4
WPOC-FM	C	5.5	5.8	5.1
WGHT-FM	C	4.5	4.6	4.8
WFBR-A	T	4.6	3.6	4.2
WMMX-FM	AC	6.8	5.5	4.0
WQSR-FM	O	2.6	3.2	3.9

Baton Rouge, LA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KQXL-FM	B	12.2	15.0	16.6
WGGZ-FM	R	10.8	11.4	12.1
WXOK-AM	B	11.5	13.0	11.4
WYNK-FM	C	11.2	10.6	11.4
WFMF-FM	R	12.4	11.1	11.0
WKJN-FM	C	8.3	7.0	5.2
WCKW-FM	A	5.0	4.7	4.9
WQXY-FM	C	6.0	3.6	4.1
WJBO-AM	N/T	4.7	4.3	3.3
KDEA-FM	EZ	1.2	1.0	2.8

Beaumont, TX



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KHYS-FM	B	16.0	12.6	14.2
KZZB-FM	R	15.2	15.5	12.6
KAYD-FM	C	8.8	9.8	10.0
KYKR-FM	C	9.5	9.3	9.7
KIOC-FM	R	9.8	8.6	9.5
KWIC-FM	A	8.8	8.3	9.5
KKMY-FM	AC	3.7	4.8	4.6
KLVI-AM	C	4.0	4.1	3.9
KQXY-FM	EZ	2.8	4.4	3.9
KTFA-FM	REL	1.9	3.0	3.0

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* Indicates new survey area. Persons 12+ ACH shares, Mon - Sun, 6AM - Midnight
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Radio Across-The-USA™

Birmingham, AL



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WZZK-FM C	16.0	15.4	17.9
WAPI-FM R	11.9	14.7	14.3
WKXX-FM R	13.8	13.6	14.2
WMJJ-FM AC	13.8	13.4	12.4
WENN-FM B	10.7	12.2	12.1
WERC-AM N/T	4.1	3.5	3.7
WAPI-AM BB	4.4	3.1	3.5
WAGG-AM REL	2.5	3.1	2.9
WBHM-FM P	2.7	3.6	2.5
WLTB-FM AC	3.2	1.9	2.4

Boston, MA



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WXKS-FM R	10.9	12.3	9.8
WBCN-FM A	9.2	7.4	8.7
WBZ-AM AC	7.4	7.7	7.6
WZOU-FM R	6.0	6.9	7.5
WZLX-FM O	4.2	3.8	4.7
WRKO-AM N/T	7.1	6.4	4.4
WSSH-FM AC	2.6	3.7	4.3
WODS-FM O	3.8	3.4	4.2
WHDH-AM AC	4.7	4.3	3.8
WILO-AM B	2.1	1.9	3.6

Buffalo, NY



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WKSE-FM R	12.8	13.3	16.2
WHIT-FM O	8.3	6.8	8.5
WPHD-FM R	9.9	9.0	7.7
WBLK-FM B	6.5	8.4	7.3
WJYE-FM EZ	4.6	5.7	7.0
WMJQ-FM R	5.6	6.4	6.7
WBUF-FM AC	7.4	7.0	6.3
WYRK-FM C	7.9	5.6	6.3
WBEN-AM AC	7.2	7.3	6.1
WGR-AM AC	2.9	4.2	3.7

Charleston, SC



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WEZL-FM C	11.6	14.6	14.7
WKQB-FM R	13.6	12.1	12.5
WWWZ-FM B	9.3	8.0	9.4
WAVF-FM A	6.7	6.1	7.9
WLY-FM O	3.5	5.4	6.6
WSSX-FM R	7.1	7.0	6.2
WXTX-FM AC	3.3	4.5	5.2
WMGL-FM B	6.5	6.2	5.1
WWHT-FM D	4.7	5.3	4.3
WMCJ-AM REL	2.4	2.8	3.5

Charlotte, NC



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WCKZ-FM B	15.4	14.3	14.8
WSOC-FM C	13.2	14.1	13.4
WRFX-FM A	9.4	8.2	9.1
WROQ-FM R	7.1	6.8	9.0
WPEG-FM B	11.1	11.3	8.4
WLK-FM C	5.4	7.5	8.2
WBCY-FM R	4.9	5.4	5.5
WBT-AM AC	4.4	4.8	4.8
WWMG-FM AC	4.2	3.9	3.5
WEZC-FM AC	4.9	4.5	2.8

Chattanooga, TN



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WSKZ-FM A	23.0	24.4	25.2
WJTT-FM B	11.2	10.6	12.4
WUSY-FM C	13.0	12.0	11.1
WLMX-FM AC	10.0	10.5	10.3
WOOD-FM C	8.8	7.2	7.4
WDEF-FM EZ	6.7	7.1	5.7
WVYV-FM AC	2.7	4.4	3.7
WNDO-AM C	4.2	3.4	3.6
WMBW-FM P	2.3	2.2	2.9
WDEF-AM AC	2.6	2.4	2.8

Chicago, IL



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WGCI-FM B	11.3	11.7	13.0
WGN-AM N/T	8.8	7.7	7.5
WCKG-FM A	3.8	4.8	6.1
WLUP-FM A	5.6	5.7	5.3
WYTZ-FM R	4.8	5.0	5.3
WBMX-FM B	5.5	5.9	5.1
WBBM-FM R	5.9	4.8	4.8
WBBM-AM N	6.7	4.5	4.0
WJMK-FM O	3.6	3.7	3.4
WUSN-FM C	2.3	2.8	3.4

Cincinnati, OH



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WEBN-FM A	21.2	20.2	19.8
WKRC-FM R	11.1	9.7	10.2
WLW-AM AC	9.7	11.0	9.5
WWEZ-FM EZ	7.1	8.0	7.0
WIZF-FM B	3.9	3.5	5.4
WKRC-AM AC	6.2	4.7	5.4
WRRM-FM AC	4.8	4.3	4.8
WUBE-FM C	4.6	4.5	4.3
WBVE-FM C	2.0	3.4	3.6
WCKY-AM N/T	4.0	4.1	3.3

Cleveland, OH



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WMMS-FM R	15.2	15.5	16.7
WZAK-FM B	13.8	12.0	9.8
WMJI-FM AC	7.4	9.4	9.0
WNCX-FM O	5.3	4.6	6.3
WLTF-FM AC	7.7	5.2	6.1
WWWE-AM N/T	4.7	7.2	5.8
WGAR-FM C	4.1	6.7	5.2
WDOK-FM EZ	4.6	3.4	4.8
WCAL-FM EZ	5.0	4.4	4.8
WROC-FM R	3.5	4.4	4.7

Colorado Springs



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KILO-FM A	14.7	16.4	17.6
KIKX-FM R	15.4	14.3	15.0
KKCS-FM C	8.2	8.5	11.8
KKFM-FM A	9.0	8.4	9.7
KATM-FM R	2.2	4.7	7.1
KVUU-FM AC	8.8	7.9	5.9
KSPZ-FM AC	6.0	6.3	3.5
KSSS-AM C	4.0	4.6	3.4
KVOR-AM N/T	4.2	4.7	3.4
KOA-AM N/T	2.6	3.1	3.1

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New from Birch Scarborough Research

The most important sales tool in 20 years.

The Multi-Media Consumer Profile will change forever the way you market locally. Here's how it developed, and how it will affect you.

A quiet revolution began in 1975, the year Scarborough Research introduced a bold new concept in media research:

- Measure all local media usage – reading, listening, viewing – of each survey participant so that true cross-media comparisons could be made
- Obtain extended individual and household demographics from these same people to further sharpen targeting accuracy
- Capture a detailed record of product purchase and retail shopping activity from each respondent – *specific to the brand and store level*
- Provide instant access to the respondent-level data, allowing users to retrieve exactly the reports they need, when they need them

The first Scarborough Multi-Media Reports raised eyebrows in the Top 10 markets.

Then they began opening eyes – and doors.

Retailers began asking about the demographic and geographic profiles of their shoppers, and their competitor's shoppers.

Newspapers began equipping their sales teams with average issue and cume readership information on the 300+ audience segments provided by Scarborough.

Radio and TV stations began using Scarborough Multi-Media data to help clients and prospects discover the demographics and lifestyles of *their customers and their competitors's customers.*

And everyone began marketing more smartly. For the first time, advertisers were able to determine which media, media mix and specific media vehicles would best reach their specific targets. Not just "Women 25-54"...but "Women 25-54 with Household Incomes over \$50,000 who've recently shopped Neiman-Marcus."

Local media sellers made out well, too. The Scarborough

Reports quickly became the only media research report used universally by all local media – radio, TV and newspaper.

Beginning Fall '88: Expansion to markets 11+

Now, the marriage of Birch and Scarborough makes possible the expansion of Multi-Media research to more markets and more users than ever before.

The new Multi-Media Consumer Profiles are similar to the top 10 Scarborough Reports, but are specifically designed for media sellers in markets 11+. The new Profiles database will be loaded with marketing data on more than 400 localized retail shopping, product and service usage categories.

Comprehensive Scarborough Reports are available now in all Top 10 markets and Miami/Ft. Lauderdale. The Multi-Media Consumer Profiles start in ADI markets 11-30 this Fall, and we'll be surveying continuously through May 1989. Our first Profile Reports will release in June 1989, with annual reports thereafter.

A strategic marketing tool that gives you The Winning Edge

Gaining The Winning Edge means adding more value to each sale than your competitors.

The Multi-Media Consumer Profile arms your sales force with vital information your clients want to see: opening doors for appointments with top-level decision-makers.

1. For the first time, you'll be able to consult your clients on where to find audience targets with the biggest and fastest payoffs.

clients spend their media dollars wisely. And their appreciation will be reflected in your share of their media budgets.

How to find out more

There's not enough room here to get into the hundreds of possible sales applications, or to describe the enormous power of PC/DARTS, the Birch/Scarborough Direct Access Research Targeting System that lets you create customized analyses and presentations on your micro-computer.

We'd also like to tell you about the Charter Subscriber discount and how you can save *even more* by adding

the Multi-Media Consumer Profile to your existing Birch Radio ratings subscription.

So clip and return the coupon, or call us at 1-800-62-BIRCH to be the first to secure The Winning Edge for your station.

The Major-Market Success of Scarborough Multi-Media Research

Since 1975, Scarborough Research has sustained a renewal rate of over 90%, with America's best-run and biggest-billing media sellers.



The Boston Globe
Los Angeles Times

WINS



Chicago Tribune



The New York Times

KABC

The Washington Post

The marriage of Birch and Scarborough brings this same research quality and integrity to markets 11+.

2. You'll know where your client's competition is most vulnerable. The demographics of prospective customers within the trading radius of each store location. How target audiences are shared across media and individual media vehicles.

3. The Multi-Media Consumer Profile helps you help your

Clip and mail today!

Birch/Scarborough Research
44 Sylvan Avenue
Englewood Cliffs, New Jersey 07632

Please send:

- () More information on the Multi-Media Consumer Profile
- () Information on the Top 10 Market Scarborough Reports
- () Information on Birch Radio Monthly, Quarterly and Qualitative Radio reports

Name _____

Title _____

Company _____

Address _____

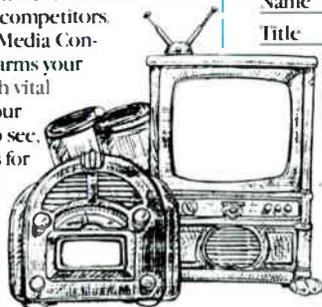
City _____

State/Zip _____

Phone _____

Birch Scarborough

Radio • Newspaper • Multi-Media Audience Measurement



Radio Across-The-USA™

Columbia, SC



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WWDM-FM	B	20.9	21.2	26.5
WCOS-FM	C	14.6	20.4	16.9
WNOK-FM	R	11.0	12.0	14.1
WTCB-FM	AC	4.1	3.7	6.4
WMFX-FM	A	8.5	8.8	6.0
WCEZ-FM	EZ	3.9	5.3	4.2
WKWQ-FM	A	1.8	3.7	3.6
WVOC-AM	P	4.9	2.5	3.5
WPRH-FM	R	3.7	2.7	2.7
WYYS-FM	R	3.1	2.3	2.5

Columbus, OH



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WNCI-FM	AC	13.4	15.2	15.4
WLWQ-FM	A	13.2	12.2	14.0
WXGT-FM	R	10.0	11.2	11.1
WTVN-AM	AC	9.9	11.5	9.4
WSNY-FM	AC	8.6	7.1	8.1
WMGG-FM	O	8.5	8.7	8.0
WBNS-FM	EZ	4.8	3.7	4.0
WHOK-FM	C	4.2	3.7	3.6
WVKO-AM	B	4.6	3.8	3.4
WMNI-AM	C	4.2	2.7	2.5

Dallas, TX



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KKDA-FM	B	9.8	10.4	10.9
KPLX-FM	C	8.7	9.5	9.8
KHYI-FM	R	7.5	7.4	7.5
KVIL-FM	AC	7.7	6.3	6.7
KEGL-FM	R	6.2	6.8	6.1
KTXQ-FM	A	6.3	6.2	5.7
WBAP-AM	C	3.8	4.5	5.4
KSCS-FM	C	4.1	3.4	4.6
KLUV-FM	O	2.6	2.7	3.5
KZPS-FM	O	3.0	3.7	3.5

Davenport, IA-IL



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WPXR-FM	R	20.2	19.7	21.6
WXP-FM	A	14.5	13.7	15.6
WLLR-FM	C	13.2	13.5	13.2
KIJK-FM	AC	8.8	8.2	8.2
WOC-FM	N/T	5.8	5.4	6.3
KRVR-FM	EZ	8.9	6.8	5.2
KLJO-FM	AC	4.6	5.3	4.3
KFMH-FM	A	3.3	4.2	3.4
WKBF-FM	C	4.4	4.5	3.4
WMRZ-AM	O	1.5	2.0	2.4

Dayton, OH



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WTUE-FM	A	16.7	17.3	17.5
WGTZ-FM	R	13.5	12.8	12.9
WBLZ-FM	B	5.6	7.6	8.8
WHIO-FM	EZ	9.0	8.8	8.7
WHIO-AM	AC	6.4	7.1	7.5
WYMJ-FM	AC	4.8	5.3	5.4
WONE-AM	C	7.6	7.3	5.2
WWSN-FM	AC	4.6	3.5	5.2
WBVE-FM	C	4.9	5.3	4.6
WLW-AM	AC	4.0	4.5	4.4

Denver, CO



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KBPI-FM	A	13.3	12.9	10.7
KAZY-FM	A	9.3	10.2	9.2
KBCO-FM	A	8.3	8.0	7.6
KRXY-FM	R	12.3	9.8	6.8
KOA-AM	N/T	5.2	6.2	6.7
KMJI-FM	AC	4.9	5.8	5.4
KQKS-FM	R	2.6	3.8	5.3
KXKL-FM	O	4.0	4.0	5.2
KOAO-FM	AC	3.6	3.9	4.9
KOSI-FM	EZ	3.9	5.0	4.1

Des Moines, IA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KGGO-FM	A	26.3	29.9	29.6
KRNO-FM	R	13.1	13.6	12.1
WHO-AM	AC	10.3	8.0	9.3
KLYF-FM	AC	7.6	8.3	8.2
KIOA-AM	O	6.5	5.6	7.5
KJJY-FM	C	8.4	7.5	6.6
KDWZ-FM	R	4.4	5.3	6.2
KSO-AM	C	6.5	5.8	5.4
KEZT-FM	EZ	2.5	2.5	2.3
KRNT-AM	AC	2.5	2.1	2.1

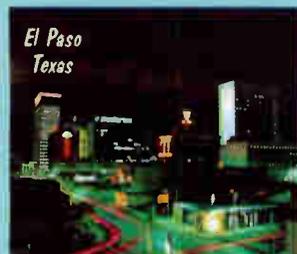
Detroit, MI



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WJLB-FM	B	10.1	11.0	10.8
WJR-AM	AC	9.2	9.6	8.5
WHYT-FM	R	6.1	5.5	8.0
WCSX-FM	A	3.9	6.1	6.6
WLIZ-FM	A	6.9	5.9	6.1
WCZY-FM	R	4.1	5.0	5.6
WJOI-FM	EZ	4.8	4.1	4.8
WRIF-FM	A	5.1	5.1	4.5
WDTX-FM	R	2.5	3.1	4.4
WNIC-FM	AC	3.6	4.4	4.3

El Paso, TX



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KPRR-FM	R	16.4	18.2	17.7
KLAQ-FM	A	19.2	17.1	17.4
KHEY-FM	C	9.3	7.8	9.6
KEZB-FM	R	8.9	8.0	8.6
KAMZ-FM	R	7.9	7.5	7.1
KAMA-AM	SP	3.3	4.0	4.5
KBNA-FM	SP	3.4	4.7	4.5
KTSM-FM	EZ	3.7	5.2	4.2
KLTO-FM	AC	3.1	3.2	4.1
KOFX-FM	AC	4.0	3.4	4.1

Flint, MI



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WDZZ-FM	B	19.8	19.3	18.6
WIOG-FM	R	22.8	21.0	18.2
WCRZ-FM	AC	10.5	12.8	13.6
WWCK-FM	A	9.6	7.9	8.0
WJR-AM	AC	4.6	7.0	7.4
WJLB-FM	B	0.1	1.5	4.4
WFDL-AM	BB	5.1	5.3	4.2
WKMF-AM	C	3.0	2.8	3.2
WKCO-FM	C	3.0	1.9	2.5
WWWS-FM	B	3.1	1.5	1.6

* Indicates new survey area. Persons 12+ AOH shares, Mon - Sun, 6AM - Midnight
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Radio Across-The-USA™

Fresno, CA



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KMGX-FM R	9.5	11.0	13.6
KKDJ-FM A	12.2	11.8	10.8
KBOS-FM R	8.5	8.8	8.9
KMJ-AM N/T	8.2	9.1	7.3
KFSO-FM O	5.3	6.2	5.5
KYNO-FM R	6.0	5.9	5.4
KCLO-FM A	6.5	5.7	4.8
KNAX-FM C	7.6	5.7	4.8
KFRE-FM C	3.0	4.0	3.8
KOJY-FM EZ	1.8	2.5	3.6

Ft. Meyers, FL



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WINK-FM R	14.7	19.0	19.6
WRXK-FM A	12.4	15.4	16.1
WCVJ-FM EZ	9.7	10.5	7.1
WAVV-FM AC	2.5	4.2	5.0
WRGI-FM R	3.0	2.5	4.6
WIXI-FM BB	5.7	3.9	3.7
WNOG-AM N/T	1.5	2.7	1.4
WHEW-FM C	5.5	4.5	2.9
WINK-FM AC	3.1	1.9	2.9
WQEZ-FM AC	4.5	2.9	2.8

Grand Rapids, MI



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WLAV-FM A	13.4	11.7	12.9
WKLO-FM R	14.4	14.2	11.9
WOOD-FM EZ	8.2	9.6	10.2
WGRD-FM R	6.4	5.4	7.3
WLHT-FM AC	5.9	7.8	7.3
WOOD-AM AC	6.5	6.5	6.3
WCUZ-FM C	6.8	6.8	6.0
WKWM-AM B	3.3	3.3	4.5
WSNX-FM R	4.6	4.8	4.0
WCSG-FM P	3.6	3.2	3.9

Greensboro, NC



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WKRR-FM A	14.0	15.0	16.7
WTOR-FM C	17.0	14.4	14.4
WMAG-FM AC	6.7	9.5	8.0
WKZL-FM R	6.0	6.9	7.8
WOMG-FM B	7.5	7.9	7.7
WBIG-FM C	4.8	6.2	6.1
WKSJ-FM R	6.1	4.8	5.4
WMOX-FM AC	1.1	1.5	2.9
WSJS-AM AC	5.1	2.3	2.7
WOJY-FM AC	3.8	4.1	2.6

Greenville, SC



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WANS-FM R	12.8	12.0	13.0
WESC-FM C	8.8	10.4	11.3
WFBC-FM AC	8.5	11.1	10.0
WSSL-FM C	10.2	10.3	9.6
WLWZ-FM B	11.6	9.8	8.1
WCKN-FM R	6.7	6.8	6.8
WCKZ-FM R	7.8	7.1	6.7
WMYI-FM AC	4.4	5.4	5.7
WSPA-FM EZ	5.3	5.5	5.3
WLFJ-FM REL	2.3	2.5	3.3

Harrisburg, PA



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WNNK-FM AC	28.7	27.2	29.4
WIMX-FM AC	7.0	8.6	9.3
WRKZ-FM C	7.0	7.4	8.1
WTPA-FM A	7.3	9.7	7.4
WHP-AM AC	5.9	5.7	6.5
WHYL-FM C	5.3	5.2	6.4
WHP-FM EZ	4.8	3.8	3.4
WHTF-FM A	2.8	3.8	3.1
WOXA-FM R	2.3	3.5	2.9

Hartford, CT



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WTIC-FM R	16.2	16.6	19.5
WTIC-AM AC	15.8	17.7	14.1
WHCN-FM A	8.9	8.2	8.7
WCCC-FM A	6.3	6.6	7.7
WKSS-FM R	6.4	7.3	6.4
WDRC-FM O	7.5	5.8	6.3
WRCH-FM EZ	7.2	6.4	6.0
WIOF-FM AC	5.0	4.6	4.4
WRCO-AM BB	2.2	2.3	2.6

Houston, TX



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KMJQ-FM B	13.7	13.0	12.4
KRBE-FM R	11.0	10.2	8.7
KKBO-FM R	8.4	8.9	8.2
KILT-FM C	6.2	5.6	7.9
KLOL-FM A	6.0	6.8	7.1
KIKK-FM C	8.4	7.7	6.7
KZFX-FM A	4.5	4.7	6.4
KTRH-AM N	3.8	4.8	4.2
KLTR-FM AC	3.2	3.9	3.8

Indianapolis, IN



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WFBO-FM	2.6	5.6	9.9
WTLC-FM B	11.4	13.7	12.6
WFMS-FM C	14.2	14.2	12.1
WIBC-AM AC	9.4	9.8	11.8
WZPL-FM AC	11.1	10.8	11.4
WKLR-FM AC	5.4	6.4	6.7
WENS-FM AC	5.3	5.1	5.3
WXTZ-FM EZ	7.1	7.0	4.4
WTPI-FM AC	1.7	2.8	3.7
WLW-AM AC	0.3	0.8	1.3

Jacksonville, FL



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WAPE-FM	22.3	24.7	19.7
WFYV-FM A	15.5	14.6	13.0
WPDO-FM B	8.3	11.5	10.3
WOIK-FM C	7.1	8.6	9.1
WAIV-FM AC	6.1	6.1	7.0
WIVY-FM AC	8.4	6.4	5.8
WCRJ-FM C	6.0	7.0	5.7
WKTZ-FM P	3.4	3.0	4.3
WCGL-AM B	1.2	1.8	2.3
WEJZ-FM EZ	1.1	1.4	3.0

* Indicates new survey area. Persons 12+ AOH shares, Mon - Sun, 6AM - Midnight
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Johnson City



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WQUT-FM	R	32.2	33.9	33.5
WXBQ-FM	C	22.8	20.8	18.6
WTFM-FM	AC	11.1	10.7	10.6
WZXY-FM	R	3.1	4.5	5.1
WKPT-AM	EZ	2.2	2.7	4.1
WIVK-FM	C	1.5	1.9	3.1
WJCV-AM	C	1.3	1.3	2.4
WUSJ-FM	C	0.9	1.0	1.6
WEMB-AM	C	0.9	1.4	1.4
WZAP-AM	REL	1.7	1.1	1.3

Kansas City



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WDAF-AM	C	10.7	13.8	15.4
WPRS-FM	B	10.7	10.8	10.2
KBEQ-FM	R	12.5	11.7	10.1
KYYS-FM	A	8.3	9.5	9.1
KMBZ-AM	N/T	3.4	6.5	8.7
KCPW-FM	R	6.4	5.9	6.9
KFKF-FM	C	8.2	6.4	5.9
KCFX-FM	A	6.7	5.6	5.6
KCMO-AM	N/T	4.7	4.8	4.8
WHB-AM	AC	2.7	3.3	3.7

Knoxville



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WIVK-FM	C	32.1	33.1	31.5
WMYU-FM	AC	8.7	11.5	14.0
WIMZ-FM	A	17.8	14.3	12.9
WOKI-FM	R	9.7	10.3	10.2
WEZK-FM	EZ	7.2	8.2	7.7
WTNZ-FM	R	4.4	4.0	6.5
WIVK-AM	C	3.8	3.6	3.5
WGAP-AM	C	1.7	1.0	1.9
WUOT-FM	P	2.3	1.9	1.8
WRJZ-AM	REL	1.2	1.3	1.4

Lansing



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WVIC-FM	R	23.3	24.2	22.4
WITL-FM	C	15.3	13.5	12.9
WLNZ-FM	A	6.9	9.0	8.6
WMMQ-FM	A	4.3	4.5	5.9
WJIM-FM	EZ	5.2	7.4	5.8
WJXQ-FM	A	6.7	5.8	5.7
WFMK-FM	AC	5.1	5.6	5.3
WJR-AM	AC	4.0	4.6	5.1
WIBM-FM	O	5.4	4.0	4.0
WKAR-FM	P	2.5	3.1	2.6

Las Vegas



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KKLZ-FM	A	7.9	11.0	13.4
KLUC-FM	R	12.2	13.5	10.9
KYRK-FM	R	9.8	10.2	10.2
KFMS-FM	C	10.2	10.3	10.1
KCEP-FM	P	7.5	7.4	9.7
KOMP-FM	A	9.6	7.9	7.0
KXTZ-FM	EZ	4.0	5.6	6.2
KMZQ-FM	AC	4.9	5.0	5.0
KDWN-AM	T	2.4	2.3	3.1

Lexington, KY



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WKQO-FM	A	19.2	19.5	20.0
WLAP-FM	R	12.6	15.1	16.3
WVLK-FM	C	14.3	13.2	15.4
WFMI-FM	R	14.4	11.3	12.4
WCOZ-FM	AC	2.7	3.7	4.5
WVLK-AM	AC	7.3	6.9	4.4
WMGB-FM	AC	5.9	4.3	3.7
WLAP-AM	AC	2.4	2.8	2.6
WLXG-AM	O	0.8	2.1	2.4
WBKY-FM	P	2.2	2.7	2.2

Little Rock, AR



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KSSN-FM	C	13.8	13.9	17.4
KKYK-FM	R	10.2	11.4	12.6
KZOU-FM	R	9.6	8.9	10.3
KMJX-FM	A	11.4	9.2	9.0
KHLT-FM	AC	6.8	9.1	8.7
KIPR-FM	R	10.5	10.5	7.8
KEZQ-FM	Ez	7.1	7.3	6.0
KOKY-AM	B	4.5	5.4	4.6
KARN-AM	N/T	7.4	5.0	4.2
KZLR-FM	A	3.4	3.8	3.5

Louisville



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WDJX-FM	R	9.7	14.3	14.3
WAMZ-FM	C	17.9	16.9	14.2
WQMF-FM	A	11.2	9.5	14.0
WHAS-AM	AC	14.6	13.1	12.8
WJYL-FM	B	9.2	10.1	9.2
WRKA-FM	AC	6.4	7.5	6.4
WLRS-FM	A	7.9	5.2	5.5
WLOU-AM	B	5.5	5.7	4.9
WVEZ-FM	AC	5.4	6.3	4.0
WXLN-FM	REL	0.5	1.1	2.4

Los Angeles, CA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KPWR-FM	R	10.9	11.1	10.5
KIIS-FM	R	7.9	9.4	8.4
KROQ-FM	A	5.3	4.1	5.5
KABC-AM	N/T	6.0	6.7	5.3
KOST-FM	AC	4.2	4.2	4.8
KLOS-FM	A	5.0	4.5	4.5
KZLA-FM	C	2.7	3.1	3.3
KLFX-FM	A	4.4	3.5	3.0
KNAC-FM	A	2.2	2.8	3.0
KRTH-FM	O	3.7	3.4	3.0

Madison



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WZEE-FM		21.2	19.1	18.8
WIBA-FM	A	14.7	16.9	18.6
WMGN-FM	AC	10.0	8.4	8.5
WTSO-AM	C	6.6	7.5	8.1
WMAD-FM	A	6.3	5.7	7.1
WWQM-FM	C	3.8	4.5	5.4
WBLA-AM	AC	5.6	5.5	5.1
WERN-FM	P	4.5	3.7	3.8
WHIT-AM	O	3.0	2.4	2.8

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Memphis



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WHRK-FM	12.0	13.6	15.6
WMC-FM AC	14.7	15.1	13.3
WGKX-FM C	10.1	9.5	12.4
KRNB-FM B	11.6	10.6	10.6
WEGR-FM A	4.8	6.8	7.1
WRVR-FM AC	6.0	6.2	7.0
WDIA-AM B	3.4	4.6	5.9
WLOK-AM B	5.3	5.4	4.6
KWLN-FM A	4.5	3.4	4.5
WHBQ-AM N/T	5.2	4.3	3.4

Miami



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WPOW-FM	7.2	7.1	7.4
WEDR-FM B	5.5	6.2	6.7
WGTR-FM A	5.1	4.8	5.7
WLYF-FM EZ	6.0	5.8	5.7
WHYI-FM R	5.3	6.3	5.3
WMXJ-FM O	5.6	5.2	4.9
WHQT-FM B	4.1	3.9	4.8
WCMQ-FM SP	3.8	4.5	4.7
WAXY-FM AC	3.4	4.1	4.3
WKQS-FM C	3.9	4.1	3.9

Milwaukee, WI



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WTKI-FM R	10.4	12.0	12.9
WTMJ-AM AC	10.5	12.2	12.2
WKLH-FM O	8.7	6.8	9.0
WMIL-FM C	6.2	5.8	8.2
WLZR-FM A	9.5	8.4	8.1
WLUM-FM R	10.2	10.4	7.9
WOKY-FM AC	7.0	6.3	6.2
WQFM-FM A	3.7	3.7	3.5
WEZW-FM EZ	2.8	3.8	3.1
WISN-AM T	3.4	4.2	3.0

Minneapolis



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WCCO-AM N/T	16.1	17.0	17.3
KJJO-FM A	6.8	8.9	10.5
KQRS-FM A	11.4	11.8	10.5
KSTP-FM AC	9.8	10.4	10.4
WLOL-FM R	9.9	9.4	7.9
KDWB-FM R	6.2	7.4	7.6
KEYE-FM C	6.2	4.3	5.9
KSTP-AM N/T	2.9	4.0	4.7
WLTE-FM AC	3.9	3.7	3.2
KTCZ-FM A	3.6	4.0	3.1

Mobile, AL



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WABB-FM R	18.9	19.0	20.9
WBLX-FM B	17.1	18.5	19.5
WKSJ-FM C	16.0	13.3	14.2
WKRG-FM AC	4.2	4.8	5.1
WZEW-FM A	6.0	4.5	5.0
WMML-AM C	5.7	5.3	4.9
WDLT-FM AC	2.9	3.7	4.5
WAVH-FM EZ	2.2	2.8	3.3
WKRG-AM N/T	3.1	4.1	3.1
WGOK-AM B	3.2	4.2	2.9

Modesto, CA



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KDJK-FM A	11.2	15.0	16.5
KFIV-FM R	7.1	8.4	10.3
KSJQ-FM R	9.7	10.5	8.9
KBEE-FM EZ	8.5	9.4	7.0
KMIX-FM C	6.1	5.6	6.4
KHOP-FM R	7.6	5.4	6.1
KTRB-AM C	4.6	4.7	4.7
KOSO-FM AC	5.5	4.1	3.6
KUBB-FM C	3.2	2.8	3.3
KCBS-AM N/T	2.7	2.0	2.9

Monterey



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KWSS-FM R	13.6	14.2	11.6
KDON-FM R	10.4	10.4	10.1
KGO-AM N/T	7.5	6.1	6.3
KMBY-FM A	7.7	7.9	6.2
KTOM-FM C	5.5	3.1	4.3
KWAV-FM AC	4.0	4.2	3.8
KOCN-FM AC	1.7	2.0	2.9
KCTY-AM SP	2.0	3.3	2.7

Montgomery, AL



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WQIM-FM B	16.4	19.7	22.6
WLWI-FM C	18.3	16.5	15.7
WBAM-FM R	11.7	12.3	12.3
WHYH-FM R	13.6	12.7	11.7
WSYA-FM AC	11.4	11.0	11.6
WMGF-FM R	4.2	5.1	5.5
WXVI-AM B	6.1	5.5	4.1
WLBF-FM R	1.4	2.0	2.6
WHYH-AM R	1.4	2.2	1.5
WVAS-FM P	3.1	1.1	1.3

Nashville, TN



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WYHY-FM	14.0	13.7	15.9
WKDF-FM A	14.9	15.4	15.3
WSM-FM C	10.7	10.7	10.5
WLAC-FM AC	6.1	9.5	9.5
WQOK-FM B	10.0	6.0	8.5
WSIX-FM C	8.6	7.2	6.9
WZEZ-FM EZ	7.3	7.6	5.6
WGFX-FM O	4.4	4.4	4.6
WSM-AM C	3.6	3.6	3.7
WRMX-FM AC	3.9	3.7	3.2

Nassau, NY



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WHTZ-FM	7.9	6.8	6.8
WCBS-FM O	5.1	4.6	6.7
WBAB-FM A	5.8	6.2	6.6
WBLI-FM R	6.1	5.2	5.1
WQHT-FM R	4.8	4.9	5.1
WALK-FM AC	4.2	3.9	4.2
WNEW-FM A	3.8	4.7	4.1
WWPR-FM A	4.3	4.7	4.1
WXRK-FM A	4.6	3.9	3.7
WCBS-AM N	2.4	3.2	3.3

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New Haven



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WPLR-FM	A	10.7	12.4	12.6
WKCI-FM	R	12.5	12.7	12.3
WHCN-FM	A	5.6	5.8	6.7
WELI-AM	AC	5.3	6.6	6.3
WKSS-FM	R	10.4	6.9	5.7
WEZN-FM	EZ	2.5	3.6	5.0
WDRG-FM	O	4.3	4.7	4.8
WAVZ-AM	BB	2.9	2.7	3.8
WRCH-FM	EZ	0.8	2.5	3.6

New Orleans



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WQOE-FM		20.1	19.8	16.6
WYLD-FM	B	10.9	12.6	13.2
WEZB-FM	AC	11.3	11.3	11.4
WWL-AM	N/T	3.8	4.3	6.2
WLTS-FM	AC	4.0	4.6	5.6
WNNO-FM	C	4.8	4.7	5.6
WRNO-FM	A	5.9	6.0	5.6
WLMG-FM	AC	6.6	6.9	4.9
WCKW-FM	O	6.3	5.1	4.3
WYLD-AM	B	2.8	3.8	4.1

New York City



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WRKS-FM	B	7.1	8.2	8.3
WHTZ-FM	R	6.5	6.0	6.7
WBLS-FM	B	7.2	6.5	5.4
WOHT-FM	R	7.2	5.9	5.4
WWPR-FM	R	4.5	4.8	5.2
WNEW-FM	A	3.9	3.4	4.5
WINS-AM	N	3.9	4.5	4.3
WXRK-FM	A	4.7	4.2	4.1
WCBS-FM	O	3.5	3.7	3.8
WPAT-FM	EZ	3.4	4.0	3.3

Norfolk, VA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WNOR-FM	A	10.0	11.8	12.8
WOWI-FM	B	9.0	11.5	12.3
WCMS-FM	C	10.2	10.2	8.9
WNVZ-FM	R	11.7	10.7	8.5
WMYK-FM	B	7.9	7.3	8.3
WGH-FM	R	6.6	7.9	7.9
WRAP-AM	B	3.4	4.0	6.3
WFOG-FM	EZ	4.6	6.3	6.0
WWDE-FM	AC	5.1	4.9	4.1
WLTY-FM	AC	4.6	4.0	3.8

Oklahoma City



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KATT-FM	A	14.4	15.0	16.7
KJYO-FM	R	15.4	16.1	15.9
KXXY-FM	C	12.2	11.6	11.2
KPRW-AM	B	6.9	6.1	7.7
KRXO-FM	A	8.3	8.7	7.5
KZBS-FM	AC	4.1	4.8	5.1
KMGL-FM	AC	2.3	5.8	4.9
KKNG-FM	EZ	2.9	3.3	4.4
KTOK-AM	N/T	7.1	4.6	4.3
KEBC-FM	C	4.8	4.7	4.1

Orlando, FL



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WJHM-FM		8.2	9.8	12.5
WBJW-FM	R	9.1	11.1	11.2
WWKA-FM	C	7.4	7.9	9.1
WDIZ-FM	A	8.1	8.9	9.0
WSTF-FM	AC	10.3	8.0	7.2
WCAT-FM	R	8.1	5.1	6.9
WOCL-FM	AC	10.1	9.8	6.4
WDBO-AM	AC	4.8	5.2	5.3
WJYO-FM	AC	3.4	4.3	5.0
WSSP-FM	EZ	5.7	5.2	4.1

Philadelphia, PA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WUSL-FM	B	12.5	13.6	13.4
WMMR-FM	A	9.4	11.6	11.9
WEGX-FM	R	7.6	8.3	8.0
WYSP-FM	A	5.7	7.8	6.9
WEAZ-FM	EZ	3.7	3.6	5.6
KYW-AM	N	7.2	5.9	5.0
WDAS-FM	B	5.9	5.6	4.7
WKSZ-FM	AC	4.9	4.2	4.1
WSNI-FM	AC	3.4	3.7	4.1
WWDB-FM	T	3.7	3.1	4.0

Phoenix



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KZZP-FM	R	18.1	15.0	13.4
KNIX-FM	C	12.0	14.9	12.9
KUPD-FM	A	8.9	10.6	10.2
KMEQ-FM	EZ	5.3	6.6	6.8
KSLX-FM	O	4.4	5.0	6.5
KTAR-AM	N/T	8.7	6.5	6.3
KDKB-FM	A	3.9	4.7	5.6
KOY-FM	R	3.0	4.6	5.1
KKFR-FM	R	3.4	3.2	3.1

Pittsburgh, PA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KDKA-AM	AC	12.0	14.6	14.7
WBZZ-FM	R	10.7	12.7	11.3
WDVE-FM	A	6.6	8.2	10.3
WAMO-FM	B	7.8	8.8	9.6
WSHH-FM	EZ	7.1	8.0	8.8
WMYG-FM	AC	7.4	8.3	8.7
WWSW-FM	AC	7.8	6.7	4.8
WDSY-FM	C	3.1	3.0	2.7
WTAE-AM	AC	3.3	2.6	2.7
WHTX-FM	AC	4.1	2.9	2.5

Portland, OR



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KKRZ-FM	R	12.0	14.6	13.3
KXYO-FM	R	10.2	8.9	8.3
KINK-FM	A	6.5	7.2	7.6
KMJK-FM	A	4.6	5.8	6.2
KGON-FM	A	6.9	5.5	5.8
KEX-AM	AC	6.7	5.7	5.7
KXL-FM	EZ	3.3	3.5	5.3
KGW-AM	AC	3.8	3.9	5.0
KKCW-FM	AC	7.1	7.3	4.6
KXL-AM	N/T	7.7	5.1	4.4

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Radio Across-The-USA™

Providence, RI



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WPRO-FM R	21.6	24.6	21.2
WHJY-FM A	10.0	12.7	13.3
WLKW-FM EZ	8.8	7.2	5.9
WHJJ-AM N/T	4.6	3.6	4.6
WWLI-FM AC	6.0	4.4	4.1
WPRO-AM AC	3.9	3.6	3.6
WBRU-FM A	3.6	2.8	3.5
WSNE-FM AC	3.4	3.5	3.2
WODS-FM O	1.8	2.9	2.7
WWRX-FM A	2.3	1.6	2.6

Raleigh, NC



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WFXC-FM B	6.3	11.9	11.7
WRDU-FM A	10.0	10.7	10.7
WRAL-FM AC	7.5	9.4	9.6
WDCG-FM R	10.3	9.4	9.3
WQDR-FM C	8.2	9.6	8.7
WQOK-FM B	10.6	7.0	6.1
WPTF-AM N/T	9.4	6.1	5.7
WZZU-FM R	3.7	3.9	4.7
WUNC-FM P	5.0	3.1	3.9
WTRG-FM AC	4.1	3.8	3.6

Reno, NV



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KWNZ-FM AC	13.2	11.9	12.5
KOZZ-FM A	13.0	12.4	11.5
KRZQ-FM A	8.4	9.2	11.1
KHTZ-FM R	6.5	8.8	8.3
KRNO-FM AC	6.0	6.2	7.0
KOH-AM N/T	6.8	5.3	6.8
KNEV-FM EZ	6.3	7.4	6.6
KBUL-FM C	6.4	4.8	5.2
KIIQ-FM C	5.9	4.0	4.2
KUNR-FM P	2.3	3.2	4.1

Richmond, VA



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WRVQ-FM R	17.8	19.2	18.7
WRXL-FM A	16.6	17.2	16.7
WPLZ-FM B	12.0	10.0	11.4
WCDX-FM B	10.7	10.5	9.9
WRVA-AM AC	10.3	9.8	9.5
WEZS-FM AC	5.6	6.5	7.8
WTVR-FM C	4.7	2.5	4.6
WLEE-AM BB	2.2	1.9	2.7
WKHK-FM C	2.0	2.6	2.6
WQSF-FM EZ	2.6	2.7	2.3

Riverside, CA



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KGGI-FM R	12.9	12.5	14.7
KIIS-FM R	7.1	5.9	7.2
KRTH-FM O	4.6	6.4	7.1
KLOS-FM A	6.2	6.4	6.8
KCAL-FM A	5.2	3.4	6.2
KROQ-FM A	5.3	5.4	3.9
KUOR-FM P	2.0	2.9	3.7
KPWR-FM R	2.9	3.9	3.3
KCKC-AM C	1.9	3.6	3.1
KDUO-FM EZ	4.4	2.8	3.0

Rochester, NY



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WCMF-FM A	23.9	22.7	22.3
WPXY-FM R	11.4	10.4	12.5
WDKX-FM B	11.2	15.2	12.1
WVOR-FM AC	10.4	9.3	8.5
WBEE-FM C	7.7	7.5	7.8
WHAM-AM AC	7.3	5.7	5.9
WEZO-FM AC	2.6	3.2	4.1
WKLX-FM O	4.5	3.7	4.0
WZSH-FM EZ	4.2	4.2	3.8
WXXI-FM P	2.3	3.0	3.6

Sacramento, CA



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KWOD-FM R	6.2	8.5	8.9
KRAK-FM C	8.0	7.4	8.1
KRXQ-FM A	6.4	7.0	8.1
KZAP-FM A	8.9	8.1	7.7
KFBK-AM N/T	6.4	6.9	7.0
KSFM-FM R	7.9	9.2	7.0
KXOA-FM AC	6.7	4.9	6.7
KROY-FM R	8.7	6.2	5.5
KQPT-FM NA	0.7	2.5	4.9
KCTC-FM EZ	8.5	7.7	4.3

Saginaw, MI



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WIOG-FM R	27.0	30.9	34.8
WHNN-FM AC	13.2	11.3	13.5
WKQZ-FM A	7.8	10.1	9.2
WWWS-FM B	6.7	9.1	8.7
WKCO-FM C	13.3	12.2	8.2
WSGW-AM AC	9.8	8.0	6.6
WJR-AM AC	1.5	2.1	4.1
WGER-FM EZ	3.6	4.4	4.0
WUGN-FM REL	3.6	1.5	2.3
WSAM-AM O	3.1	1.8	1.8

St. Louis, MO



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KMOX-AM N/T	15.7	19.5	23.7
KSHE-FM A	16.8	15.8	13.7
KMJM-FM B	13.6	11.3	9.9
KSD-FM AC	4.7	6.9	7.9
KHTR-FM R	6.4	5.7	7.1
KEZK-FM EZ	5.0	4.4	5.2
WKBQ-FM R	4.1	4.3	4.3
WIL-FM C	6.1	4.4	3.9
KYKY-FM AC	3.2	2.8	2.7
WMRY-FM A	1.6	2.7	2.4

Salt Lake City, UT



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KISN-FM AC	8.2	9.9	11.1
KKAT-FM C	11.1	10.5	10.7
KCPX-FM R	9.9	11.3	10.1
KRSP-FM A	9.5	8.6	10.0
KSL-AM AC	11.0	9.0	6.3
KLCY-FM AC	3.8	3.5	4.6
KSOP-FM C	5.6	3.4	4.4
KSFI-FM EZ	3.0	3.9	3.9
KBER-FM A	3.5	3.6	3.6

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* Indicates new survey area. Persons 12+ AQH shares Mon - Sun 6AM - Midnight
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Radio Across-The-USA™

San Antonio, TX



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KISS-FM	A	7.1	8.6	11.3
KITY-FM	R	15.1	12.3	11.1
KTFM-FM	R	9.9	9.1	8.6
KCYF-FM	C	6.5	6.3	7.2
KAJA-FM	C	4.1	4.6	5.4
KZEP-FM	A	3.5	5.0	5.3
KOXT-FM	EZ	4.9	4.8	5.2
KKYX-AM	C	4.3	4.1	4.6
KBUC-FM	C	3.2	4.9	4.5
KSMG-FM	AC	4.6	3.4	4.2

San Diego, CA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KGB-FM	A	11.1	10.1	12.3
KKLQ-FM	R	11.4	13.2	10.7
XTRA-FM	A	10.1	8.8	9.4
KFMB-FM	AC	5.7	6.7	7.7
XHRM-FM	B	3.4	3.5	5.2
KIFM-FM	AC	3.6	5.6	5.1
KFMB-AM	AC	5.1	5.9	4.8
KJOY-FM	EZ	2.9	4.0	4.4
KSON-FM	C	5.5	4.5	4.3
KCBQ-FM	O	2.8	3.2	2.9

San Francisco



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KMEL-FM	A	9.0	8.5	8.3
KGO-AM	N/T	7.9	7.9	7.7
KSOL-FM	B	7.4	5.8	5.5
KIOI-FM	AC	3.7	3.8	4.1
KNBR-AM	AC	2.2	3.4	4.0
KCBS-AM	N/T	4.2	3.6	3.5
KYUU-FM	R	1.5	2.2	3.2
KFOG-FM	A	3.0	2.8	3.1
KBLX-FM	AC	2.4	3.2	2.9
KITS-FM	R	2.5	2.4	2.8

San Jose, CA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KGO-AM	N/T	8.7	8.0	8.3
KHQT-FM	R	5.3	6.7	6.5
KOME-FM	A	4.2	3.9	5.8
KMEL-FM	R	3.9	4.4	5.4
KSJO-FM	A	5.4	6.4	5.0
KWSS-FM	R	5.9	4.7	4.4
KBAY-FM	EZ	4.3	5.1	4.1
KNBR-AM	AC	2.1	2.9	4.0
KIOI-FM	AC	3.2	2.7	3.8
KSOL-FM	B	5.8	4.5	3.0

Seattle, WA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KUBE-FM	R	10.2	11.3	10.9
KPLZ-FM	R	9.3	9.3	9.2
KISW-FM	A	6.7	7.9	8.8
KIRO-AM	N	6.6	6.8	7.9
KMPS-FM	C	5.0	4.5	4.1
KOMO-AM	AC	4.1	4.9	3.9
KXRX-FM	A	6.1	4.5	3.4
KZOK-FM	A	3.4	2.9	3.0
KMGI-FM	AC	2.1	2.8	2.9
KRPM-FM	C	2.3	2.5	2.8

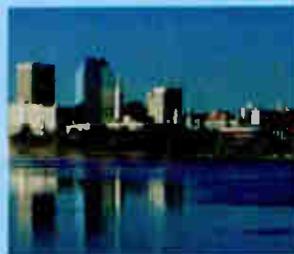
Shreveport, LA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KDKS-FM	B	24.3	21.9	19.6
KRMD-FM	C	9.7	10.1	15.1
KTUX-FM	R	12.5	11.0	10.7
KTAL-FM	A	9.3	11.9	10.2
KITT-FM	AC	5.7	7.2	9.4
KOKA-AM	B	5.3	9.1	8.9
KVKI-FM	AC	5.7	6.9	6.9
KWKH-FM	C	4.7	5.5	5.5
KWKH-AM	C	4.3	3.8	3.0
KCIJ-AM	REL	2.8	2.2	2.8

Springfield, MA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WAQY-FM	A	9.8	12.7	12.1
WTIC-FM	R	11.5	10.9	11.4
WHYN-FM	AC	7.7	7.6	8.8
WMAS-FM	AC	6.7	6.3	8.5
WMAS-AM	BB	5.8	6.7	6.8
WHYN-AM	AC	6.2	6.4	6.0
WRCH-FM	EZ	5.0	4.6	5.3
WCCC-FM	A	2.9	2.8	4.4
WFCR-FM	P	4.1	4.9	4.4
WDRC-FM	O	2.5	4.2	4.2

Stockton, CA



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
KWIN-FM	R	7.9	8.3	9.8
KHOP-FM	R	5.7	5.6	7.7
KRAK-AM	C	8.1	8.1	7.0
KDJK-FM	A	4.6	4.7	5.0
KFMR-FM	C	3.5	3.8	4.5
KSJQ-FM	R	5.4	5.8	4.5
KWG-AM	O	4.5	4.4	4.4
KNBR-AM	AC	2.8	4.2	4.3
KSTN-FM	SP	3.6	4.3	3.7
KJAX-FM	EZ	2.3	2.6	3.6

Syracuse, NY



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WNTQ-FM	R	13.0	16.5	15.6
WYYY-FM	AC	17.5	18.3	15.6
WAQX-FM	A	10.7	8.2	8.9
WSYR-AM	AC	10.4	10.5	8.1
WKFM-FM	A	7.9	4.6	6.7
WEZG-FM	EZ	3.6	4.6	6.2
WSEN-FM	O	3.1	4.2	5.9
WJPZ-FM	P	4.7	5.2	4.6
WHEN-AM	AC	4.4	4.1	3.9
WRHP-FM	EZ	2.2	3.7	2.9

Tampa, FL



BIRCH MONTHLY

	FORMAT	M/A	A/M	M/J
WRBQ-FM	R	20.0	21.2	21.1
WYNF-FM	A	6.7	7.2	9.7
WQYK-FM	C	6.3	7.9	6.9
WNLT-FM	AC	4.9	6.1	6.7
WFLA-AM	N/T	8.5	6.8	5.8
WKRL-FM	A	2.4	4.3	5.8
WWBA-FM	EZ	7.2	7.3	5.4
WUSA-FM	AC	5.8	4.3	4.8
WHVE-FM	NA	7.0	5.9	3.9
WGUL-FM	BB	2.2	2.8	3.4

* Indicates new survey area. Persons 12+ AOH shares, Mon - Sun 6AM - Midnight
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Toledo, OH



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WIOT-FM A	15.5	17.0	18.6
WMHE-FM AC	16.4	17.2	14.5
WKKO-FM C	9.6	8.9	9.4
WLQR-FM EZ	6.9	5.2	6.1
WSPD-AM N/T	6.3	6.6	6.1
WJR-AM AC	4.3	5.4	6.0
WRQN-FM R	6.1	6.3	5.7
WTOD-AM C	3.4	3.5	5.5
WWWM-FM AC	5.4	5.5	5.5
WVOI-AM B	5.8	5.5	4.0

Toronto



BIRCH MONTHLY

FORMAT	APR	A/M	M/J
CFRB-AM AC	8.1	10.6	13.0
CHUM-FM R	9.2	9.9	10.6
CILQ-FM A	9.8	8.5	8.2
CBL-AM N/T	5.1	6.9	6.9
CHFI-FM AC	7.4	7.4	6.7
CFTR-AM R	8.5	7.5	6.5
CJCL-AM BB	6.3	6.1	6.1
CKFM-FM AC	5.8	5.8	6.0
CFNY-FM A	5.5	5.3	5.2
CHUM-AM AC	3.5	4.1	4.6

Tucson, AZ



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KRQQ-FM R	28.7	25.7	27.0
KIIM-FM C	9.1	10.8	11.9
KLPX-FM A	8.0	6.7	10.7
KWFM-FM AC	7.7	8.0	7.5
KJYK-FM EZ	9.3	6.8	4.2
KUPD-FM A	2.1	2.7	4.2
KCUB-AM C	2.3	2.8	3.0
KNST-AM N/T	2.8	2.3	2.8
KXEW-AM SP	1.9	3.3	2.8
KGVY-AM BB	1.7	2.1	2.5

Tulsa, OK



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KMOD-FM A	22.1	20.7	20.7
KAYI-FM R	13.6	15.0	13.3
KWEN-FM C	8.0	9.1	8.4
KRMG-AM AC	8.3	9.4	8.0
KMYZ-FM AC	6.9	6.4	7.7
KVOO-AM C	8.8	7.1	5.4
KBEZ-FM EZ	6.1	5.3	5.2
KTFX-FM C	3.5	4.9	4.1
KRAV-FM AC	5.5	4.7	3.6
KNYD-FM P	2.3	2.5	3.5

Utica, NY



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WOUR-FM	15.3	14.6	16.7
WRCK-FM R	11.3	14.6	14.8
WFRG-FM C	7.1	7.2	8.9
WNYZ-FM R	8.6	8.5	8.2
WIBX-AM N/T	8.1	6.5	6.4
WUUU-FM AC	7.9	8.3	6.1
WYUT-FM BB	3.5	5.2	4.7
WLFH-AM C	3.8	3.2	3.9
WKGW-FM AC	5.0	4.0	3.5
WTLB-AM AC	4.5	4.1	3.1

Washington, DC



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WMZQ-FM	6.0	6.9	8.3
WKYS-FM B	8.8	8.2	7.9
WWDC-FM A	9.7	8.5	7.5
WCXR-FM A	4.2	5.6	7.2
WPGC-FM AC	5.7	6.6	6.5
WHUR-FM B	5.1	5.7	6.0
WAVA-FM R	6.2	5.6	5.5
WDJY-FM B	4.4	5.8	5.2
WRQX-FM AC	5.0	4.2	5.1
WGAY-FM EZ	5.1	6.0	4.6

West Palm Beach



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WEAT-FM EZ	7.4	8.5	9.0
WRMF-FM AC	8.0	9.2	8.6
WJNO-AM N/T	9.9	8.7	6.9
WQVU-FM R	5.4	3.6	6.1
WHYI-FM R	4.4	4.8	5.1
WNJY-FM BB	4.8	4.2	4.5
WHQT-FM B	2.6	2.5	4.2
WPOW-FM R	3.4	3.4	4.1
WKGR-FM A	4.5	4.3	3.5
WMXJ-FM AC	2.0	3.9	3.5

Wichita, KS



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
KKRD-FM R	17.6	17.6	16.9
KICT-FM A	10.3	13.9	14.2
KFDI-FM C	12.6	10.5	8.5
KZSN-FM C	8.4	8.6	7.0
KEYN-FM R	8.9	8.7	6.2
KOEZ-FM EZ	2.1	2.7	5.2
KFDI-AM C	6.9	4.4	4.6
KOAM-AM O	2.1	3.0	4.3
KXLK-FM AC	3.0	2.4	4.3
KRZZ-FM A	4.7	3.5	3.8

Wilkes Barre, PA



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WKRZ-FM	18.8	17.1	15.6
WEZX-FM A	10.8	9.6	11.3
WARM-AM AC	6.4	8.0	7.3
WNAK-AM EZ	4.2	6.0	5.6
WTLQ-FM R	6.0	5.3	5.4
WMGS-FM AC	4.2	4.2	3.8
WGBI-FM AC	3.5	3.6	3.6
WEJL-AM AC	3.3	3.1	3.4
WARD-AM N/T	0.9	1.8	2.9
WVIA-FM P	1.1	2.4	2.5

Youngstown, OH



BIRCH MONTHLY

FORMAT	M/A	A/M	M/J
WHOT-FM	17.5	17.4	17.8
WQXK-FM C	9.2	13.3	10.5
WNCD-FM A		2.2	9.2
WKBN-AM AC	5.9	7.9	8.7
WYFM-FM AC	10.8	12.0	8.7
WKBN-FM EZ	6.2	5.8	6.5
WMGZ-FM R	6.1	5.0	5.6
WBBW-AM N/T	4.5	4.0	3.5
WFMJ-AM AC	3.1	3.3	3.3
WPHR-FM R	1.2	1.0	2.4

* Indicates new survey area. Persons 12+ AQH shares, Mon - Sun, 6AM - Midnight
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PUBLIC SERVICE

Next Anti-Drug Ads

"Just Say No" will be out before Reagan leaves the White House. Good intentions. But overly simplistic. Now, expect to see anti-drug campaigns with some real muscle. One of its replacements will be a hotline for listeners to report drug operations. Take urban-formatted WUSL-FM, Philadelphia as the lead station under VP/GM Bruce Holberg. Just started a drug call-in service called "Crack" Hotline. Got about 150 calls on first weekend of operation. One phone line is used. Promos will ask for specific info including: Exact locations of crack houses, car license plate numbers and descriptions of adults or children operating the crack houses.

RATINGS

Small Market Surveys

Look for radio stations in small and medium markets to get new audience ratings starting this fall. It will be a once a year study. Emmis Research conducts the telephone surveys. Media Research will handle everything else. Each call will take about ten to 15 minutes to complete. In-tab samples will be very small - 200 completed calls for most cities. Up to 400 in the largest small market. Usual post-interview add-on questions will be available. Will be able to ask three or four qualitative questions - like family income and educational background. Will give smaller sta-

tions better ideas for targeting and programming. Cost to range \$4,000 to \$6,500.

PROMOTION

Format Marketing Networks

In the future radio stations from different markets will join together and share ideas. Already happening. Thirty easy listening stations have formed an idea-sharing network called "Easy Listening Network." Started by Promotion Manager Lou Bortone at WJIB-FM, Boston. Ideas are passed along by a rolling chain letter. Chain letter is passed from station to station according to a pre-determined list. Each station when receiving the letter must add a success story. Look for this practice to be common among market-exclusive formats.

SALES

Newsletters By Fax

Radio stations will take advantage of the latest technology in message transmission for sales. Facsimile machines. Sending station newsletters to keep clients and potential clients in touch with the station's activities. Being done at WEZO-AM/WRMM-FM, Rochester. Each week potential advertisers are targeted about the stations that just underwent several format and call letter changes. Current list consists of 200. Still growing. Cost is equivalent or cheaper than direct mail. Sent mostly to local businesses.

FINANCIAL

Fewer Public Groups

There's less reason for radio groups to trade shares on the stock market. Radio and/or radio/TV stocks are constantly under-valued. Wall Street analysts report higher per-share prices than the companies can get from the marketplace. That's why Infinity and Malrite have pulled out. Suddenly there's no financial advantage. Raising cash is hard to do when stock prices are stagnant. Look for one or two more groups to seriously consider going private in the year ahead. Some may move back and forth as the financial advantages flow.

PROMOTION

The Big Event

Some change in the way a radio station is viewed by potential clients already has begun. But expect this to accelerate in the future as advertisers desperately seek ways to differentiate their products from others. The key is to get the product in front of the public. And radio stations increasingly will accommodate these clients by sponsoring massive special events in their markets. In some cases, participation in the special events such as baby expos and food fairs, will not be tied to on-air buys. These events will become money-makers in themselves as some radio stations become aware they are as astute marketers as others who sponsor such events. And what better way to promote these events but on the air.

PROGRAMMING

Longer Jingles Ahead

Within months, trendier radio stations will break out of the mold of two-to three-second jingles. They'll realize their jingles sound just like the next station's, which sound just like the next station's. They will be the first ones to see that they pay so much for promotions like outdoor advertising but invest so little in on-air jingles. They will begin to sound more creative, distinctive. Like those of the AM rockers of the 1960s. Watch for these trendsetters to blend the longer jingles with the shorter ones - playing the longer jingle maybe two times an airshift at most.

PEOPLE

No More Sales Raids

Sales managers eager for top salespeople will move away from trying to raid competing radio stations. Even salespeople from other stations will lose their allure. Managers will send out mass want ads and interview potential sales candidates in droves at local hotels. They will whittle down the list until they have top candidates - many of whom have never sold radio before. The best talent will be drawn from salespeople from other industries. Although these new salespeople will not bring with them knowledge of radio, they will have knowledge of other categories and will be invaluable to the radio sales staffs.

The Co-Op Consultant

... The Bucks Start Here

Every sales manager needs to increase sales. At Jefferson-Pilot CO-OPPORTUNITIES, we provide you with the tools you need to close more sales and make more money.

Why are we the best? Quite simply, we've been there. The Co-Op Consultant is a sales and marketing service designed by broadcasters for broadcasters.



- 1 Co-op plans are available in alphabetical order or in classified order by product category.
- 2 Select a single plan by brand or manufacturer name.
- 3 Select all plans likely to be carried by a specific store type.
- 4 Select plans by retail product categories. Example: All automotive plans or all clothing plans.
- 5 Select co-op plans with funds available through retailer, wholesaler or combination retailer/wholesaler.
- 6 Select reports of all plans that approve pooled dealer groups.
- 7 Select plans by participation rates. Example: All 100% plans or all plans equal to or greater than 100%.
- 8 Select plans by ad period or accrual period end dates. Example: All plans due to expire in August.
- 9 Select reports by peak retail sales periods. Example: All plans that peak in June.
- 10 Select plans by target consumer. Example: All products whose primary purchasers are men 18-49.

If you're serious about increasing local sales, you need the **Co-Op Consultant**.

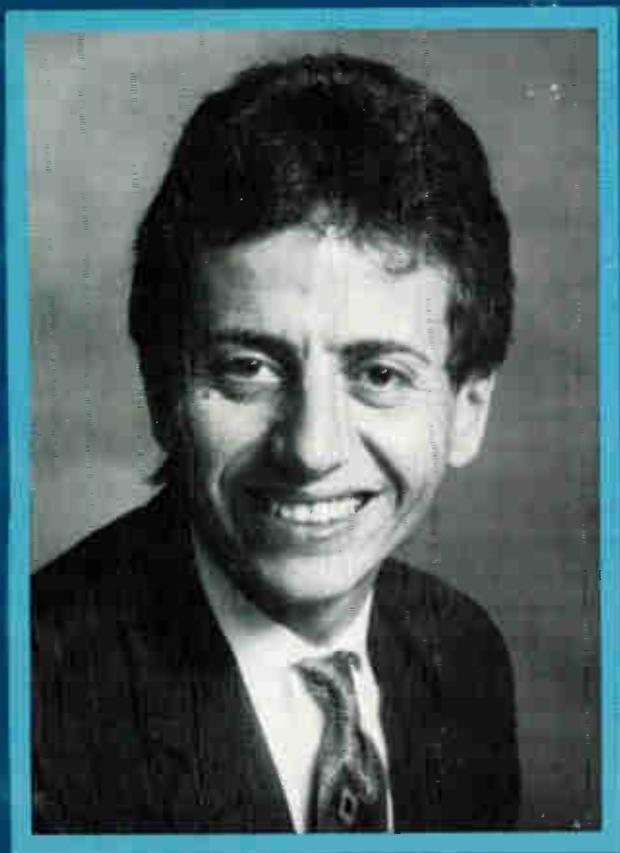
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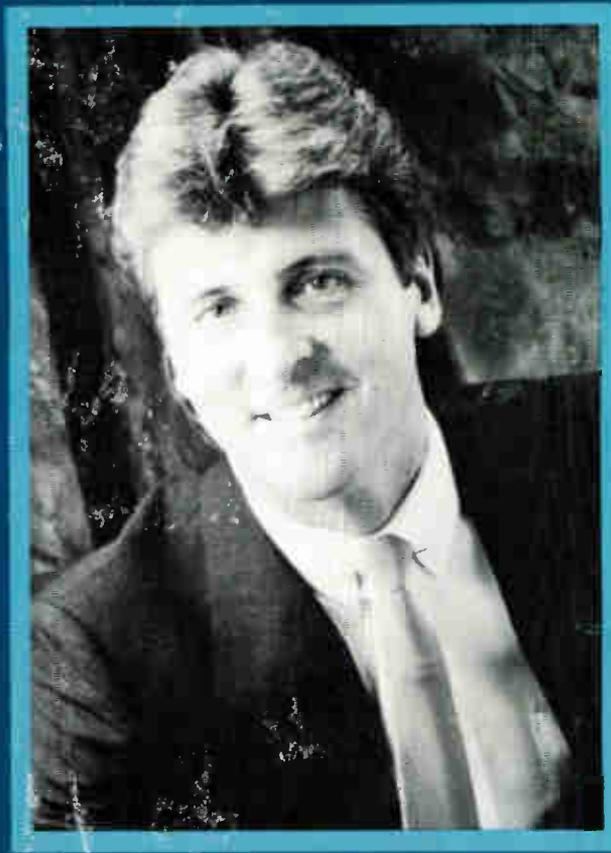
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“When you have people who enjoy their work,
trust one another and have a commitment to
a common goal, success is an inevitable by-product.”

Jeff Smulyan, *President/CEO*



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