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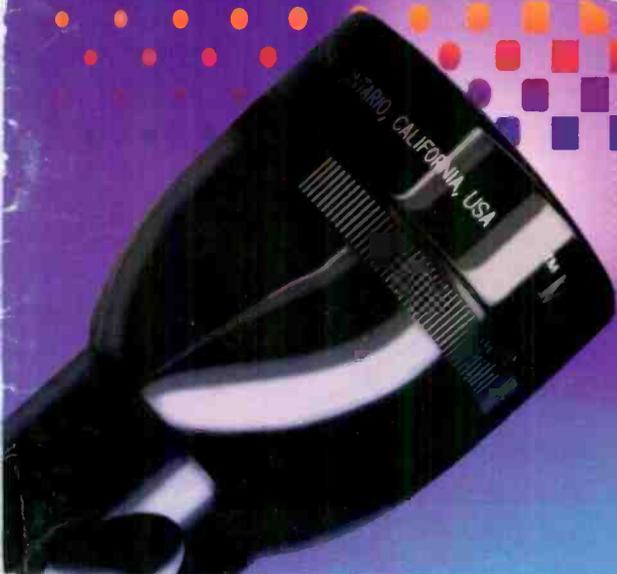
TV Tuneup: What's Happening With Radio Ads On The Tube

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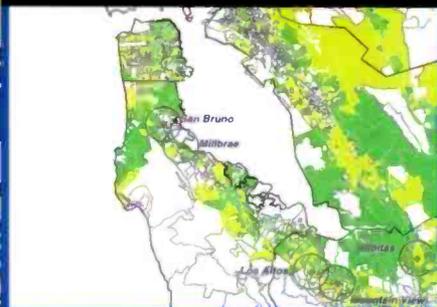
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**TV Tuneup: What's Happening On The Tube With Radio Commercials**

R&R consulted with a cross section of the country's progressive thinkers about TV advertising. In the process, we learned a lot of strategies as well as what's new and what's cool. Check out the pictures, too! **PAGE 2**

**Exclusive 1996 R&R Radio Industry Marketing Survey**

What sell-lines are stations using to promote themselves both on and off the air? Find out here in an exhaustive survey of slogans among the top formats. **PAGE 10**

**Direct Marketing Visual Showcase**

Direct marketing (or "one-to-one" marketing, as noted business author **Don Peppers** would prefer to describe it) is widely acknowledged as the wave of the future. Whatever you call it, it doesn't have to look boring, as you'll see in this showcase of direct marketing materials. **PAGE 13**

**Marketing Workshops: Everyday Tools For The Marketing Manager**

- Time Management Tools For The Busy Marketing Director **PAGE 15**
- PR In The Era Of Station Consolidation **PAGE 20**
- Meet The Creator Of Radio's Wackiest Billboards **PAGE 22**
- Great Ideas For Maintaining A Fresh Web Site **PAGE 24**

**Marketing Design Showcase — Radio's Spring Fling**

Radio puts its best foot forward with this five-page collection of dazzling *and* effective outdoor advertising campaigns. **PAGE 27**

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**Marketing & Promotion Resource Directory** **PAGE 32**



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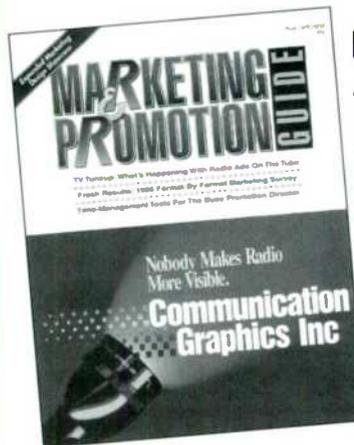
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# TV Tuneup

*A multimarket checkup of what's happening on the tube with radio commercials*

**T**V remains one of the most popular of all media to advertise radio. After all, TV and radio are the only two mass media that command nearly total reach among all Americans every week (which is why TV stations find radio the perfect avenue to advertise *their* offerings). On these pages, R&R asks a cross section of radio professionals — from group heads to marketing directors — for their feelings about TV, how they use the medium, and what they advertised during the spring. Also featured: snippets from their campaigns.

## BOB NEIL, Exec.VP/Radio, Cox Broadcasting

**On TV's role in a radio station's marketing plan:** "TV can be useful if it meets the strategic goals of our radio station. Stations are in different phases of their life cycles and — while we believe that TV can be important in all life cycles — it's most important at the launch phase. Most of our stations had TV during the spring."

**On any economies of scale as a result of being a large group or in a duopoly:** "We haven't identified any economies of scale when doing TV



Cox Broadcasting promotes the sign-on of Rock AC WRVI-FM (The River)/Louisville. (Film House)

advertising. It still costs the same to produce a spot, and the media costs the same."

**On budget:** "We have goals that my GMs and I set. We work with several media buyers and look for different levels of exposure based on where the station is at. If it's a mature station, we're looking for reinforcement exposure and one kind of budget. On the other hand, a new station is a totally different issue: we're looking at a lot more firepower."

**On concept development:** "We're pretty big believers in testing our concepts from market to market. We don't just see one TV commercial that we like someplace and say, 'That would be great in another market.' We tend to treat all of our markets in an individual way. We test all kinds of concepts in each market, and we try to make the spot unique for that market."

**Cox's most notable spring TV campaign:** "We started working on the launch of our new station in Louisville before it was even on the air. It had no audience associated with it. We closed on the station on January 1, and we were up with a campaign on February 1. We knew what we were going to do, and the lead time after deciding what kind of commercial we were going to do was about 30 days."

## CHRIS BRODIE, PD, KTWV/Los Angeles

**KTWV's spring fling:** "The campaign was primarily to maintain awareness and increase cume. We wanted a spot that visually typified Southern California, which shows itself in everything from the palm trees to the traffic. The viewer

therefore says, 'OK, this is where I live ... what are you trying to tell me?'" That was the time to play the music and give our listeners a product sample."

**On budget:** "We work it backwards — we come up with the best concept, then we take a look at whether there's a syndicated spot available or whether we have to do something original, perhaps even with animation. We then came up with the strongest image spot based on the concept we developed, then put it to the bid process. This spot, with a small amount of revision,



NAC KTWV/Los Angeles used a combination of Southern California and station images for its locally produced spot.

could last for two years or more. Then your creative cost really goes down."

**About the production team:** "Our spot was produced locally. It's a total joy to be in Los Angeles because there are a lot of fans of the station who can put together a professional, wonderfully produced spot."

**The timeline:** "We went into concept planning three months earlier, but we didn't finalize production until the week prior to air. We were cutting it close, but there were a lot of layers to the spot."

**Why the station returned to TV:** "We had been off TV since '93. In L.A., there's a great deal of TV tonnage by radio. Over the years, you couldn't battle some stations because their budgets were so huge. But now, we felt the station was so fine-tuned that there was more cume we could attract. And we now have a good local tie-in with the local CBS TV station."

## CHARLIE BANTA, President, Mercury Broadcasting

**Why he believes in TV:** "If you think about it, there are currently only two advertising media that reach virtually 100% of the American popu-

*Continued on Page 4*

# “Finally something General Managers, Program Directors and Sales Managers can all agree on!”

MATCH-LINK, the leader in dateline technology for radio stations, is the perfect match for general managers, program directors and sales managers alike. From New York to Los Angeles, and markets in-between, more and more aggressive radio stations have discovered that MATCH-LINK generates a significant new stream of non-spot income each week. As their listeners become dateline members in huge numbers, the profits roll in (something general managers love).

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MATCH-LINK has proven successful for radio stations because it addresses a fundamental need of their listeners. Currently 43% of today's population is single and this figure is expected to rise to 50% by the year 2000. People are searching for a reliable and dependable way to safely meet similar people. For years, virtually every daily newspaper has made large amounts of money with dating services, despite using primitive technology. MATCH-LINK felt it was time for radio stations to take this revenue away from the newspapers and put the money where it belongs - on a radio station's bottom line.



By D.M.I.

For more information or to see a presentation of  
MATCH-LINK Dateline Technology, call 312-266-3636.

Continued from Page 2

lation in the course of a week. Radio is one, and TV is the other. Obviously I can't use radio as a medium — I'd love to, but I doubt anyone would take my commercials — so we're left with TV. Cable, newspaper, and billboards don't even come close to 100% penetration of the target demographics we're trying to reach. However, some formats are more suitable to true target marketing than TV, which is a more mass approach."

**How Mercury uses TV:** "Assuming you've done research and understand what your station's image should be, TV is very effective at establishing those images. That's a *strategic* use of TV. If you want a *tactical* use of TV, then it can excel at promoting a contest or whatever. We tend to take a more strategic approach, but if we have a station whose image is in good shape and is doing a major contest to build come, then TV can be effective too."

**On budgeting:** "We figure it out based on the most effective point levels for our target demographics per week. If you don't have enough money to do it properly, you might as well not spend it at all. It's very important to reach a crit-



Mercury Broadcasting used a spokesman (upper left) to outline the differences between its new acquisition, Talk WWDB-FM/Philadelphia, and all-News fixture KYW-AM. The three other panels are from a campaign for Rock mainstay WGRF/Bufalo. (Film House)

ical threshold of the proper point levels until you actually impact your potential audience. Beyond that, you have to determine how many weeks you can afford."

**Building a concept:** "We try to take a research-based strategic approach to determine what the creative should be. We'll first do a research study; we invite our PD, programming consultant, and the TV commercial company.

After everyone has been presented with all the data and evidence, out of those meetings will come the creative germ of an idea on how to properly position the station and project those critical station images. Then it's the process of putting scripts together."

**CHRIS RYAN, Marketing Director, Par Broadcasting/San Diego**

**On his challenge with KIOZ:** "We are a new station to a lot of people because we moved the programming from 102.1 — which was primarily a North County signal — to 105.3, a full-county signal. Yet to those who already know us, we're promoting a known entity."

**Accomplishing that strategy:** "The best magnet to move [listeners] from 102 to 105 was our morning show, Dave, Shelley, and Chainsaw. They've been known in the market for years, first with KGB and then with us for almost three years. We're trying to introduce 105.3 from an aware-

Continued on Page 6

# DATABASE

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# How To Illuminate

# Your Station's Image.



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The more your audience can visualize your station's identity, the more they keep tuning in. That's why it's important to create a memorable graphic identity. The most cost-effective way is with an eye-catching sticker or decal promotion. It should be an integral part of your annual marketing plan. At CG, we offer more design creativity and experience than any other company in stickers and decals. We deliver quality images at competitive prices. On spec, on time, on budget. Call us today. Let us help light up your image.

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Continued from Page 4

ness standpoint, solidify the new logo, and stimulate sampling.”

**On budget:** “For us, it wasn’t as simple as turning on a brand-new station. I know one standard formula in the ad business is to spend up to 10% of your budget on creative. We didn’t need to do go that high because the creative we used didn’t require a lot of elaborate studio work. What we wanted was mostly graphics, so we were able to keep our costs low, but we were prepared to spend upwards of \$20,000.

**Their media buy:** “We wanted to reach 18-34 adults, and they’re hard to reach on TV any-



To promote its frequency change, KIOZ/San Diego ran a four-week campaign featuring its morning team, a music soundtrack, and its new dial position. (Prin Pictures San Diego)

way. We would have liked to have done a half-million dollars, but we didn’t have that kind of budget. So we wanted to make sure we had enough reach and frequency over a four-week period to give us the bang for our buck. We flighted our schedule such that we went on one week very heavy — about 450 rating points. Then we went away, but we ran our second flight during TV sweeps.”

**What they bought:** “There were specific programs we wanted based on their delivery of 18-34 men, and there were even some movies we knew we had to be in. For example, there was a Jean Claude Van Damme movie we wanted to be in because that movie would have been targeted for our audience. We did a lot of cable, such as MTV’s ‘Beavis & Butt-head’ and ‘Road Rules,’ Comedy Central’s ‘Politically Incorrect,’ and ESPN’s ‘Sportscenter.’ Even ‘Melrose Place,’ which surprisingly does well with men 18-34.”

**CLINT SLY, VP/GM, KKRZ/Portland**

**KKRZ’s spring campaign:** “We emphasized our morning show. We have brought back some [personalities who] were here a number of years ago: John Murphy, who was down assisting Rick Dees, and Dan Clark, who was Gary Bryan’s producer at KFRC/San Francisco.”

**Who planned the concept:** “GM, Marketing Director, PD, and the morning talent, among others.”



KKRZ/Portland recruited hundreds of listeners to audition for its testimonial campaign that promoted the return of key personalities to its morning show. (Rossler Creative)

**The ad:** “It’s a testimonial. When we use listeners, we do it differently than many stations, who just show up with a cameraman. We recruit listeners on the air by announcing, ‘If you want to be in a TV spot, give us a call.’ Then we’ll line up 100 people and basically screen test them on video. We spend an evening going through that tape, picking people who not only have the energy and the passion for the station, but people we think will say the right things when we ask the questions.”

**On budget:** “It’s really based on what it’s going to take to get the goal accomplished on the air. We should all have a good understanding of what it takes to reach our target audience and how many times we need to reach them effectively to get the message across. Then it’s a matter of doing the math and throwing it at the agency to see if they can hit those goals we established.”

**REY MENA, Marketing Director, WKQX/Chicago**

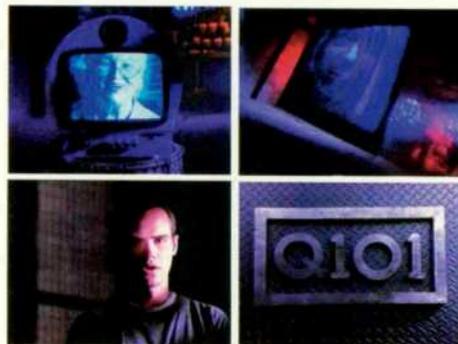
**What WKQX tried to accomplish:** “The key thing was to get across who we are: We are the Alternative radio station. It was our plan to not try to accomplish a ton of different things ... hit it dead on that we are the Alternative radio station, and this is alternative music, and that equals Q101.”

**The timeline:** “We worked on it for two to three weeks. It was a pretty quick turn-around time.”

**Creating “attitude” within a researched frame:** “There is a fine line between attitude and forced attitude. I wasn’t trying to have attitude for sake of attitude, but simply to rather have the spot convey who we are. One of our spots starts out with ‘March Of The Pigs’ by Nine Inch Nails. I would be shocked to see any other radio station put that song in a TV spot. We took risks, but of course the majority of the other hooks we used were recognizable and conveyed the mood of the radio station, too. The biggest challenge is ‘how

do you take these videos that everyone has seen a billion times on MTV and frame them in such a manner that it ties back to the station?’ The approach we used definitely conveys that.”

**The frustrations of targeting Alternative listeners via TV:** “It’s very easy — on paper — to hit a certain GRP level and feel good about your vibe. But nobody sees it because you are buying shows that look like a lot of spots, and you’re hitting a lot of points but aren’t really key to the lifestyle of this audience. One thing that is true, at least here in Chicago: Alternative listeners really do not watch television all that much.”



Emmis-owned WKQX’s TV campaign had one goal: Establish itself as Chicago’s Alternative radio station. (IQ Television)

**Why the station does TV anyway:** “You can convey a stronger message about who you are. You need that extra element — it’s not talking to you like a radio spot or sitting there like a billboard. It has some dimension, it has life, it conveys the energy and the persona of the radio station. The medium is great if you utilize it correctly.”

**SCOTT HERMAN, VP/GM, WINS/New York**

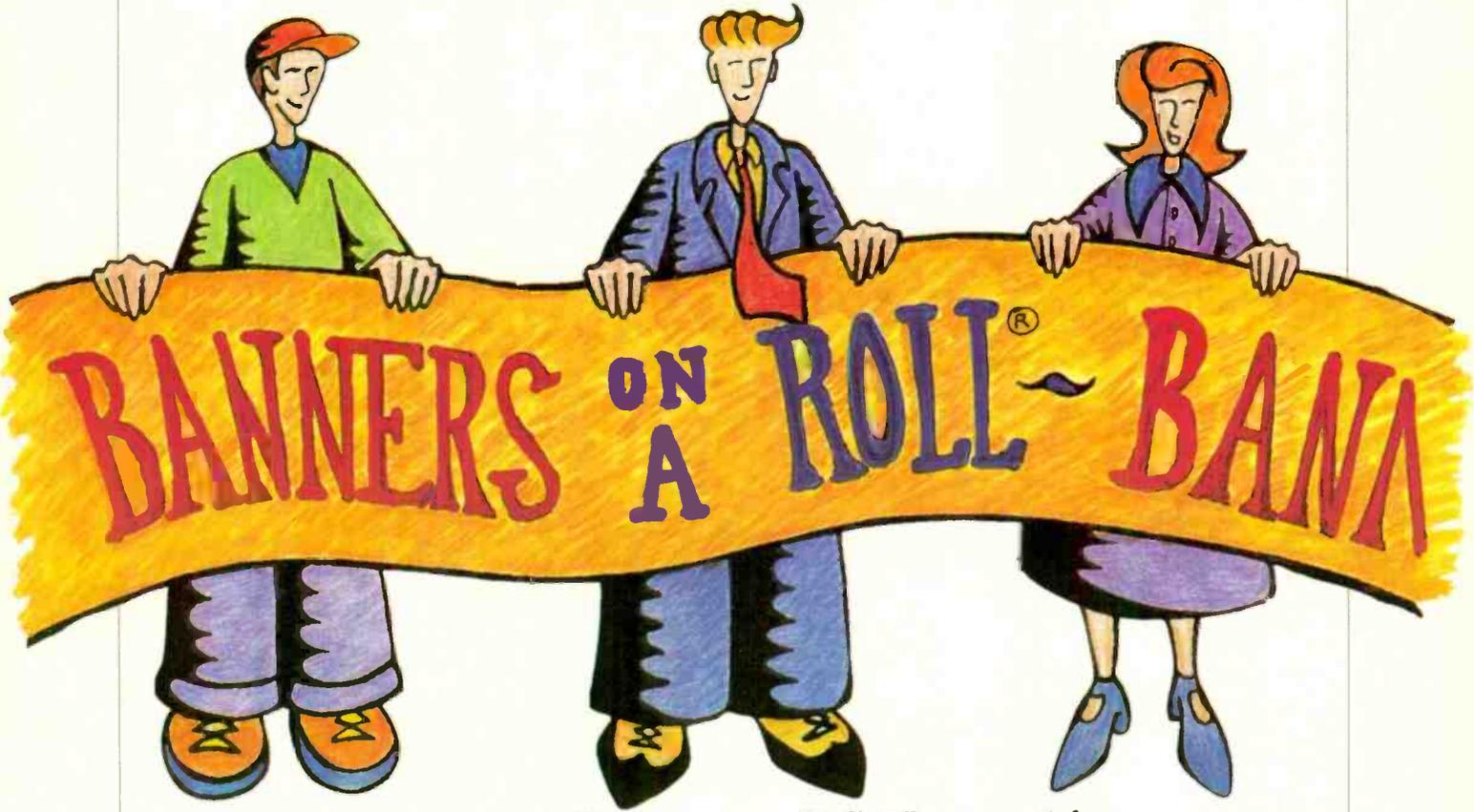
**The spring campaign:** “The legendary ‘You give us 22 minutes, we’ll give you the world’ campaign, along with a heavy emphasis on the morning show.”

**The station’s goals:** “I’m trying to keep the cume high. I want people to set their clock radios for 1010 WINS. And for diarykeepers, I want a reminder at night, which is when they tend to fill out their diaries. We really wanted to get back to basics after a period in which we felt our ads had been promoting too many different things.

**Getting it made:** “The decision to focus on ‘22 minutes’ was made internally. We then talked with four New York ad agencies before selecting our incumbent firm, Frierson & Mee, to handle the creative portion. Production and editing was assigned to Film House.”

Continued on Page 8

# An Outstanding Way To Promote Your Event!



29 creative ways to use *Banners on a Roll*. Here are 5 for starters.



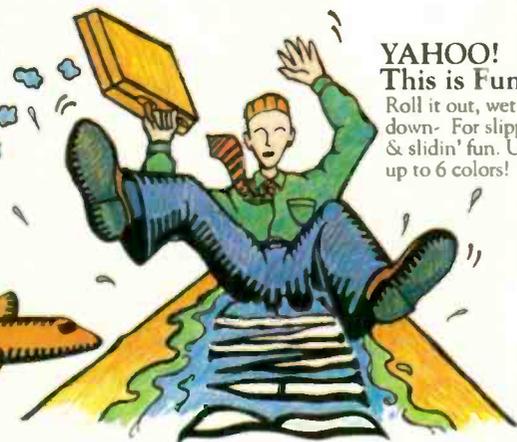
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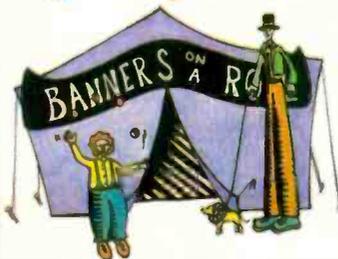
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Continued from Page 6



The legendary "You give us 22 minutes, we'll give you the world" was all over New York during the spring for all-News WINS. (Film House)

**About budget:** "WINS has no formula for deciding how much to spend on television production. However, we may use these spots for two or three years, so we feel justified in pouring extra cash into the project."

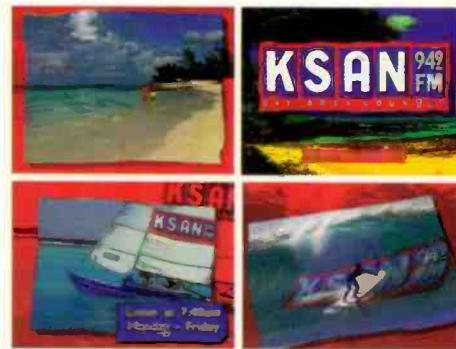
**His feelings about TV and radio:** "TV is

the second-best medium for promoting radio. It's a great way to build cume — to reach people who don't already listen to your station and get them into your store. It also enables me to target certain audiences. I can promote our news on television's evening newscasts or reach men via TV play-by-play. But I'm such a believer in radio that if I could buy time on New York's top radio stations, I'd do very little television."

**PAUL MIRALDI, Marketing Director, KSAN/San Francisco**

**KSAN's spring spot:** "Our TV spot promoted our 'Hear today, gone to Maui' campaign. We gave away a trip to Maui every day."

**Making the commercial:** "Our spot was created locally by Preview Media, one of the largest travel stock footage libraries in the country. The spot



Chancellor Country KSAN/San Francisco used a variety of media, including TV, to promote its "Hear Today, Gone To Maui" daily contest. (Preview Media)

features over 25 images of Hawaii's beauty and excitement, with the contesting and newly revised KSAN logo cleverly added and edited throughout the spot.

**TV wasn't the focal point:** "Acutally, TV is not the primary way that we promoted the radio station. The complete marketing plan included TV, outdoor, direct, and other elements."

**DAN BENNETT  
Station Manager, KLIF/Dallas**

Look out, **Ron Popeil, Juiceman, and Susan Power!** There's a new player in the Infomercial game — **KLIF/Dallas**. The sports-oriented Talk outlet recently unveiled a television show designed to "sell" the station to potential new listeners by introducing them to its on-air personalities and style.

"KLIF is a dynamic mix of conversation, discussion, and opinion on the day's hottest issues, and we needed more than a standard 30-second spot to tell our story," says Station Manager **Dan Bennett**.

"On The Air With 570 K-L-I-F" takes viewers through the station's broadcast day, with clips of the talent at work, listener testimonials (shot at a remote broadcast), and behind-the-scenes glimpses. Snippets of KLIF interviews with such celebrities as **Charlton Heston, Robin**



**Leach, and Leonard Nimoy** add star power to the show. The fast-paced melange of elements is narrated and hosted by a local actress (who got the job after the original anchor, Dallas Cowboys receiver **Michael Irvin**, had to back out because of his arrest on drug charges). The 30-minute show frequently repeats KLIF's main selling points — a ploy designed to insure that even channel surfers get the message.

While the program provides viewers with information about joining KLIF's frequent listener club, that's not the main purpose of the show.

"There's a real danger in asking people to do too much," says Bennett. "We decided the purpose of this infomercial was to build cume, not build our database. There are a lot of [sports and talk fans] out there who still aren't aware of what we offer. So we kept the focus on asking people to change their dials to KLIF."



"On The Air"'s "commercial breaks" are filled with KLIF's new "Change your dial, change your life" TV spots, which take a humorous look at how tuning to KLIF can improve one's situation.

The infomercial was produced by Dallas marketing consultant **Jovan Philyaw**, who created **Susan Power's** lucrative program. Philyaw is intimately familiar with the KLIF product. He hosts a weekend computer talk show on the station. Bennett reports that "On The Air" was very expensive to produce. One of the big costs: the seven weeks of videotaping.

"On The Air" was scheduled to air 100 times on local UHF television stations and cable channels between March 25-May 5. KLIF runs 12 to 14 promos each day telling listeners when the show will air. While Bennett declined to say how much KLIF spent on media, he did reveal that 30 minutes of UHF or cable time often costs no more than "a 30-second spot during the 10 o'clock news."

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## Promoting In The Great Outdoors

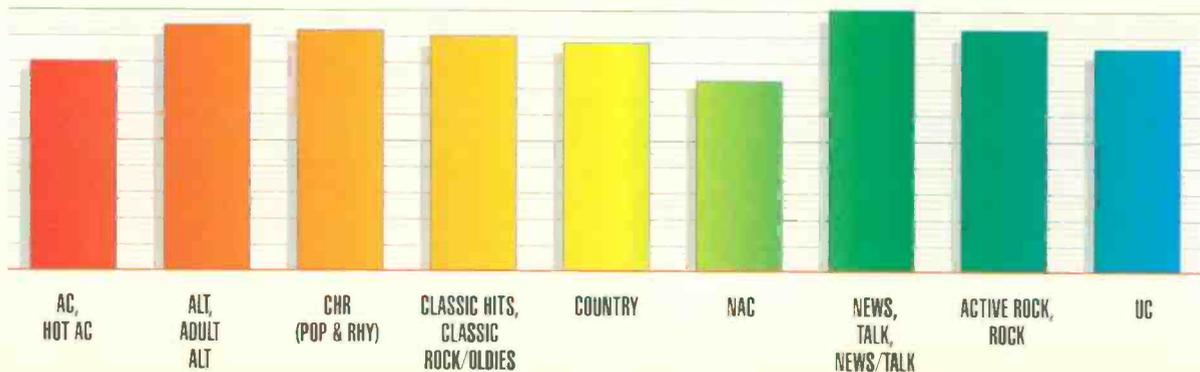
An R&R survey of more than 350 stations indicates that an overwhelming consensus (almost 90%) use at least one form of outdoor advertising. Ironically, in nearly the same staggering number of cases (84%), a station's slogan appears in those campaigns.

Bumper and window stickers outpace billboards as the most likely vehicle for outdoor promotion. Close behind are stadium

signage and busboards. Bus benches, however, were rarely mentioned.

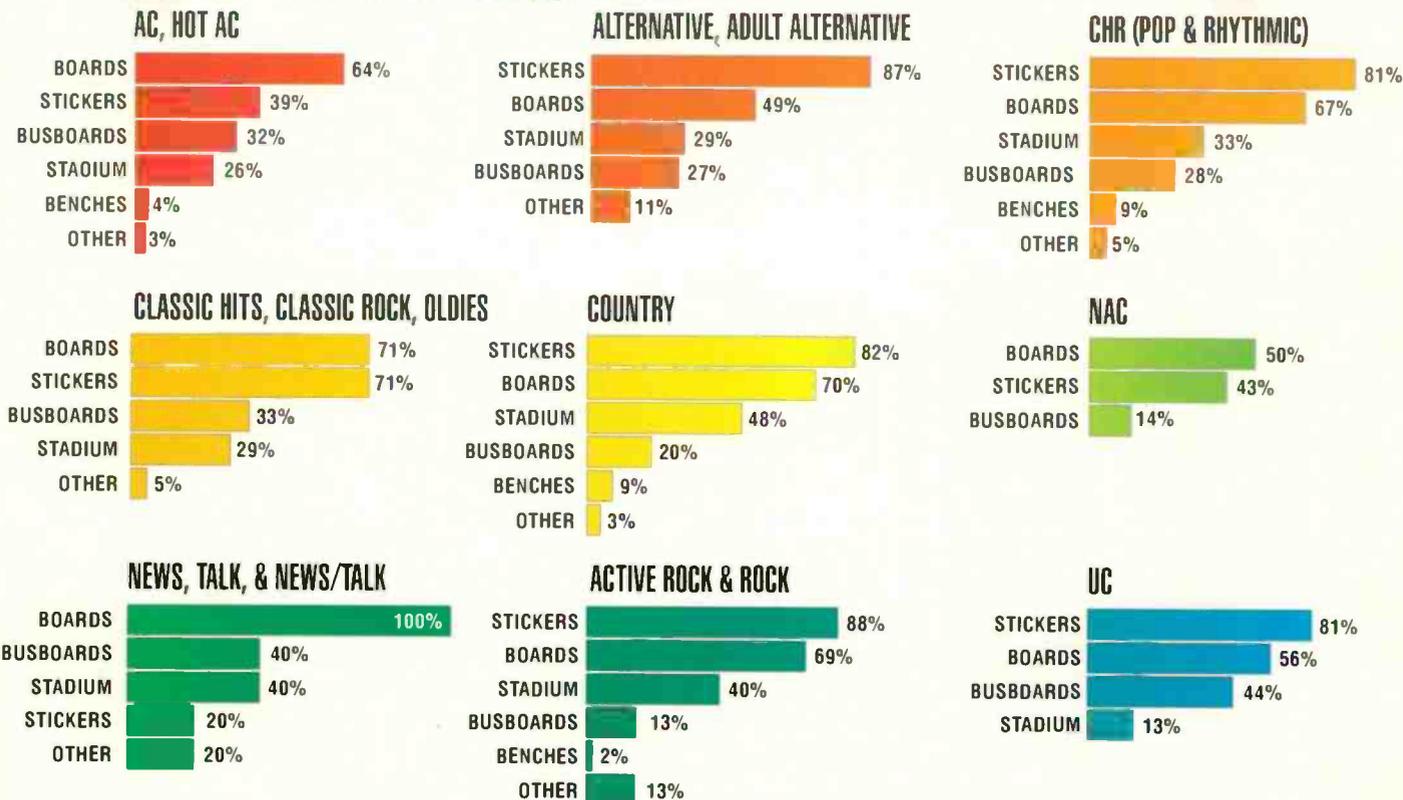
About three out of 10 respondents believe slogans are more important today than in previous years, while 62% say slogans carry about the same weight today as yesterday. The biggest skeptics are in CHR, where 11% say slogans are less important than before.

### WHO USES OUTDOOR ADVERTISING?



RADIO & RECORDS

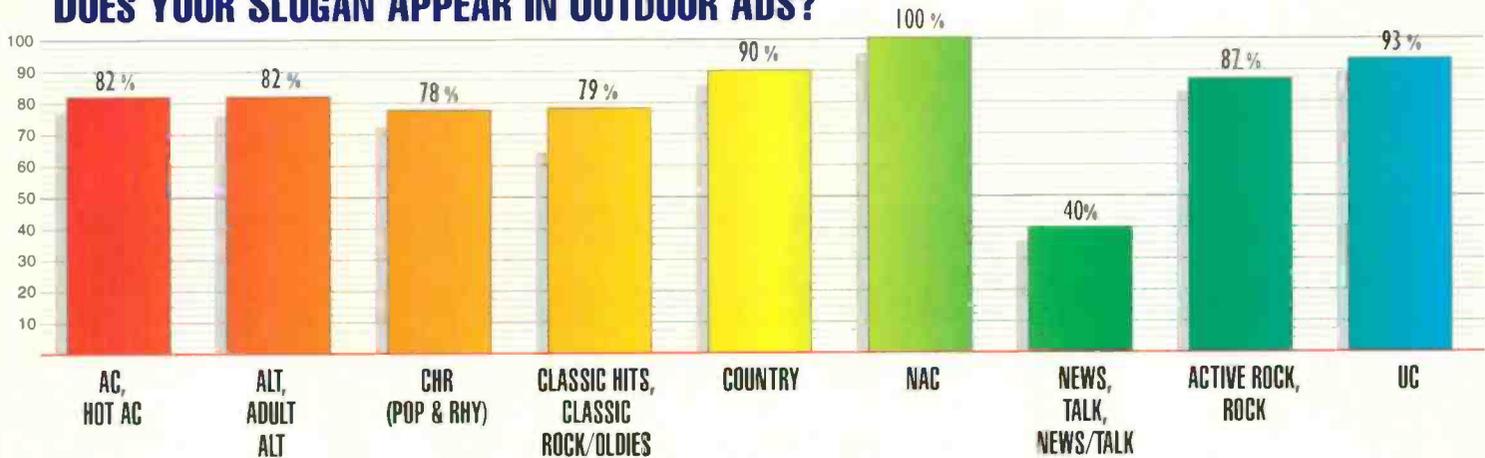
### FORMS OF OUTDOOR ADVERTISING USED



### ON-AIR SLOGANS: FORMAT-BY-FORMAT

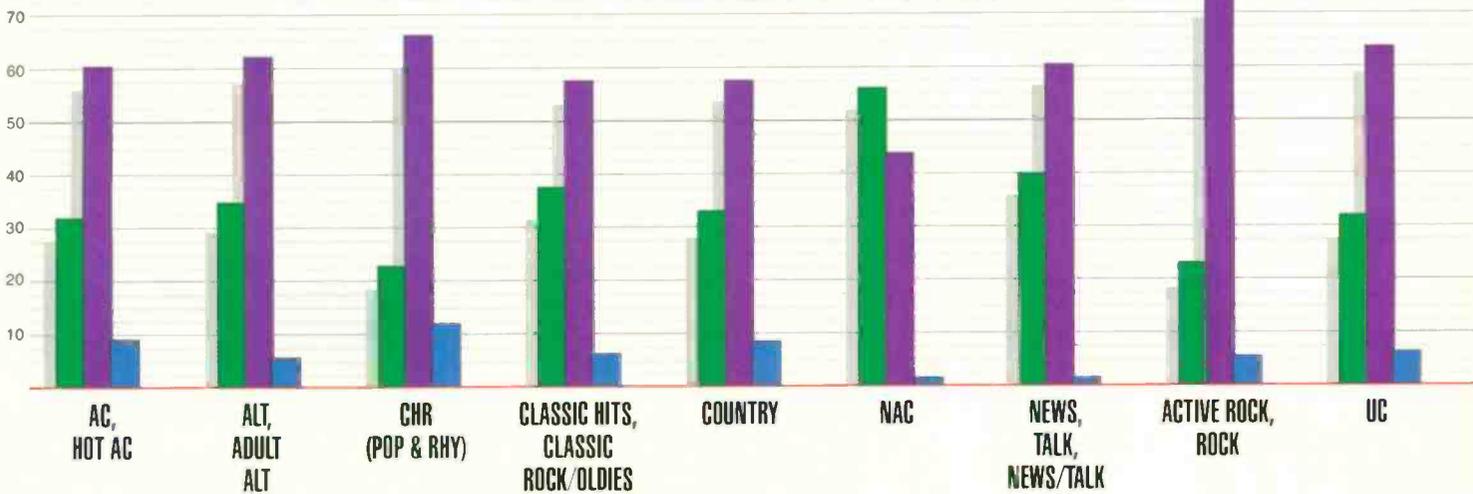


### DOES YOUR SLOGAN APPEAR IN OUTDOOR ADS?

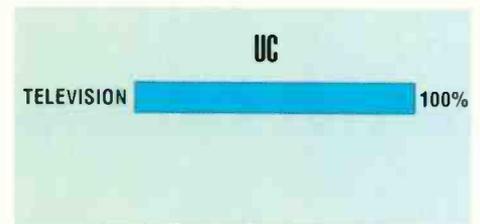
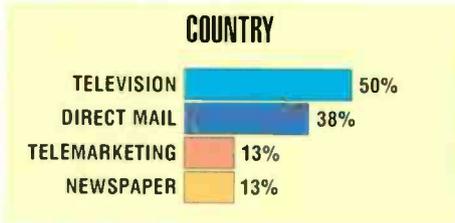
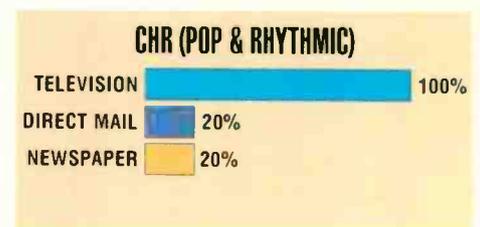
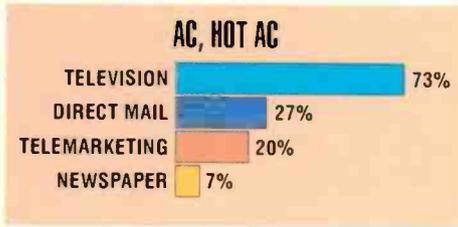


### HOW IMPORTANT ARE SLOGANS NOW?

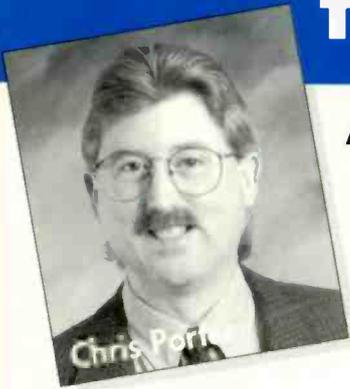
■ MORE IMPORTANT  
■ EQUALLY IMPORTANT  
■ LESS IMPORTANT



## OTHER FORMS OF ADVERTISING USED



# "Not Your Typical Research Geeks... They're Radio Guys."



## And Paragon Is Not Your Typical Radio Research Firm Either.

Paragon approaches each client fresh, with no "agenda" or pre-conceived ideas. The research is our guide. Our in-house interviewing helps us maintain the high integrity of information that is our trademark. And our hands-on radio experience helps us translate your research into an effective strategic action plan for programming and marketing. This is the foundation of our clients well-known success; let us be a part of your success, too.

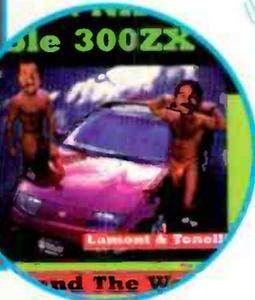
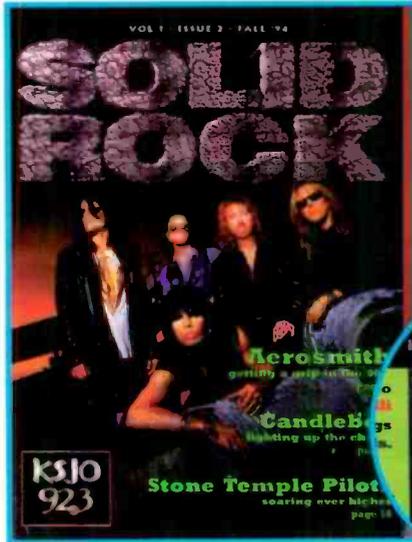
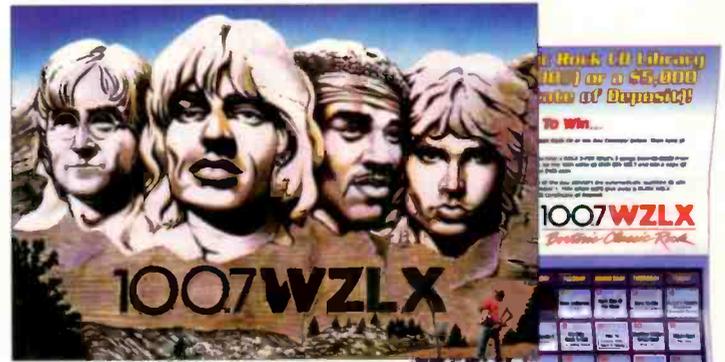
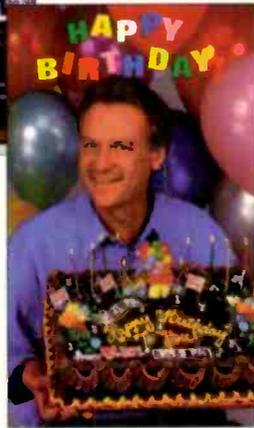
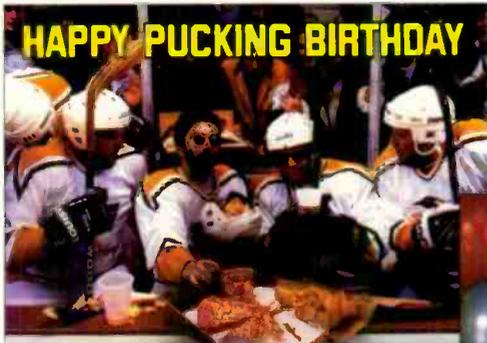


- PERCEPTUAL STUDIES
- AUDITORIUM MUSIC TESTS
- AUDITORIUM FORMAT ANALYSES
- TRACKING STUDIES
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To discuss research options for your station contact:  
 Mike Henderson, Director of Sales  
 Mike Henry, Vice President

**(303) 922 5600**  
 fax 922 1589



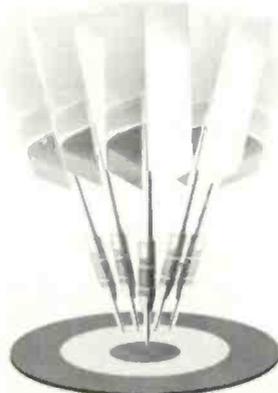


**Some Call It Snail Mail ...**

but the message gets through to potential station listeners anyway. Actually, direct mail experts prefer to call their profession "one-to-one marketing" because it theoretically avoids the waste of mass media, including TV. Many of the pieces on these pages go only to *confirmed* listeners, while others are sent to *potential* listeners. On this page (clockwise, starting above) KJSJ/San Jose's station magazine, which features its buffed jocks on the back; birthday cards from WDVE/Pittsburgh and K101/San Francisco; and contest mailings from WZLX/Boston, WMUS/Muskegon, MI, and WBAB/Long Island, NY.

# Hit the mark

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- Customized prepaid phone cards
- Telemarketing
- Interactive direct mail
- Database management
- Interactive phone systems
- Direct mail
- Country Call SM



**Find Out Why America's Top Broadcasters Use Impact**

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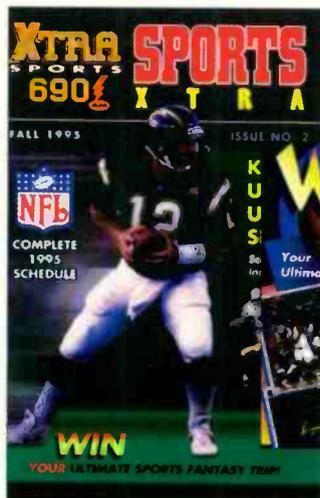
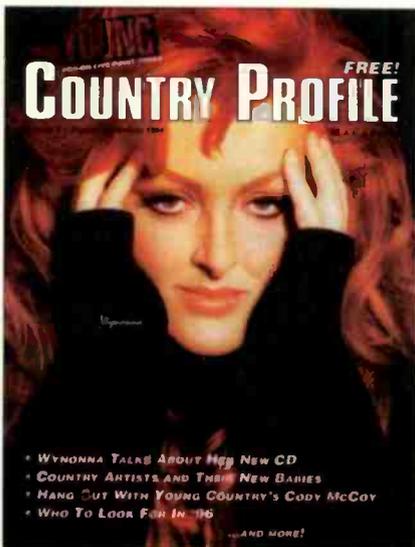


**Impact Target Marketing** 100 Corporate Place, Suite 202 • Peabody, MA 01960 (508) 535-4500 • FAX (508) 535-0011



**Station Samplers ...**

can be a great way to enlighten potential listeners about a station's sound. But as exemplified by the samples shown, the packaging has to be world class. (Top row, from left) CD samplers from KFOG/San Francisco and KBZN/Salt Lake City; (middle row) cassette samplers from WSTW/Wilmington, WKKV/Milwaukee, and KFMB-FM/San Diego; (bottom row) station magazines from KYNG/Dallas and XTRA/San Diego, plus a phone card from WMIL/Milwaukee. The pictured direct marketing materials were provided by Broadcast Direct Marketing, Custom Publishing & Marketing Group, Direct Marketing Results, Eagle Marketing, Fairwest Direct, and Impact Target Marketing.



**CD/CASSETTE MAILERS & STATION MAGAZINES**

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Smooth Jazz

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• COUNTRY ARTISTS AND THEIR NEW SONGS  
• HANG OUT WITH YOUNG COUNTRY'S CODY MCCOY  
• WHO TO LOOK FOR IN '96

**Smooth Times**

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• SuperLists™  
• Direct Mail  
• Posters  
• Cards  
• Mascots  
• Graphic Design  
• and more!

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**DIRECT MARKETING FOR RADIO**

# Beat The Clock! Cool Tools For Better Time Management

*Books, organizers, computer software and hardware that'll transform you into an efficiency expert*

**L**ife's tough, isn't it? You're already doing a juggling act — setting up your station's annual mega-concert, meeting with clients, attending sales meetings, scheduling personal appearances, and minding the interns.

Then the GM announces that, thanks to the telecommunications revolution, you'll soon be in charge of another station! "Aaargh, if only there were 29 hours in a day," you lament.

Well, the following tools can't add five extra hours. But they can help you allocate your time more efficiently and work smarter.

We've divided these tools into four categories: books, paper organizers, organizer software for your PC, and the new generation of personal digital assistants.

## BOOKS

You don't have to scan a good-sized bookstore for long before you come across about a zillion books on time management. Listed below are new releases with a few best-sellers thrown in for good measure. Also included are a couple of new marketing-oriented releases.

- "The 10 Natural Laws Of Successful Time And Life Management: Proven Strategies For Increased Productivity And Inner Peace" by **Hyrum W. Smith** (Warner Books, \$12.99). Smith shares the 10 laws that will enable readers to define their governing values. The 10 laws fall into two categories: managing your time and managing your life.

- "First Things First" by **Stephen Covey** (Fireside Books, \$14). A highly regarded bestseller, this revolutionary guide is based on balancing the elements that are truly important to you. Covey contrasts the perspectives of time management and life leadership and focuses on relationships and results.

- "The One Minute Manager" by **Kenneth Blanchard, Ph.D.** and **Spencer Johnson, MD** (Berkley Books, \$9.95) is an easily read story that quickly details three very practical management techniques. Several medicinal and behavioral science studies are revealed that will help you understand why these three simple methods work so well

with many people. Several offshoots have followed this release.

- "The Organized Executive: A Program For Productivity" by **Stephanie Winston** (Warner Books, \$12.99). New ways to manage time, paper, people, and the electronic office.

- "Organized To Be The Best" by **Susan Silver** (Adams-Hall Publishing, \$14.95). New timesaving ways to simplify and improve your work. A wealth of practical solutions for the individual and workgroup.

- "Timeshifting: Creating More Time To Enjoy Your Life" by **Stephan Rechtschaffen, MD** (Doubleday, \$22.95). Rechtschaffen challenges the Western world to consider how we think about time and encourages us to develop new attitudes and skills that alleviate stress.

- "The Guerrilla Marketing Handbook" by **Jay Levinson & Seth Gordon** (Houghton Mifflin, \$16.95). Thousands of resources, contacts, and phone numbers to transform your plans into specific actions. Whether you are at a \$100 million corporation or a one-man shop, there are tools to get the maximum bang for your buck.

- "Entrepreneur Magazine Complete Guide To Integrated Marketing" by **Jeanette Smith** (John Wiley & Sons, \$17.95), set for an August 1996 release. Consolidating the disciplines of

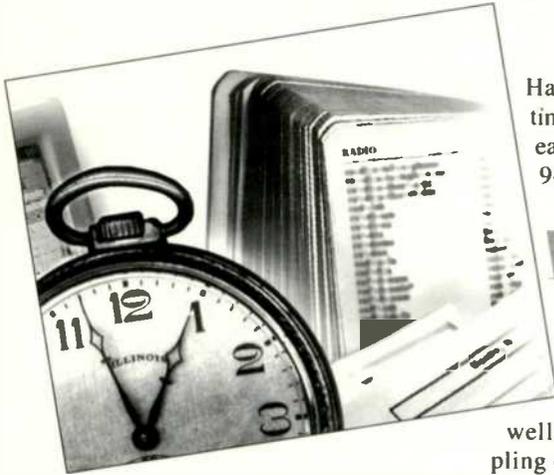
advertising, direct response, promotion, and publicity is the basis of the integrated marketing technique. This book offers real-life examples of successful ads, direct-mail pieces, promotions, and publicity releases applicable to small businesses.

- "Do-It-Yourself Marketing" by **Jon Trivers** (John Wiley & Sons, \$17.95). What every small business needs to know to succeed in today's ever-changing, segmented market. This book shows how to zero in on your core customers (or listeners).

- "The Management Of Time" by **James T. McCay** (Prentice Hall, \$10.95) offers an insightful synthesis of the philosophies of Tom Pe-



*Continued on Page 16*



Hall, \$14.95) presents comprehensive time-management techniques that can be easily integrated by women in standard 9-5 jobs or alternatives to 9-5 jobs.

**PLANNERS**

There are numerous companies that offer a wide array of daily planners, calendars, and organizers. Following is a list of a few well-known manufacturers and a sampling of their products with suggested retail prices. Bear in mind that most offer a multitude of accessories from sleek leather covers and attached pens to inside zipper pockets.

**Keith Clark (800) 323-0500**

- DayMinder (any range of prices)
- At-A-Glance (any range of prices)
- Day-Timers
- Desk Size Planner (\$70-\$90)
- Portable Planner (\$54-\$79)
- Pocket Planner (\$23-\$35)

**DayRunner (714) 680-3500**

- Pro Business System (\$59) — the advanced organizer for business
- Personal Organizer (\$25) — the all-in-one planner
- Concorde Planner (\$30) — organizer for mobile users
- Pocket Planner (\$15) — basic planner for essential information

**Rolodex (800) 727-7656**

- Desk Plus (\$43-\$53)
- Organizer w/zipper pocket (\$30-\$43)
- Tracker Management System (\$70)
- Traveler Plus (\$20-\$35)
- Pocket Organizer (\$26)

**Time/Design (800) 637-9942**

- Time/Design System (\$175) features seven sections for easy access: Activities, Overview, Daily Plan, DataBank™, Information, Reference, and Contact.
- Meeting/Conference Support Package (\$25) includes a vinyl binder, DataBank™ Divider, paper, mechanical pencil, highlighter, and DataBank key.

*Continued from Page 15*

ters, Stephen Covey, Alvin Toffler, and Depak Chopra, among others. It delivers techniques that can be applied to today's hot topics including leadership, values and good judgment, stimulating creativity, and dealing with change.

• "The Working Woman's Guide To Managing Time" by **Roberta Roesch** (Prentice

# Strictly For Radio

*Here are two productivity tools created just for radio broadcasters:*

**Stiles System**

Sales consultant **Kim Stiles** has developed a daily planner especially for radio sales professionals. But the Stiles System Radio Day Planner & Time Management System can easily work for marketing and promotion directors as well.

The centerpiece of the planner is a daily section, consisting of 262 dated pages for each weekday in the year. (Weekend pages — which might be particularly useful for promotion directors — are available for an additional \$10.) Each daily breakout has a to-do section, phone calls list, appointment blocks (7am-6pm), and spaces for new business,

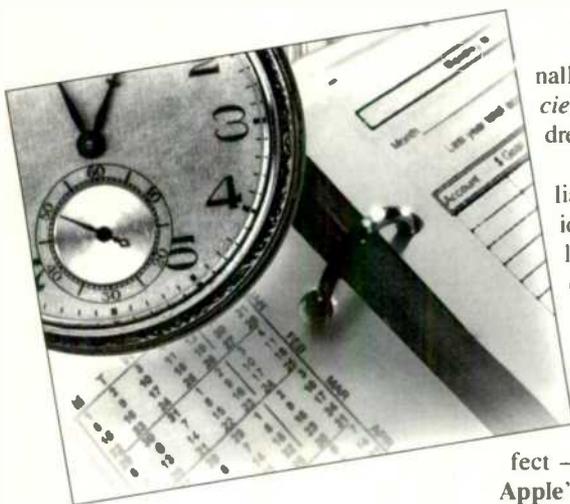
collections, and tape/copy due. On the flip side, there's room for a daily record and personal record.

There are also tabbed sections for each month of the year, where you can insert your daily pages. This meticulously designed section has an account planner, a promotional planner, categories of the month, and billing projection. For example, looking at July, there are 26 spaces in which to list active accounts for the month. Listed below that are "dates to remember" (i.e., Independence Day, Hot Dog Month, Ice Cream Month, etc.) along with target products and accounts (barbeque supplies, patio furniture, summer clearance sales). There are also spaces for seasonal

accounts and new business targets. And there is room to note any station and community events, plus special packages or remotes.

Under each month, the Stiles System also suggests a "package of the month." In July it's the "WXYZ Parade of Cars": The planner suggests the station should choose a certain weekend and dedicate it to auto dealers. Stiles then outlines how the salesperson should go about setting up the promotion, with spaces to list possible advertisers. Each month, there's a "vendor ideas" section and a "community service spotlight" as well.

There are also monthly suggestions for sponsor promotions, a category of the month (in July it's grocery and convenience stores), with suggested promotions



## PERSONAL DIGITAL ASSISTANTS

About 10 years ago, Sharp and Casio debuted a couple of nifty, handheld devices that stored phone numbers and other bits of information. Today, personal digital assistants — PDAs, as they're called by Techies — are fi-

nally delivering on their promise to *efficiently* replace your paper organizer, address book, and perhaps even your pager.

In many cases, however, your old reliable paper organizer may still be your ideal productivity tool. After all, it's a lot easier to write with a pen than type on a tiny keyboard. But many of the newer PDAs are *pen computers*, allowing you to enter information directly on the screen with a stylus.

Of course, handwriting recognition capability of these devices is not perfect — you might remember the guffaws Apple's Newton received when its handwriting recognition system misread even the simplest words. But the technology is improving. And while you still can't input in script, most do a decent job of recognizing printed words.

Below are brief overviews of these products. For full-length reviews, consult the archives of *PC Magazine*, *PC World*, *Home Office Computing*, and other magazine online databases.

Here's an overview of the more popular of the latest generation of PDAs. Where avail-

able, prices are included. Consult your Yellow Pages for the closest authorized dealer.

### Apple MessagePad 130

Formerly known as the Newton, this \$850-\$900 device now sports an improved recognition system, though you still have to print — not write. There's a PCMCIA slot — the same kind you find on laptops — which allows you to use modems or flash memory cards. This is one of the few devices that has a backlit screen, which is important if you want to use your PDA in a darkened conference room.

### AT&T EO 440 Personal Communicator

Running in the \$2000 range for a nominally configured unit, the EO 440 is expensive. But if pen-based remote computing with superior communications functions is what you need, then this is something to consider. There's a PCMCIA slot, a built-in modem specially configured for transmitting data over cellular phones, e-mail and fax capability, and connections to the Internet and online services. In addition to the standard PDA functions, the EO 440 also allows you to record,

*Continued on Page 18*

for each. There are also suggestions for promos you can quickly pitch to retailers, as well as a three-month look ahead at sponsors you'll want to think about pitching soon (July spotlights October business, with an eye on consumer electronics and Halloween). Finally, the monthly section contains a projection sheet, with room to list your clients along with what you expect to earn from them for the month.

The reference section has space to enter radio station profile information for two stations, an **Arbitron** glossary, a ratings update, vendor/retail/co-op terms, and suggested topics to discuss with your client.

The Stiles System comes in two sizes: 5" x 8" or 8" x 11". Prices begin at \$70 for the smaller version. For more details, contact Stiles at (919) 846-6449.

## PromoSuite

### Broadcast Manager Inc.'s

PromoSuite For Windows is database software made to streamline your marketing, promotion, and sales promotion efforts. Designed by **WQHT/New York Promotion Director Rocco Macri**, PromoSuite is a bundle of 14 individual programs that include:

- **Listener database** — This features 60 fields of information available for each listener, including 10 fields that are user-definable. Once information is entered, the report function provides geographic and demographic breakouts and analyses, mailing labels (including bar codes), and export functions to fax programs for at-work fax promotions. It can also output full color graphs for use in presenta-

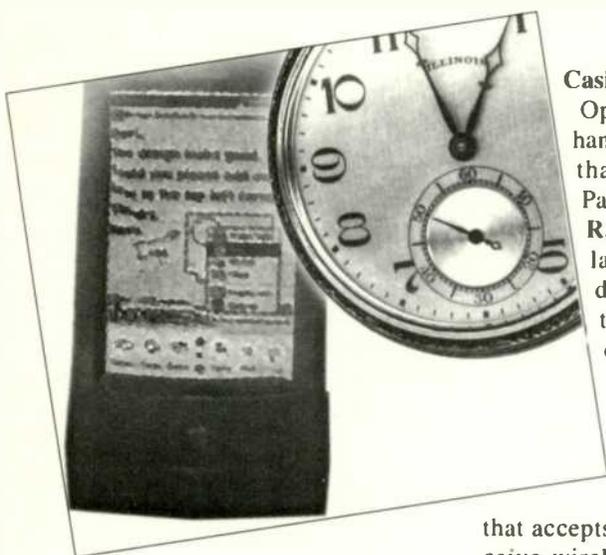
tions and media kits; the information can also be exported to mapping programs. Surveys, polls, and music research data can be conducted through this program.

- **Contesting** — This system schedules contests, generates winner eligibility reports, and prints disclaimer forms. Other report functions include contest winner duplication, prize pickup, and guest lists and mailing labels.

- **In-Studio Link** — When in a network configuration, contests, promos, liners, and PSAs scheduled with PromoSuite are fed into the on-air studio. Any resulting information fed by the airstaff will be fed back into the original computer.

- **On-Air Promo Inventory Planning & Allocation** — This allows you to plan and

*Continued on Page 18*



**Casio Z-7000/Tandy Z-PDA**

Operating with much the same handwriting recognition software that runs on Apple's Message Pad, the \$699 Casio (also sold by Radio Shack under the Tandy label) features an address book, dictionary, 26-language translator, Pocket Quicken, and a to-do list that automatically carries over incompleting tasks to the next day. A modem that allows data transfers or faxing costs \$100 extra. The unit also has a PCMCIA slot that accepts a Motorola card that can receive wireless pages, news reports, and other data.

**Hewlett Packard 200LX**

This mini-computer, an updated version of the phased-out 100LX, still does not accept pen input. Yet it's mighty powerful anyway. The \$490 accessory (\$650 for the two megabyte model) is loaded with built-in software such as cc:Mail, MS-DOS 5.0, and Lotus 1-2-3. It accepts PCMCIA cards; sepa-

rate connections allow you to hook up the 100LX to a PC, Mac, or printer.

**Motorola Envoy**

This 1.6-pound device, though pricey at \$1499, features the ultimate in two-way wireless communications functions. It can easily replace your pager; you might dispense with your laptop as well. Its initial "Main Street" display lets you go into the post office, where you can send or retrieve e-mail. Scrawl a message with your stylus, and you can fax it. You can also access online services. Additional software offerings include a spreadsheet and Quicken accounting. For direct Motorola customer service, dial (708) 576-1600.

**U.S. Robotics Palm Computing Palmtop**

This 3x5-inch, \$369-list-price electronic organizer, introduced last month, has an address book, calculator, datebook memo pad, and to-do list. It uses Graffiti handwriting recognition, but you can also enter information with an on-screen keyboard or by way of a desktop docking station that connects to your main computer.

Continued from Page 17

play back, store, and transmit voice messages. The company will soon be releasing software that will recognize cursive handwriting. Until then, users will have to print any pen input.

# Strictly For Radio

Continued from Page 17

track all of your station's promo and PSA inventory, and it will generate allocation reports to show how scheduled material (whether or not it has aired) has been allocated.

• **On-Air Promotional Event**

**Scheduling** — Your station's promotional and PSA inventory can be automatically scheduled and exported to the In-Studio Link program.

• **Events, Appearances, Remotes** —

Station staff and vehicles can be scheduled for remotes and other appearances. Information about event sites and contacts can be kept, and an "event evaluation" feature lets you rate the success of each appearance for future reference. Other information that can be tracked is value-added revenue and charity proceeds.

• **Prize Closet** — Ticket and prize

inventory can be tracked. The closet is automatically updated when a contest winner receives a prize. Reports can be generated daily.

• **Sales Promotion Management** —

Proposed contests, appearances, and remotes can be planned and approved on PromoSuite. Sponsor reports provide listings of all contests and events for each sponsor. Other report functions include client affidavits, promotion-generated sales revenue, and revenue tracker.

• **Personal Information Management**

— This replaces the PIM you might otherwise use separately. This function includes an electronic dialer and address book, phone and meeting log, future call and meeting scheduling, call and fax listings, to-do lists, mailing labels, and fax export.

PromoSuite offers a variety of graphing capabilities, and it exports to WinFax, Calendar Creator Plus, and other word processors and spreadsheets. It also works seamlessly with **Critical Mass Media's** Nest Marketing product, designed to identify and retain core listeners.

Pricing is based on market size. But you can expect to pay an annual fee of \$600-\$1600 for PromoSuite, with an additional \$300-\$600 for the in-studio link. For more details, call (212) 321-1629.

Do you have a time-management success story or product to share with the industry? If so please let us know. Fax your information to **Ron Rodrigues** at (310) 203-9763 or e-mail: [mailroom@rronline.com](mailto:mailroom@rronline.com).



### Voice Powered Technology International Voice Organizer

Yes, this \$200 device records your voice. However, unlike other devices that simply record your voice and do nothing else, the Voice Organizer holds your appointments, phone directory, to-do items, and other info in its half-megabyte of memory. It also barks out recurring reminders (in your voice) and performs simple calculations. All of these functions are executed by voice commands that you speak into the unit.

### PERSONAL INFORMATION MANAGERS

Computer software to supplement your manual organizer or PDA has become commonplace. For complete reviews of personal information managers (PIMs), check out *PC World* (January 1996) or *PC Magazine* (4/23/96).

PIMs generally fit into one of two camps: schedule-based or contact-based. Schedule-based organizers keep track of your schedule, priorities, phone numbers, and the like; contact-based PIMs are designed for professionals who earn their livings through a heavy schedule of client and business associate contact. Of course, there's quite a bit of overlap in features. So you should choose your PIM based on how you map out your day. Most of R&R's editors use schedule-based PIMs, while the sales staff uses the contact-based. Check out these more popular PIMs.

### Schedule-Based

Action Plus For Windows (\$395, **Action Plus Software**)  
 Ascend (\$99, **Franklin Quest Co.**)  
 Day Runner Planner (\$75, **Day Runner Inc.**)  
 Day-Timer Organizer (\$59.95, **Day-Timer Technologies**)  
 ECCO Pro (\$139, **NetManage Inc.**)  
 InfoCentral (\$99, **Corel Corp.**)  
 Info Select (\$149.95, **Micro Logic Corp.**)  
 Lotus Organizer (\$99, **Lotus Development Corp.**)  
 Microsoft Schedule+ for Windows 95 (\$99.95, **Microsoft Corp.**)  
 Sidekick 95 Deluxe (\$79.95, **Starfish Software**)

### Contact-Based

ACT! For Windows (\$159, **Symantec Corp.**)  
 CrossTies For Workgroups (\$299, **CrossTies Software Corp.**)  
 DeskTop Set for Windows (\$195, **Okna Corp.**)  
 Janna Contact 95 (\$159, **Janna Systems Inc.**)  
 Maximizer 3.0is for Windows 95 (\$149, **Maximizer Technologies**)  
 Now Up-to-Date for Windows 95 (\$99, **Now Software Inc.**)  
 On-Schedule for Windows (\$99.95, **Odyssey Computing Inc.**)  
 Sharkware Professional (\$199.95, **CogniTech Corp.**)

For further information on these products, consult your local dealer.

### Psion Series 3

This nine-ounce, \$395 handheld computer doesn't have pen input. However, it does have one of the more powerful processors in its class—a 16-bit CPU running at nearly 4mHz with 384k of system memory. Many of the functions are similar to MS-DOS or Windows on your PC.

### Sharp Zaurus ZR-5800

Now coming down in price from its original \$649, this device allows you to enter free-form pen input. But it does not have software to convert that into text—it simply saves your notes or drawings as is. There's a PCMCIA slot, optional add-on modem, and built-in software such as CompuServe, AT&T mail, and a pager. There's also an infrared attachment so you can trade files with your main computer without wires. Users can also input information via a small keyboard.

Hi there. this space  is for us  at **Results Marketing**

to let  know  about our **TOTALLY COOL**  **PROMOTIONS!**

We **can** put your logo  on ANYTHING. Call us at **800-786-8011**

or check  out our **TOTALLY COOL**  website at <http://www.resultsmarketing.com> 

# 'I Hear You're Being Sold'

*Merger mania: Negotiating your way through the publicity maze*

By HELENE BLIEBERG

**W**hether you're merging eight stations or 80, being involved in a station sale or merger suddenly thrusts you in the spotlight before the press, advertisers, your employees, and even family and friends.

Everyone wants to know how it's going to work out, who's going to be in charge, what's going to change, who stays, who goes, and what are "they" going to do about... It hardly matters that the thoughtful answers to most of those questions are weeks or



Helen Blieberg

months away and that plans may change many times over. You have to be prepared to respond — with something!

Having been involved in one of the largest media mergers of 1995, we've learned a lot, made our share of blunders, and scored points for doing it right. Here then are some tips and thoughts for managing the public part of this latest media craze:

• **Deal Day, Take One:** Once the contract is signed, you can make your first official announcement. Be sure both sides sign off on the news release. Include comments about both groups and a statement announcing how your business will be run until the deal is finalized. Have a full supply of current pho-

tos of the principals labeled and ready. Designate the people who will be speaking with the media, and be sure they're all prepared to answer the full range of press questions. Decide how you're going to release the announcement (i.e., press conference, conference call, individual distribution), and let it go. Remember to distribute this to your employees, too.

• **You Never Walk Alone:** Communication is key at this point. It sets the tone for your announcement and sends clear signals to current and future employees. Your managers should work closely with the public relations person and let him guide them through the media maze. Public relations people should make sure to capture their manager's attention during this hectic time to ensure all questions have been answered.

• **Meet The Press:** Prepare for that first round of media interviews, especially where new management is concerned. Brief executives on the people they will be talking to, the types of publications they write or report for, and the kinds of questions they might ask. Decide on the order, length, and depth of each interview, and be aware of reporters' deadlines and needs. Even though your executives won't be able (or want) to reveal all their plans, they can use this opportunity to make a statement about the overall direction of the new enterprise that will be widely read by the industry and your own employees.

• **I Hear They're Going "All Urdu" in Sheboygan:** Months may go by before a transaction is finalized. During that time, many press queries concerning the future of your operation will be asked. By necessity, the plans that are being formulated during this period are confidential. This is the time for the media and all interested third parties to run free with speculative scenarios. You can respond with answers to factual questions. Then just sit back, keep track of published rumors, and award prizes to the winners and losers when all is said and done.

• **Deal Day, Take Two:** Your deal's been

## Ten Steps Toward Closing The Deal

1. Make your first official announcement as soon as a station deal is finalized
2. Public relations people should work closely with your managers to ensure all questions have been answered
3. Prepare all the execs for a first round of media interviews
4. Let the media speculate while you wait for the transaction to be finalized
5. Once the deal is approved, call a second press conference to fix any mistakes made the first time around. Immediately distribute an internal memo of your statement to the press
6. Executives should visit all new properties as soon as possible
7. Know the differences between the consumer press and trade publications when explaining things during an interview
8. Update any visuals for your station, from outdoor ads to business cards
9. Update fact sheets and station profiles, along with new phone lists for internal distribution
10. Be honest with the media when a personnel move is made

approved; it's really happening! Now you have another announcement to make and a chance to fix all the mistakes you made when you first announced the transaction! You might be making personnel or format announcements this time. Therefore, make sure everything is in order.

• **Don't Forget The Kids:** Prepare an internal-distribution version of the message you'll be sharing with the press. A letter or memo from the new chief should be distributed immediately. Depending on the size of the merger, welcome packages can also be prepared for every "new" employee — T-shirts, pads, pens, and a personalized letter go a long way toward making everyone feel part of the team.

• **If It's Tuesday, This Must Be Ottumwa:** It's critically important for your executives to visit all new properties as soon as possible to meet, greet, ask questions, learn, and listen. Department heads should do the same in person or with a phone call.

• **What Did He Mean By That?** When dealing with the press, remember that a trade

publication has a different level of understanding about the business side of broadcasting than a consumer publication, reporter, or reader might. Keep this in mind during press interviews so your messages are universally clear. The power of radio as a personal medium remains strong, and loyal listeners react to changes to their favorite stations. Balance the "business" side of broadcasting with the "personal" one.

• **The Identity Crisis:** You now have a new name, a new boss, and an old logo! Once names and designs are selected, circulate the materials to all properties so that masthead, ads, outdoor visibility, business cards, and other identifiers are consistent. Remember station IDs and positioning lines, too.

• **Now How Many Stations Do You Have?** Keep the press informed of your new structure with updated fact sheets and profiles of the stations and group. These can be

*"It hardly matters that the thoughtful answers to most ... questions are weeks or months away and that plans may change many times over. You have to be prepared to respond — with something!"*

—HELEN BLIEBERG

circulated internally, along with new telephone lists.

• **Keeping Up With The Changes:** You can't avoid it. Downsizing, layoffs, restructuring — it's part of the current business world, and the press is going to want names. On occasion, call the media to tell them about

a change before it occurs. Always be responsive and honest, and provide the perspective in which the changes are taking place. It's better to act than to react, so be prepared. Make sure you're in the loop early, gather the information you'll need, and plan your press strategy. If your news does begin to leak uncontrollably (a rare occurrence in our business), you're ready.

**What's Next:** Every announcement opens the door for more questions and speculation. Accept it as part of the process in the beginning stages of a merger. Work with your executives to announce changes on your timetable — don't feel pressured into giving a response whenever asked. Remember: Someday all this will be a distant memory, and you'll be the one vying for prizes in someone else's speculation game.

*Helene Blieberg is VP/Communications for CBS Radio.*

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# One Step Beyond

Mark Heckman balances accolades with criticism for his offbeat, large-scale artwork

By ADAM JACOBSON

**W**hat do Pope John Paul II, Hugh Grant, Michael Jackson, and O.J. Simpson have in common? They can help image your radio station through humor and instant media attention — and through the work of Grand Rapids-based artist Mark Heckman.



Mark Heckman

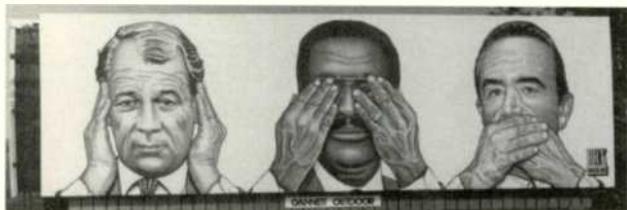
Owner of Heckman Design, a firm that deals primarily with imaging showrooms, TV commercials, and corporate identities, Heckman has turned his own personal niche into a fledgling division of his company — outdoor advertising. “I’ve been doing billboards for about 15 years, but they never had anything to do with radio,” he says.

### Critical Humor

Heckman’s unique billboards first garnered attention in 1981, when he began translating his own views on current social issues into giant overhead billboards in the Chicago area. The one that captured the attention of *Time* and *Newsweek*: The Afro Country Club — “Where Only The Ball Is White.”

“I think there were actually three blacks who were members of country clubs in Chicago then, Heckman remarks. “But of course there were over 100 country clubs.”

After creating more socially satirical billboards in his Michigan studio, he was approached by WLAV-FM/Grand Rapids about doing a series of radio outdoor ads. The first billboard was a caricature of the Pope with a headset tuned to WLAV. “The station came to me about 1989 and asked if



One of Heckman’s social commentary boards that wasn’t sponsored by a radio station.

I could come up with something. We used that picture with the phrase ‘Father Knows Best.’” That billboard proved to be a huge success, although some within the religious community disapproved of the image. “I used the Pope, but

not because I have negative feelings about the Catholic religion or anything.” A few years later, Classic Rock KRFX/Denver inquired about purchasing the billboard design from Heckman. “I got a call from [KRFX OM] Jack Evans saying, ‘I want to buy that billboard from you.’ Jack’s been a really good client since then.” The station also ordered its well-received follow-up — a cari-



Heckman’s first stab at a radio board (top) depicted the Pope groovin’ to classic tunes. His latest unveiling features the likeness of Dr. Jack Kevorkian.

then heated up in Denver when he released a billboard for KRFX that featured the images of Simpson and Charles Manson with the words “Bad Company” centered in large black type.

“O.J.’s lawyers called KRFX and asked that they take down the billboard. The NAACP also protested, saying it had to come down. But Jack loved it. Humor is a large part of it.” In fact, Heckman goes for the laugh first, creating the tag line and then the caricature victim, with the idea behind the billboard following it. “What are we really selling with ‘Cheap Trick?’ It’s KRFX. But you should use big things that hit a person immediately.”



This board’s engaging quality makes up for its apparent violation of the “seven-second rule” regarding billboard viewership

cature of a nun with the phrase “Nun Better” on top and “Make it a habit” on the bottom next to the station logo. “It still works today,” he says. “There’s no time restriction on this.”

### Community Standards

Along with releasing two initial billboards, KRFX has also featured actor Hugh Grant, who was blasted by the entertainment media for his escapade with prostitute Divine Brown. The billboard depicts Grant holding cash and features the prominently displayed headline “Cheap Trick” — also the name of a classic rock act. Meanwhile, the Grand Rapids press encouraged debate over his work on that city’s billboards.

“[The press was] spiteful and made things controversial,” Heckman says. Things

Heckman’s latest creation, unveiled April 11, is a billboard featuring the likeness of Dr. Jack Kevorkian made up to resemble Frankenstein. “The one for [WKLQ/Grand Rapids] reads ‘White Zombie,’ and the one for Buzz 95 [WVIC/Lansing, MI] says ‘the Cure.’” A third for Classic Rock WHTQ/Orlando reads “Don’t Fear The Reaper.”

Other upcoming creations: a billboard featuring a pregnant Madonna — with pickle in mouth — and the title “Offspring” for either WKLQ or WVIC. And a KRFX billboard featuring the Unabomber image, a “blasted” portion of the billboard baring the station’s logo, and the headline “Lunatic Fringe.”

### Image Consideration

When designing his billboards, whether it be for radio stations or as social commentary (such as last summer’s “Hear no evil, See no evil, Speak no evil” work featuring Simpson

lawyers F. Lee Bailey, Johnnie Cochran, and Robert Shapiro), Heckman prefers to keep it visually simple.

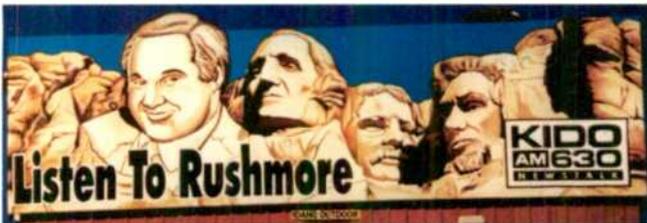
"I use a black background with nice white sharp lettering. Lots of contrast, but not like neon colors or any of that stuff. I try to get as much head as possible, and the facial expres-



The "Not Subliminal" campaign for WKLQ/Grand Rapids.

sion, on the billboard. It's simple. And when you get it, it's quick and easy. Some radio stations want their logo larger than the pictures. That's the mistake they make. It should be the exact opposite."

Those radio billboards Heckman considers his favorites: a "Pink Floyd" ad featuring "The Andy Griffith Show"'s Floyd the Barber, as well as the "Cheap Trick" ad. He also considers the Pope and nun campaigns as simply "good advertising."



Promoting Rush Limbaugh for KIDO/Boise.

### Beyond Billboards

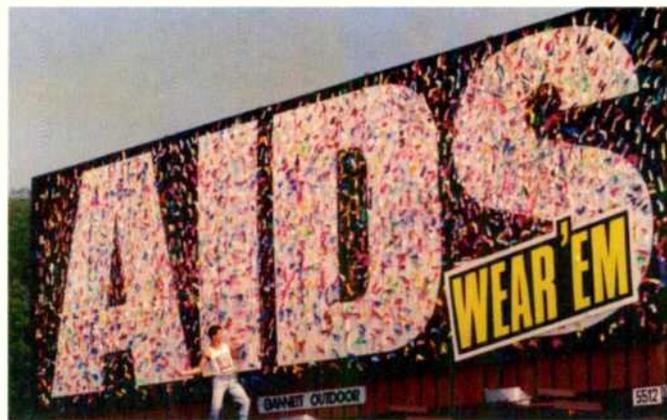
Besides billboards, Heckman's artwork has appeared in movie theatres, on bus benches, and in a recently launched bus-back campaign in Portland.

"We actually had seen his work in R&R and called him on a reference from one of our Denver stations," said KKRZ (Z100)/Portland Marketing Director Kellie Schipp. The station agreed to use the likenesses of Michael Jackson and ex-wife Lisa Marie Presley, with the gloved one saying "just beat it" and Presley telling him "don't be cruel." On April 15, the ad went up on the backs of Portland's city buses.

"We decided to go transit, she says. "Billboard prices are exorbitant here. It's a very sharp creative — especially with the 'back attacks.'" The station has also placed a slide of the ad between local advertisements shown on-screen at Portland-area Act III movie theaters.

### Beavis And Heckman

While Heckman has discussed adopting his social-themed billboards for use on MTV, discussions are still in the preliminary stages for taking his ads one step beyond. "I've talked to MTV about some PSAs with social concepts, with the stories coming to life. The con-



Another social commentary — Heckman is shown tossing paint-dipped condoms onto a billboard.

cepts and ideas are there, but there has been no production."

As far as his radio billboards are concerned, Heckman's work is now featured alongside expressways in 40 of the 50 states. "We have a presence in places like Orlando, Cincinnati, Denver, and Boise, but no New York, L.A. or Chicago radio."

His ultimate goal? "I would like to do something with Howard Stern. That would be interesting!"

*Humor is a large part of it...  
What are we really selling with  
'Cheap Trick?' It's KRFX.  
You should use  
big things that hit a  
person immediately.  
—MARK HECKMAN*

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# Top Tips For A Tip-Top Radio Station Web Site

Maintaining maximum freshness with minimum effort

By JEFF AXELROD

**Y**ou wouldn't keep watching your favorite TV show if only a single episode was aired over and over again. You wouldn't keep going to the local movie theater if it has been showing "Jaws" continuously since 1975. And your listeners wouldn't tune in to your radio station for very long if you only had one song on your playlist.

So why would you ever expect them to keep visiting your World Wide Web site if it doesn't change regularly?

Even though the medium is still in its very early stages, there's plenty of talk about the Internet becoming an additional revenue stream for broadcasters. But selling space on the Web is a lot like selling airtime: You can't do it if there's no audience. And to gain an audience, you must give potential users a compelling reason to seek out your product.

The most successful web sites, in terms of advertising dollars, give you reasons to come back often. ESPN's "SportsZone," for example, updates scores every minute. Every time the scores reload, a new ad appears on the page.

Granted, a site like that requires a lot of maintenance — a luxury that your station probably doesn't have. But with a little creativity, there are still plenty of things you can do to bring listeners and other Internet cruisers back to your site on a weekly or daily basis.

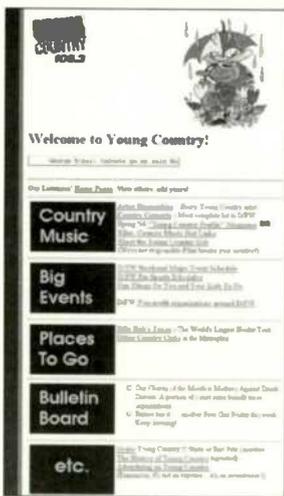
Here are some ideas you can use to keep your web site interesting, many requiring little extra effort.

## Local News Updates

If your station is a News outlet — or even a music station that gathers news on a regular basis — it doesn't take much effort to give your listeners local news on demand, sparing them the wait for local TV news or tomorrow's newspapers. All you've got to do is take your already-written news scripts and post them on the web.

Assuming your news writers are using word processors, the transfer can be very quick and painless, especially if you maintain a Web server in-house.

First, you need to have a HTML page template. It only needs to be built once and contains the items that will constantly remain on the page:



KYNG/Dallas

the station logo, some kind of news graphic, a standing headline (i.e., "The Latest News From KRNR-FM"), and permanent links at the bottom of the page.

Then, take the latest news scripts and edit them so that they read correctly in print. You may even want to add additional facts that weren't included in the broadcast version due to time restraints. Add a <pre> code before the script starts and a </pre> code at its end. Then copy and paste the document into the appropriate place on the HTML template page. For added impact, add a line after the standing headline that lets viewers know when new information was posted:

<h3>News last updated on June 14, 2:55pm EDT</h3>

## Listener Page Gallery

Want to build traffic to your site while your listeners do most of the work? Make personal home pages available to them in your station's very own listener gallery.

Talk to your Internet provider about acquiring extra disk space on the server so that you can offer low-cost (or no-cost) home pages to your listeners. There are a couple of routes you can take in posting web pages:

- Design a standard gallery page. Give listeners a "profile sheet" on which they can provide their name, town, occupation, hobbies, "favorites" (bands, station jock, sports teams), and more. If they want to include a picture, have them send a photo (along with a nominal handling fee to digitize the photo and return it). If you create standard pages, building each one is a simple process of data entry.

- Let listeners design their own pages. Talk to your provider about making designers available to help listeners create custom pages. Of course, these appointments would have to be paid for, either by the listener or the station (potential contest prize?). Custom pages should follow certain guidelines. For example, make sure that each page carries the "Listener Gallery" logo or banner, links back to the station's home page, and is screened for objectionable or inappropriate content.

There are plenty of creative ways you can use this to build traffic and even generate revenue. Work with your provider to create an all-in-one



WSOC/Charlotte



KTBZ/Houston

package that will give your listeners their own page and Internet access, including e-mail linked from their gallery page. Give each new member a bunch of postcards with your station's logo and web address so that they can invite family and friends, both in and out of town, to visit the page.

## Real-Time Audio

If you've got a great on-air product, shout about it in cyberspace! Technological developments have made it easier than ever to rebroadcast your signal live over the Internet.

Think about how often out-of-town friends have enthusiastically told you, "You should hear this great radio station we've got!" Are your listeners saying that to their friends? Give them a chance to listen on the World Wide Web. And don't forget about former listeners who may have moved out of the metro — they're probably longing to hear their old favorite radio station.

A recent *PC Magazine* profile identified five companies that currently provide streaming server software, and you can visit their web sites for more information (all addresses begin with <http://>). Two companies doing the lion's share of real-time radio applications are **Progressive Networks** ("RealAudio," [www.realaudio.com](http://www.realaudio.com)) and **Xing Technologies** ("StreamWorks," [www.xingtech.com](http://www.xingtech.com)). Others include **VocalTec Inc.** ("Internet Wave," [www.vocaltec.com](http://www.vocaltec.com)); **Voxware Inc.** ("ToolVox," [www.voxware.com](http://www.voxware.com)); and **DSP Group Inc.** ("TrueSpeech Internet," [www.dspg.com](http://www.dspg.com)).

## New Music Previews

One thing music stations should already be doing to refresh their sites each week is posting the current playlist. Make it interactive by having hooks of the hottest new songs available for downloading.

Again, you've got a couple of options. The simpler one (for you) is to record the excerpts as .WAV files using your computer's CD-ROM drive and .WAV-compatible software or using a

Continued on Page 26

UNDERSTANDING HTML

# You Can Create A Web Site!

**S**o you think that programming a World Wide Web site would take a master's degree and a pocket protector in your shirt? Think again. Once you understand a little bit of Hypertext Markup Language (HTML), it's not a difficult task. Here, we'll take a look at WJMK/Chicago's web site (<http://wjmk.com>) and what it took to create it.

```
<HTML><HEAD>
<TITLE>Oldies 104.3 WJMK Chicago's
Oldies Radio Station</TITLE>
```

The <HTML> tells the web browser that this is a web document. <HEAD> sets this part away from the body of the document. This portion is not printed within the web page window. The text between <TITLE> and </TITLE> becomes the document's "name," which shows up in the Web browser's top status bar and on users' personal bookmark lists. (In HTML, a slash before any code discontinues the action represented by the code.)

```
<HEAD><BODY BGCOLOR="#000000"
TEXT="#ffffff"LINK="#FF0000"
VLINK="#66cc99" ALINK="#0077FF"><P>
```

The <BODY...> line defines what the page and the text will look like. BGCOLOR="#000000" makes the background black. TEXT="#ffffff" makes ordinary text white. If a link has never been used, LINK="#FF0000" will display it in red. If a link has been used, VLINK="#66cc99" turns it gray. ALINK="#0077FF" makes links turn blue as they're being clicked. (Colors are based on a combination of red [the first two characters following the #], green [the next two], and blue [the last two]. Each set of characters is a hexadecimal [16-digit] number representing the amount of each color to be added to the mix, "00" being none and "FF" being the most.)

```
<CENTER>
<A HREF="sounds/wjmk.wav">
<IMG ALIGN=Bottom BORDER=0ALT="WJMK
Oldies 104.3 Chicago" SRC="images/
logo.gif"></A></CENTER>
```

<CENTER> will center all items placed before the browser encounters </CENTER>. When the browser encounters <A HREF="sounds/wjmk.wav">, all items prior to the </A> code — graphics or text — when clicked, will tell the browser to search the wjmk.com server for the "sounds" subdirectory and the file "wjmk.wav" (in this case, a sound file).

An <IMG...> line places an image on the page. SRC="images/logo.gif" explains that the image's source is the "logo.gif" file in the "images" subdirectory. ALT="WJMK..." will substitute that text for the picture if the picture is unable to successfully load. BORDER=0 sets the size of the image's border (in this case, none is desired).

In this case, the ALIGN=Bottom command is unnecessary (because no text accompanies the graphic), but ALIGN=Top would have started the first line of text (had there been any) near the top of the image.

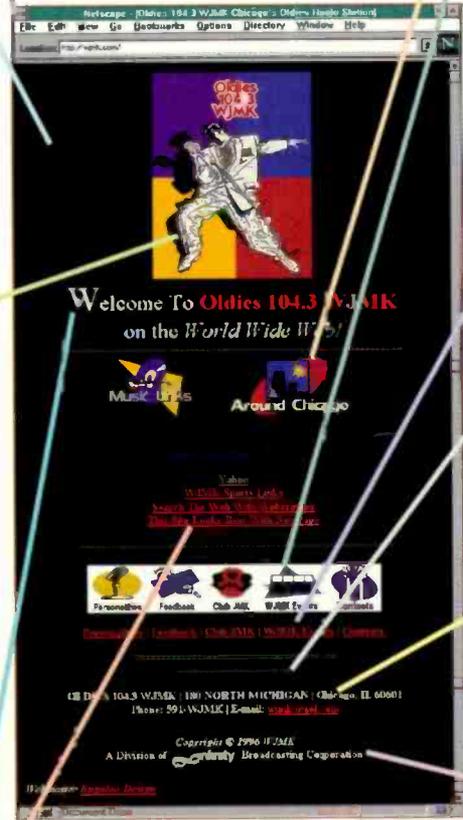
```
<CENTER><FONT SIZE=8>W</FONT>
<FONT SIZE=6>elcome To<B><FONT
COLOR=#FF0000>Oldies 104.3 WJMK</FONT>
</B></CENTER>
<CENTER><FONT SIZE=6> on the<I>World
Wide Web</I></FONT></CENTER>
<HR WIDTH=80%>
```

<FONT SIZE=8> creates the giant W, and </FONT> turns off that font size. The text size is set at six for "elcome To," and then <FONT COLOR=#FF0000>

turns the following text red. In this case, the following </FONT> disables the size and the color, so the size must be reset. <B> bolds all text until </B> is reached, and <I> italicizes until the next </I>. <HR WIDTH=80%> inserts a "break bar" that stretches across 80% of the window.

```
<CENTER><A HREF="music.htm"><IMG
BORDER=0 ALT="Music Links" SRC="images/
mus2icon.gif"></A>&#160 &#160 &#160
<A HREF="chicago.htm"><IMG BORDER=0
ALT="Around Chicago" SRC="images/
chi2icon.gif"></A></CENTER>
```

Here, the "Music Links" and the "Around Chicago" icons are placed <IMG...> and linked <A HREF...> to other pages located on the wjmk.com server. &#160 is an HTML code that inserts space, used here to separate the images.



```
<CENTER>
<H4><FONT COLOR=#0000FF>
Other Great Places To Go</H4>
<A HREF="http://www.yahoo.com">Yahoo</A><BR>
<A HREF="sports.htm">WJMKSportsLinks<A><BR>
<A HREF="http://www.webcrawler.com">
Search The Web With Webcrawler
</A><BR>
<A HREF="http://www.netscape.com">This
Site Looks Best With Netscape</A><BR>
<UL></CENTER>
```

<H4> denotes the following text as a Grade 4 Head-

line (<H1> is the largest, <H6> the smallest), and <FONT COLOR=#0000FF> turns the following unlinked text blue. Three of the <A HREF...> lines link the accompanying text to outside Internet sites (the http:// prefix tells the browser to look for the address on another server). Clicking on those will take users away from the WJMK site and to sites for the Yahoo Internet directory, the Webcrawler search engine, or Web software developer Netscape. There's also a link to another page (sports.htm) on the wjmk.com server. <BR> acts as a carriage return after each line of text, since HTML doesn't normally recognize tabs or carriage returns.

```
<HR WIDTH=75%>
<BR>
<CENTER><A HREF="wjmk.map"><IMG ISMAP
BORDER=0 ALT="Map To WJMK 104.3"
SRC="images/strip.gif"></A></CENTER>
```

<A HREF="wjmk.map"> and <IMG ISMAP.../strip.gif> set up an "image map." An image map is like a series of invisible links behind a graphic. When the image map is created, areas are created to correspond to different parts of the graphic it's tied to. Then each area is assigned a different link. For example, if somebody clicks the "Feedback" part of the graphic, the image map file (wjmk.map) recognizes the coordinates of the point being clicked and directs the user to the "feedback.htm" page.

```
<BR>
<CENTER>
<A HREF="profile.htm">Personalities</A> |
<A HREF="feedback.htm">Feedback</A> |
<A HREF="clubjmk.htm">Club JMK</A> |
<A HREF="events.htm">WJMK Events</A> |
<a href="contests.htm">Contests</a>
</CENTER><P>
```

The <A HREF=...> lines are alternate links to the destinations offered by the image map. <P> is a paragraph break: It effectively acts as a double-carriage return.

```
<hr size=4 width=48%>
<hr size=3 width=28%>
```

Two more break bars ... this time with differing sizes and widths.

```
<P><CENTER><B>OLDIES 104.3 WJMK | 180
NORTH MICHIGAN | Chicago, IL
60601<br>Phone: 591-WJMK | E-mail: <A
HREF="mailto:wjmk@aol.com">wjmk@aol.com
</A><P><B><BR><B>Copyright &#169; 1996
WJMK</B></BR>
```

Following the address and phone number, <A HREF="mailto:wjmk@aol.com"> provides a direct link to the station's e-mail box. If your browser supports outgoing mail, clicking on this link will spawn an outgoing mail form with the station's address already filled in. &#169; is another HTML code — in this case, for the copyright logo.

```
A Division of<IMG ALIGN=TOP
ALT="INFINITY" SRC="images/infini2.gif">
Broadcasting Corporation
<CENTER>
<BR>
<I>Webmaster <a href="http://members.aol.com/
bugaloo">Bugaloo Design</A></I>
</BODY></HTML>
```

The Infinity logo is placed within the line of text <IMG.../infini2.gif>, and this time, the ALIGN=TOP is necessary to keep the line of text level. A link is made to the page creator's own web site. </BODY> ends the body default settings, and </HTML> tells the browser that the document is finished.

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digital production workstation (if you've got one). Listeners must then download the entire file before they can listen to it.

The other option is to use a real-time audio stream server (see "Real-Time Audio" Page 22). The fidelity of the sound may not be as good, but your listeners won't have to wait to hear it. Ideally, you can provide both options and let the users choose.

(Note: It would be wise to consult with your broadcast attorney before posting music on the web, since it is presently unclear whether ASCAP or BMI broadcast licenses apply to use of recorded music on the Internet.)

And while we're on the playlist page, make

the playlist itself more interesting by linking artists to whatever sites they may have on the web. To find artists' web sites, a good place to look is the Ultimate Band List ([american.recordings.com/WWWoM/ubl/ubl.shtml](http://american.recordings.com/WWWoM/ubl/ubl.shtml)).

### Interactive Contests

When your listeners enter a contest, the only feedback the majority ever get is a busy signal. But on the Internet, there's always somebody home.

Prizes, of course, are an obvious enticement for many listeners. But even if prizes aren't involved, well-planned interactive games can hook casual surfers into becoming regular web site visitors.

Interactive trivia quizzes seem to be the most popular type of interactive contest on the web. Using a language called Common Gateway Interface (CGI), players can submit their answers directly from the web page and be "graded" immediately. If you're a web novice, you may need some outside help designing the contest. But once you've designed a standard script, all you need to do is change the questions and answers each week.

### Live Studio Cameras

Want web content that has the ability to change constantly? Try installing a camera in your studio.

There are now cameras designed specifically for use with computers that cost just a few hundred dollars. Along with accompanying software, these cameras will capture an image, digitize it, and then automatically load it into a specified file.

Imagine the possibilities. If the morning show is discussing a visual, all they've got to do is hold it in front of the camera to let their listeners view it along with them. And if you've got a celebrity guest in the studio, you can show the world. You can bring your audience just a little closer to the station by letting them see the faces behind the voices in a real-life setting.

### Artist Of The Week

Music stations have an almost endless supply of content: the artists they play.

Spotlight a different artist each week. There's no shortage of ideas for a feature like this. Post pictures, sound samples, bio information, album and concert reviews, discographies, and tour itineraries. If you've got artists visiting the station, have them write notes to your listeners, and post those on the site. If you've got an interview, post a transcript or actual sound bites. Create a trivia quiz, and give away artist CDs or concert tickets as prizes.

You can generate plenty of traffic to your web site just by cross-promoting this feature when you play one of the artist's records. And each week, you're giving them another reason to come back and spend some quality time.

### Current Events Calendar

Use your web site similar to a bulletin board, where items of interest to the community — and station-related events — can be posted temporarily.

You can have a "Cool Things To Do" section, with concerts, carnivals, and other special events. Give all the details of items that are mentioned only briefly in your on-air PSAs. Keep a calendar of upcoming station promotions and personality appearances.

Of utmost importance is to keep the area constantly updated. Eliminate items as they become less relevant. If they aren't time-sensitive,

rotate them on a regular basis just so the site doesn't become stale. Don't post too far ahead, either. Give your audience a reason to come back at least once a week.

### Job Postings

Build station loyalty — and web site traffic — by giving listeners something they can really use: jobs.

Get the word out in the local business community that you're offering free employment ads on your web site, then start posting! Again, keep

them current — include the date the opening was posted, and ask participating businesses to notify you when a job's been filled. Organize the listings, and tailor them to fit the profile of your target audience.

### Become Their Web Surfboard

There are thousands and thousands of World Wide Web sites out there, all with different — and often hard-to-remember — URLs (web addresses). Why not try to give your audience a single URL to remember ... yours!

In the heavily researched environment of today's radio, it's your job to know your listeners: their demographics and psychographics. You know how old they are, where they live and work, how many kids they have, what cars they drive, which groceries they buy, and what they enjoy doing in their spare time.

Armed with this knowledge, search for web sites that fit your listeners' lifestyles and interests. Create a logically organized page (or set of pages) with hypertext links to all of these sites. Seek your visitors' input about sites that should be up there, and always point out new links as they're added.

Need other ideas? They're as plentiful as the number of stations on the web. To get a look at what your radio counterparts are doing, take a ride on R&R's surfboard: the Passport section of R&R's World Wide Web site at <http://www.rronline.com>.



KNX/Los Angeles

## Need A Little Help?

If you need a little more help getting your World Wide Web site started, there are plenty of resources available on the Internet.

If you want to write your own code, help is available from these reference sites (all addresses begin with <http://>):

- NCSA's Beginner's Guide To HTML — [www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html](http://www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html)
- Yet Another "How To Create Your Own Home Page" Home Page — [www.intergalact.com/hp/hp.html](http://www.intergalact.com/hp/hp.html)
- Crash Course On Writing web Documents — [www.pcweek.com/eamonn/crash\\_course.html](http://www.pcweek.com/eamonn/crash_course.html)

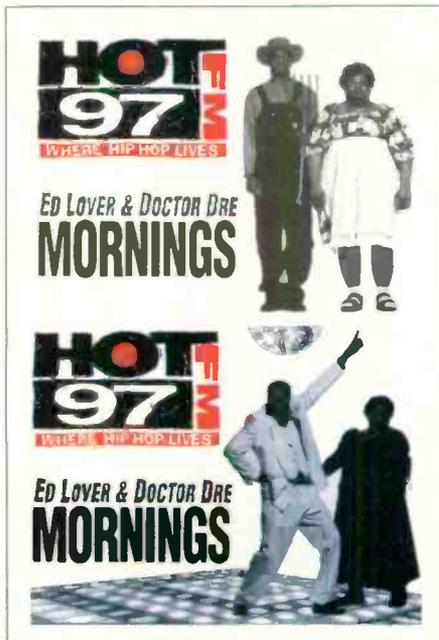
Or if you'd rather have a program write the code for you, you can download web authoring shareware on the Internet. (Shareware can be downloaded at no cost, though developers ask that you pay a registration fee if you intend to keep using the program. There may also be restrictions on using shareware products for commercial purposes.) Here are sites at which you can download some of the more popular programs:

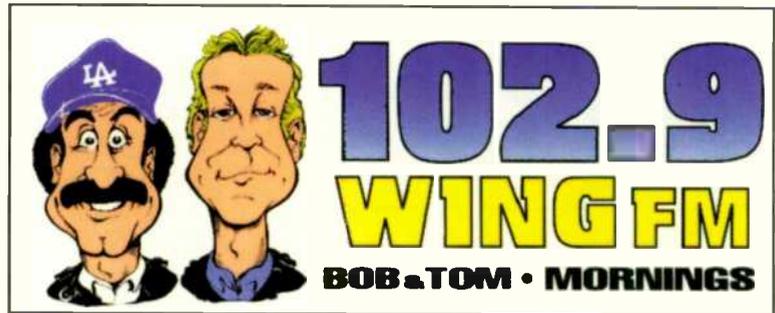
- The Instant Home Page — [banjo.Cise.nsf.gov/ihp/ihp.html](http://banjo.Cise.nsf.gov/ihp/ihp.html)
- Web Wizard — [www.halcyon.com/webwizard](http://www.halcyon.com/webwizard)
- HotDog — [www.sausage.com](http://www.sausage.com)
- <Live Markup> — [www.mediatec.com/mediatech](http://www.mediatec.com/mediatech)
- HTML Writer — [lal.cs.byu.edu/people/nosack/](http://lal.cs.byu.edu/people/nosack/)
- WebEdit — [wwwnt.thegroup.net/webedit/webedit.htm](http://wwwnt.thegroup.net/webedit/webedit.htm)
- HotMetal — [www.sq.com/products/hotmetal/hmp-org.htm](http://www.sq.com/products/hotmetal/hmp-org.htm)
- HTML Easy! Pro — [www.seed.net.tx/~milkylin/htmleasy.htm](http://www.seed.net.tx/~milkylin/htmleasy.htm)

To access regularly updated lists of other tutorials and HTML editors, check out Yahoo at [www.yahoo.com/Computers\\_And\\_Internet/Internet/World\\_Wide\\_Web/](http://www.yahoo.com/Computers_And_Internet/Internet/World_Wide_Web/).

**The Outrageous!**

Yes, outdoor ads need to get the message across — but not at the expense of boldness. (Clockwise, from right) KXRK/Salt Lake City displays its attitude; KIOZ/San Diego promotes its frequency change and morning show; WMUS/Muskegon, MI jumps on board with a Mark Heckman board; WRCX/Chicago shows just how big Mancow's mouth really is; WQHT/New York morning team Ed Lover & Dr. Dre dress up for the occasion; and former WBBM-FM/Chicago morning guys PJ and Wild Bill flash the cash.





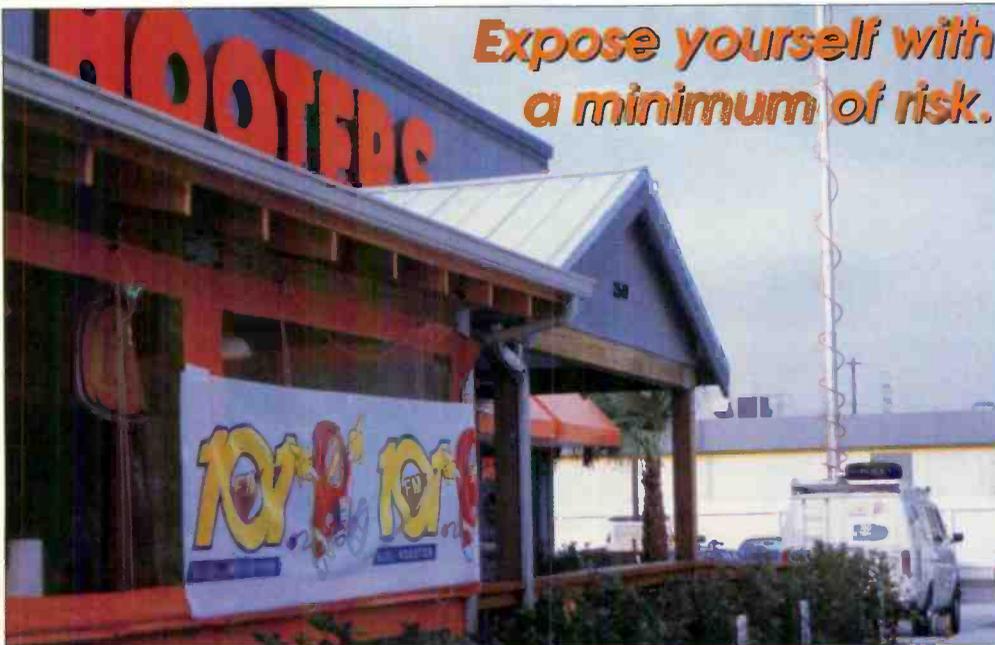
**Colorful Creations**

Outdoor ads, particularly bumper stickers, need bright colors to make them stand out against the competition. Next time you're outdoors, notice the amount of yellow being used. That's because yellow "cuts through" better than most colors. Red is another popular choice. In fact, it's no accident that major retailers such as McDonalds, Burger King, Wendy's, and Shell — each of whom depend on roadside impulse decisions — use both yellow and red in their signage.



**Mobile Media**

WAPE/Jacksonville dispensed with a conventional mobile fleet, opting instead for wild colors, creative imagery (top left), and an atypical vehicle (bottom right). Vinyl wraps are the rage in transit advertising these days: WNUA/Chicago (bottom left) uses a "back-attack," while KSAN/San Francisco (top right) plays up with its image with a full-vehicle wrap.



*Expose yourself with a minimum of risk.*

Today's level of fierce competition demands that you prominently display your name every chance you get (location broadcasts, concerts, station sponsored autograph sessions, etc.). With theft, vandalism and loss, it becomes a costly proposition to continuously replace expensive signs and banners costing hundreds of dollars.

Roll-A-Sign™ offers a better way. You get up to four vibrant colors printed on durable, high quality 4 or 6 mil plastic film to display your logo and message brilliantly for an economical price. Now you can afford to display a bright new sign at every public event. They even make great cost-effective promotional give-aways. Just roll off what you need and cut.

- ✂ **Durable, attractive banners for a throw-away price.**
- ✂ **UV stabilized plastic won't fade indoors or outdoors.**
- ✂ **Simply FAX your logo and color separation information for a free price quote.**

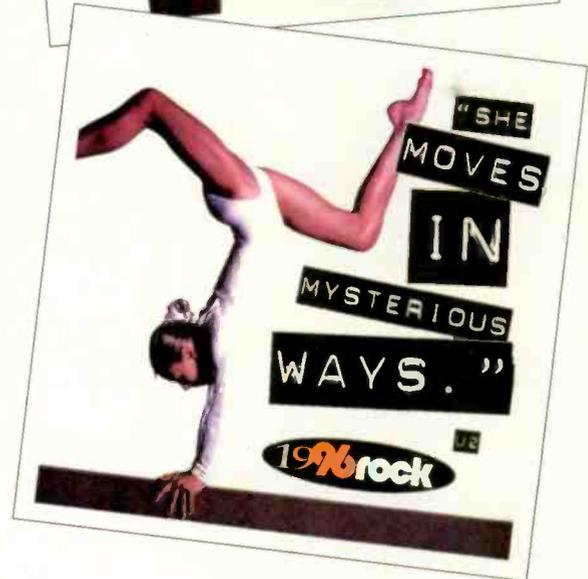
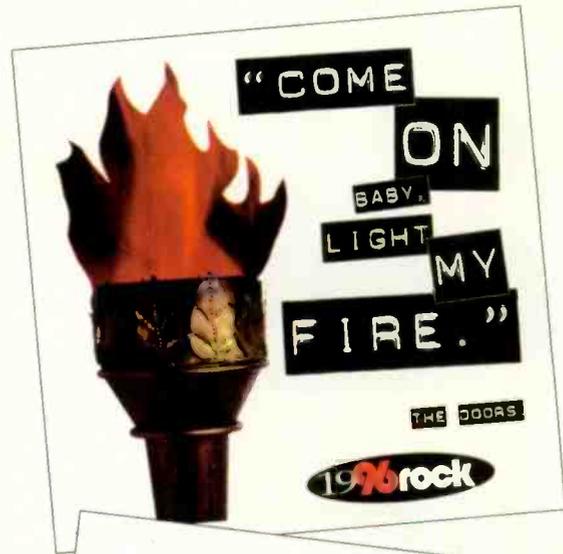
**Call today and get exposed.**

**800/231-2417**



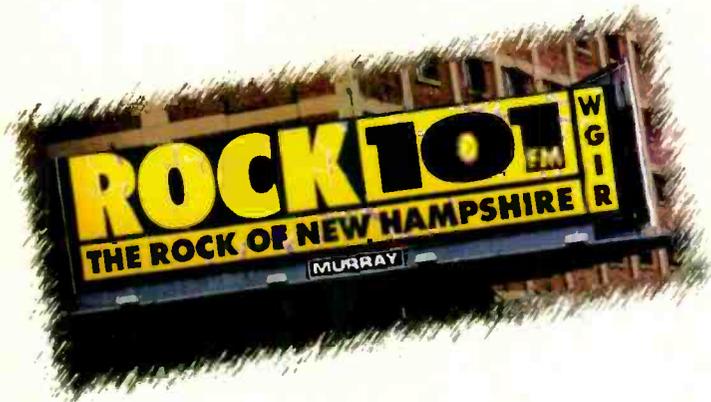
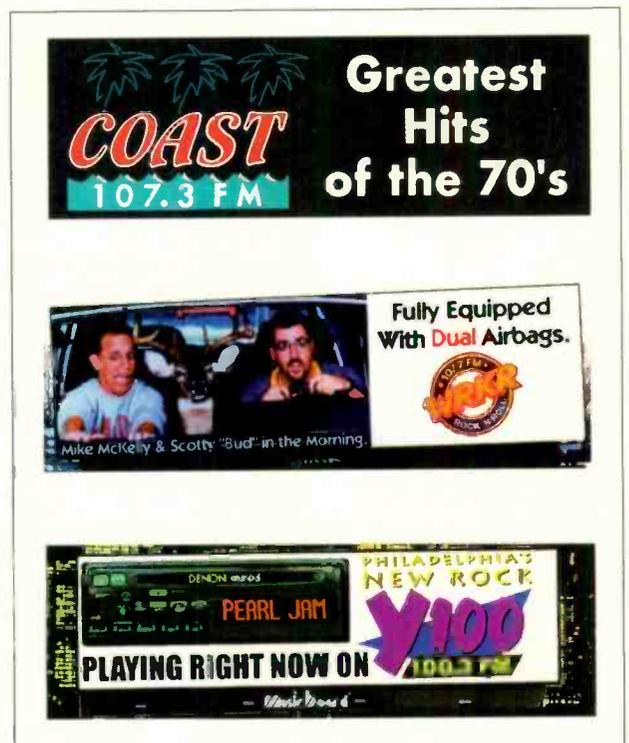
Banners are available in 18", 24" and 36" heights on 1000 ft rolls. The number of banners on each roll is determined by banner length.

**RI** Reef Industries, Inc.  
 P.O. Box 750245  
 Houston, TX 77275-0245  
 713/507-4200  
 713/507-4295 FAX



### Alternative Connection

Making a connection with listeners sometimes means your advertising can't look like advertising. So what does that mean? Just check out some of the examples above. This imaging mode is by no mean restricted to Alternative stations. For example, Classic Rock WKLS/Atlanta (upper right) makes an Olympic connection using a Dymo label type font. And Adult Alternative KGSR/Austin reinforces its image through an interesting combination of artist names.



**Image Enhancement**

The boards on this page — all of them in “spectacular” size — fulfill a basic requirement of billboard theory: Keep the message simple because readers have about seven seconds to absorb it. (Of course, this can vary depending on traffic flow in front of a particular board). Interesting sidenote: The WPLY (Y100)/Philadelphia board (above, right) incorporate a real-time artist display by way of RDS technology.



**ADVERTISING**

Acton/Narrowcast Marketing.....	(402) 466-8400
Ad America.....	(800) 536-6926
The Advantage Group Inc.....	(802) 889-3511
Bailiwick Company Inc.....	(609) 397-4880
Broadcast Direct Marketing.....	(305) 858-9524
Broadcast Marketing Group.....	(816) 753-3277
Calico.....	(818) 727-2120
California Dreamin'	
Balloon Adventures.....	(619) 438-9550
Costa Communications.....	(213) 650-3588
CouponRadio Inc.....	(212) 595-1313
Creative Marketing & Communications Corp.....	(800) 845-8477
Creative Media Management Inc.....	(813) 536-9450
Crest Communications.....	(708) 916-2060
CRN International.....	(203) 288-2002
Cross The Road Productions.....	(818) 954-0214
Custom Productions.....	(310) 393-4144
Custom Publishing & Marketing Group Inc.....	(407) 743-0548
Dam Good TV!.....	(800) 691-6940
Designer Decal.....	(800) 622-6333
Dynamic Displays.....	(519) 254-9563
Eagle Marketing.....	(800) 548-5858
Effective Media Services.....	(914) 735-3200
Face The Fax.....	(360) 377-2538
Fairwest Direct.....	(619) 693-0576
Film House Inc.....	(615) 255-4000
FirstCom Music.....	(800) 858-8880
Keri Fretty Enterprises.....	(213) 469-3905
Fun Industries.....	(800) 747-1144
Group X Inc.....	(614) 755-9565
Hackett Media Inc.....	(407) 333-9447
Heckman Design Studio.....	(616) 364-1015
Horizon Communication & Design... (310)	394-5439
Hot Spots America Network.....	(416) 820-6400
Impact Target Marketing.....	(508) 535-4500
Intelligence.....	(505) 243-4904
IQ television group.....	(404) 237-1502
Jackpot Promotions Inc.....	(702) 248-6373
Kaja One Creative Services.....	(310) 836-5858
K.K. Kreative Koncepts.....	(614) 363-7344
The Landau Music Group.....	(310) 455-4141
Lightrix.....	(800) 850-4656
M Street Corp.....	(800) 248-4242
MarketForce Inc.....	(314) 965-4999
McClain Enterprises.....	(615) 254-2060
Mebane Companies.....	(800) 823-7933
Media Advantage Corp.....	(201) 325-0050
MediaAmerica Inc.....	(212) 302-1100
MediaMAVENS.....	(619) 450-0441
Mercury Two Productions.....	(614) 523-1400
Robert Michelson Inc.....	(212) 243-2702
Jay Mitchell Associates Inc.....	(515) 472-4087
Mixed Media Entertainment.....	(310) 440-3191
The Mizak Agency.....	(513) 232-2211
Mugs Unlimited/	
Ashtray Sales Unlimited.....	(310) 559-1643
Networks.....	(312) 654-7474
Niche Marketing Inc.....	(205) 970-9095
Nittany Printing & Graphics Inc.....	(814) 231-4700
Nova Marketing Group Inc.....	(619) 291-9322
Pie In The Sky.....	(415) 366-7700
The Pinpoint Companies.....	(314) 878-0673

PosterWorks.....	(404) 399-5355
Prize Vault Industries.....	(701) 845-0133
The Promoter Newsletter.....	(800) 772-7732
Promotional Ventures.....	(800) 772-7732
The RADIOGUIDE People Inc.....	(810) 355-0022
RadioWriters.....	(614) 755-9565
Ratings & Revenue Inc.....	(407) 627-7052
Reel Good Productions.....	(800) 800-7335
Rosler Creative.....	(707) 937-1414
RPMC Inc.....	(818) 222-7762
Scrambl-Gram Inc.....	(216) 923-2397
Sam Shad Productions.....	(702) 857-2244
Skin Trade Temporary Tattoos.....	(800) 347-2836
SkyRider Airships Inc.....	(303) 449-2190
Small Wonder Inflatables Inc.....	(800) 728-4466
Sonic Underground.....	(800) 347-6642
Southeast Plastics.....	(904) 252-2442
Special Events Marketing Inc.....	(505) 298-0137
Specialized Promotions.....	(800) 666-7736
Spots & Stars Multimedia.....	(503) 244-2389
SRDS.....	(708) 441-2103
Strategic Promotions Inc.....	(214) 871-1016
SuperSpots.....	(312) 751-8999
Tele-Talent International.....	(213) 466-8517
TeleConversions.....	(214) 716-7813
Three 'R' Premiums.....	(516) 338-6900
Titus Technological Laboratories.....	(203) 633-5472
Tune-In Publications.....	(713) 781-0781
Vendely Communications.....	(818) 783-7886
VIP/Ventures In Promotions.....	(800) 367-4110
WebRadio Strategists (WRS).....	(619) 491-4876
Whiteco Metrocom.....	(212) 605-0437
Williams Broadcast Communications Inc.....	(813) 572-7589
Xpedite Systems Inc.....	(310) 414-7444

**BANNERS**

Aaro Marketing Inc.....	(513) 321-1117
Adobe Graphics & Design.....	(800) 726-9683
amfm Company Inc.....	(615) 646-2950
Lee Arnold Promotions.....	(414) 351-9088
Banners On A Roll.....	(800) 786-7411
Bay Supply Co./Spartan Flag Co.....	(616) 929-7712
Broadcast Direct Marketing.....	(305) 858-9524
California Dreamin'	
Balloon Adventures.....	(619) 438-9550
Custom Publishing Marketing Group Inc.....	(407) 743-0548
Designer Decal.....	(800) 622-6333
Digitalmarc-Commercial Digital Audio.....	(415) 929-1060
First Flash Line.....	(219) 432-7225
Heckman Design Studio.....	(616) 364-1015
Horizon Communication & Design... (310)	394-5439
KD Kanopy Inc.....	(800) 432-4435
Nittany Printing & Graphics Inc.....	(814) 231-4700
The Promoter Newsletter.....	(800) 772-7732
Promotional Ventures.....	(800) 772-7732
R.C. Rawson Co.....	(800) 442-4415
Results Marketing.....	(800) 786-8011
Roll A Sign.....	(800) 231-2417
Secret Identitee Merchandising.....	(213) 857-5520
Sonic Underground.....	(800) 347-6642
Specialized Promotions.....	(800) 666-7736
Star Screen.....	(800) 742-1569
Three 'R' Premiums.....	(516) 338-6900

VIP/Ventures In Promotions.....	(800) 367-4110
Yancey Marketing Corp.....	(317) 843-5215

**BUMPER STICKERS**

Aaro Marketing Inc.....	(513) 321-1117
Ad America.....	(800) 536-6926
Adobe Graphics & Design.....	(800) 726-9683
Lee Arnold Promotions.....	(414) 351-9088
Bailiwick Company Inc.....	(609) 397-4880
Banners On A Roll.....	(800) 786-7411
Communication Graphics Inc.....	(800) 331-4438
Designer Decal.....	(800) 622-6333
Galaxy Broadcast Inc.....	(513) 791-3346
Heckman Design Studio.....	(616) 364-1015
Horizon Communication & Design... (310)	394-5439
HOT Off The Press Promotions.....	(904) 257-2500
Kaja One Creative Services.....	(310) 836-5858
Nalpac Ltd.....	(800) 837-5946
Nittany Printing & Graphics Inc.....	(814) 231-4700
PosterWorks.....	(404) 399-5355
Promotional Ventures.....	(800) 772-7732
R.C. Rawson Co.....	(800) 442-4415
Results Marketing.....	(800) 786-8011
Secret Identitee Merchandising.....	(213) 857-5520
Specialized Promotions.....	(800) 666-7736
Star Screen.....	(800) 742-1569
Three 'R' Premiums.....	(516) 338-6900
U.S. Tape & Label.....	(800) 569-1906
VIP/Ventures In Promotions.....	(800) 367-4110
Denny Somach Productions Inc.....	(610) 446-7100

**COSTUMES**

Bigger Than Life Inc.....	(800) 383-9980
Dynamic Displays.....	(519) 254-9563
Facemakers Inc.....	(815) 273-3944
Hazel's Fantasy Factory.....	(405) 942-9960
Networks.....	(312) 654-7474
Promotion Management Network... (818)	597-0696
Scollon Productions Inc.....	(803) 345-3922
Small Wonder Inflatables Inc.....	(800) 728-4466

**CREATIVE**

Aaro Marketing Inc.....	(513) 321-1117
Acton/Narrowcast Marketing.....	(402) 466-8400
Adobe Graphics & Design.....	(800) 726-9683
Anonymous Productions.....	(312) 654-8833
Bailiwick Company Inc.....	(609) 397-4880
Broadcast Direct Marketing.....	(305) 858-9524
Broadcast Solutions.....	(503) 248-1960
The Broadcast Team.....	(800) 353-1420
Larry Bruce Communications.....	(805) 434-5611
Calico.....	(818) 727-2120
California Dreamin' & Balloon Adventures.....	(619) 438-9550
Communication Data Services.....	(916) 962-2970
Communication Graphics Inc.....	(800) 331-4438
Costa Communications.....	(213) 650-3588
Crest Communications.....	(708) 916-2060
Critical Mass Media.....	(513) 631-4266
Cross The Road Productions.....	(818) 954-0214
Custom Publishing & Marketing Group Inc.....	(407) 743-0548
Dam Good TV!.....	(800) 691-6940

Designer Decal .....	(800) 622-6333
Digitalmarc-Commercial .....	
Digital Audio .....	(415) 929-1060
Eagle Marketing .....	(800) 548-5858
Michael Eisele & Associates .....	(513) 821-9777
Face The Fax .....	(360) 377-2538
Fairwest Direct .....	(619) 693-0576
Film House Inc. ....	(615) 255-4000
First Media Group .....	(800) 321-2560
FirstCom Music .....	(800) 858-8880
Keri Fretty Enterprises .....	(213) 469-3905
Galaxy, Inc. ....	(301) 571-0490
Galaxy Broadcast Inc. ....	(513) 791-3346
Group X Inc. ....	(614) 755-9565
Heckman Design Studio .....	(616) 364-1015
Horizon Communication & Design ...	(310) 394-5439
Huntsman Entertainment, Inc. ....	(615) 255-1100
Impact Target Marketing .....	(508) 535-4500
Intelligence .....	(505) 243-4904
Interactive Marketing Inc. ....	(310) 798-0433
IQ television group .....	(404) 237-1502
Jameson Broadcast Inc. ....	(202) 328-3283
K.K. Kreative Koncepts .....	(614) 363-7344
L'Express Group Inc. ....	(404) 261-9095
Joanie Lawrence Entertainment .....	(615) 292-1412
Link Marketing .....	(513) 684-1500
Marblehead Communications Inc. ....	(617) 424-7700
Media Marketing Resources Inc. ....	(818) 382-3740
MediaMAVENS .....	(619) 450-0441
Mercury Two Productions .....	(614) 523-1400
Robert Michelson Inc. ....	(212) 243-2702
Jay Mitchell Associates Inc. ....	(515) 472-4087
The Mizak Agency .....	(513) 232-2211
Nationwide Entertainment Services ..	(702) 451-8090
Neal Communications, Inc. ....	(800) 833-6325
Nelson Wireless Trading Company ..	(800) 433-0030
Networks .....	(312) 654-7474
Niche Marketing Inc. ....	(205) 970-9095
900 Call Association .....	(405) 947-5627
The Pinpoint Companies .....	(314) 878-0673
Promotional Tattoos Inc. ....	(619) 435-2423
The Radio Agency .....	(610) 325-3100
The Radio Consultants .....	(612) 921-3396
Radio Marketing Department .....	(201) 993-8717
Radio One 2 One .....	(317) 257-7384
RadioWriters .....	(614) 755-9565
Reel Good Productions .....	(800) 800-7335
Rosler Creative .....	(707) 937-1414
RPMC Inc. ....	(818) 222-7762
RRN Inc. ....	(212) 995-9800
Rick Scott & Associates .....	(206) 867-9397
Scrambl-Gram Inc. ....	(216) 923-2397
Secret Identitee Merchandising .....	(213) 857-5520
Specialized Promotions .....	(800) 666-7736
Sports Star Suppliers .....	(702) 451-8090
Spots & Stars Multimedia .....	(503) 244-2389
Strategic Promotions Inc. ....	(214) 871-1016
Jon Sullivan's Radio .....	
Promotion Bulletin .....	(713) 855-2964
TeleConversions .....	(214) 716-7813
TelePrograms Marketing Inc. ....	(310) 854-4475
TeleWorks .....	(513) 821-3666
3-Strikes Custom Design .....	(203) 359-4559
Titus Technological Laboratories .....	(203) 633-5472
Tune-In Publications .....	(713) 781-0781
Vendely Communications .....	(818) 783-7886
WebRadio Strategists (WRS) .....	(619) 491-4876

## DATABASE MANAGEMENT

Aaro Marketing Inc. ....	(513) 321-1117
Americalist .....	(800) 544-5649
American Telesource Inc. ....	(800) 466-0444
amfm Company Inc. ....	(615) 646-2950
Baldwin Marketing Services .....	(319) 363-7997
Broadcast Direct Marketing .....	(305) 858-9524
Broadcast Graphics .....	(502) 584-5810
The Broadcast Team .....	(800) 353-1420
Center for Radio Information .....	(800) 359-9898
Creative Media Management Inc. ....	(813) 536-9450
Critical Mass Media .....	(513) 631-4266
Custom Publishing & Marketing Group Inc. ....	(407) 743-0548
DataSys/Name Track Software .....	(817) 498-4902
Direct Marketing Results .....	(508) 653-7200
Eagle Marketing .....	(800) 548-5858
Michael Eisele & Associates .....	(513) 821-9777
Fairwest Direct .....	(619) 693-0576
First Media Group .....	(800) 321-2560
Group X Inc. ....	(614) 755-9565
Hackett Media Inc. ....	(407) 333-9447
Impact Target Marketing .....	(508) 535-4500
In-House/RDS Marketing .....	(908) 709-1300
Infomation Research Technologies ...	(800) 883-2847
Link Marketing .....	(513) 684-1500
M Street Corp. ....	(800) 248-4242
Marketing/Research Partners Inc. ....	(800) 767-3533
The Media Gallery/RadioPhone .....	(310) 533-0855
Media Marketing Technologies .....	(310) 454-0670
Jay Mitchell Associates Inc. ....	(515) 472-4087
Neal Communications, Inc. ....	(800) 833-6325
Niche Marketing Inc. ....	(205) 970-9095
The Pinpoint Companies .....	(314) 878-0673
PromoSuite For Windows .....	(212) 321-1629
Promotional Broadcast Network (PBN) .....	(619) 233-9531
Pyramid Interactive .....	(414) 328-5454
Radio One 2 One .....	(317) 257-7384
The Radio Response Company .....	(301) 921-0224
Rantel Research .....	(301) 490-8700
Ratings & Revenue Inc. ....	(407) 627-7052
Retail Data Systems Inc. ....	(212) 979-7220
Rocky Mt. Technical Services .....	(303) 760-7112
Sprint Integrated Marketing Services	(800) 829-2955
TeleWorks .....	(513) 821-3666
TransAmerica Marketing Services ....	(703) 903-9500

## DIRECT MAIL

Aaro Marketing Inc. ....	(513) 321-1117
Acton/Narrowcast Marketing .....	(402) 466-8400
Adobe Graphics & Design .....	(800) 726-9683
Altair Communications Inc./ACI .....	(407) 298-4000
Americalist .....	(800) 544-5649
Automated Telephoe Information System .....	(800) 883-2847
Bailiwick Company Inc. ....	(609) 397-4880
Baldwin Marketing Services .....	(319) 363-7997
Boom Media .....	(804) 276-5811
Broadcast Direct Marketing .....	(305) 858-9524
The Broadcast Team .....	(800) 353-1420
Broadcasting Unlimited .....	(508) 653-7200
Larry Bruce Communications .....	(805) 434-5611
Card Systems Inc. ....	(313) 254-6900

Celebrity Suppliers .....	(702) 451-8090
CouponRadio Inc. ....	(212) 595-1313
CPC Associates .....	(215) 667-1780
Creative Media Management Inc. ....	(813) 536-9450
Crest Communications .....	(708) 916-2060
Critical Mass Media .....	(513) 631-4266
Cross The Road Productions .....	(818) 954-0214
Custom Publishing & Marketing Group Inc. ....	(407) 743-0548
DataSys/Name Track Software .....	(817) 498-4902
Direct Mail Express .....	(904) 257-2500
Direct Marketing Results .....	(508) 653-7200
Eagle Marketing .....	(800) 548-5858
Michael Eisele & Associates .....	(513) 821-9777
Fairwest Direct .....	(619) 693-0576
Film House Inc. ....	(615) 255-4000
First Media Group .....	(800) 321-2560
Galaxy Broadcast Inc. ....	(513) 791-3346
Group X Inc. ....	(614) 755-9565
Hackett Media Inc. ....	(407) 333-9447
The Holland Company .....	(502) 584-8808
Horizon Communication & Design ...	(310) 394-5439
HOT Off The Press Promotions .....	(904) 257-2500
Hot Spots America Network .....	(416) 820-6400
Impact Ratings .....	(610) 353-8311
Impact Target Marketing .....	(508) 535-4500
In-House/RDS Marketing .....	(908) 709-1300
Infomation Research Technologies ...	(800) 883-2847
Intelligence .....	(505) 243-4904
Link Marketing .....	(513) 684-1500
M Street Corp. ....	(800) 248-4242
MarketForce Inc. ....	(314) 965-4999
Marketing/Research Partners Inc. ....	(800) 767-3533
Maxwell Media Group Inc. ....	(412) 441-2020
Media Marketing Resources Inc. ....	(818) 382-3740
Media Promotions Group .....	(619) 552-0070
MediaFAX .....	(916) 856-1590
MediaMAVENS .....	(619) 450-0441
Mega Direct .....	(813) 447-6245
Nationwide Entertainment Services ..	(702) 451-8090
Neal Communications, Inc. ....	(800) 833-6325
Nelson Wireless Trading Company ..	(800) 433-0030
NIMA International .....	(800) 987-6462
Nova Marketing Group Inc. ....	(619) 291-9322
Perrygraf .....	(800) 423-5329
The Pinpoint Companies .....	(314) 878-0673
PosterWorks .....	(404) 399-5355
Press Promotions/ Direct Mail For Radio .....	(501) 821-2000
PromoSuite For Windows .....	(212) 321-1629
Promotional Broadcast Network (PBN) .....	(619) 233-9531
Pyramid Interactive .....	(414) 328-5454
Radio Mall .....	(612) 522-6256
Radio Marketing Department .....	(201) 993-8717
Radio One 2 One .....	(317) 257-7384
The RADIOGUIDE People Inc. ....	(810) 355-0022
Ratings & Revenue Inc. ....	(407) 627-7052
R.C. Rawson Co. ....	(800) 442-4415
Retail Data Systems Inc. ....	(212) 979-7220
Rick Scott & Associates .....	(206) 867-9397
Denny Somach Productions Inc. ....	(610) 446-7100
Special Events Marketing Inc. ....	(505) 298-0137
Sports Star Suppliers .....	(702) 451-8090
Sprint Integrated Marketing Services	(800) 829-2955
Strategic Promotions Inc. ....	(214) 871-1016
TeleConversions .....	(214) 716-7813

TelePrograms Marketing Inc. .... (310) 854-4475  
 TeleWorks ..... (513) 821-3666  
 TransAmerica Marketing Services .... (703) 903-9500  
 Tune-In Publications ..... (713) 781-0781  
 Unisound Marketing ..... (818) 782-1902  
 Vendely Communications ..... (818) 783-7886  
 WebRadio Strategists (WRS) ..... (619) 491-4876  
 Rich White & Associates ..... (914) 948-6060  
 Williams Broadcast  
 Communications Inc. .... (813) 572-7589  
 Xpedite Systems Inc. .... (310) 414-7444  
 Yancey Marketing Corp. .... (317) 843-5215

**DISPLAYS & VEHICLES**

Aerial Billboards ..... (310) 821-1365  
 Bigger Than Life Inc. .... (800) 383-9980  
 Bird Corp. .... (402) 289-3779  
 Broadcast Products Inc. .... (800) 433-8460  
 CD Promotions ..... (800) 546-2137  
 Crest Communications ..... (708) 916-2060  
 Designer Decal ..... (800) 622-6333  
 Dynamic Displays ..... (519) 254-9563  
 Easy Up Canopy Products ..... (800) 432-7987  
 Horizon Communication & Design ... (310) 394-5439  
 Inflatable Images ..... (216) 273-3200  
 KD Kanopy Inc. .... (800) 432-4435  
 Measured Marketing Inc. .... (404) 455-1757  
 Nittany Printing & Graphics Inc. .... (814) 231-4700  
 Prize Vault Industries ..... (701) 845-0133  
 RPMC Inc. .... (818) 222-7762  
 SkyRider Airships Inc. .... (303) 449-2190

**EVENTS**

Alexander/Miller & Co. Inc. .... (303) 770-5557  
 American Music Institute ..... (800) 207-7777  
 Anonymous Productions ..... (312) 654-8833  
 Bailiwick Company Inc. .... (609) 397-4880  
 Broadcast Media Center ..... (213) 466-2900  
 Larry Bruce Communications ..... (805) 434-5611  
 California Dreamin'  
 Balloon Adventures ..... (619) 438-9550  
 Card Systems Inc. .... (313) 254-6900  
 Celebrity Suppliers ..... (702) 451-8090  
 Contemporary Group ..... (314) 962-4000  
 Costa Communications ..... (213) 650-3588  
 CRN International ..... (203) 288-2002  
 Dynamic Displays ..... (519) 254-9563  
 Event Marketing Inc. .... (513) 745-9096  
 Event Marketing Group ..... (305) 755-6764  
 Explosive Promotions Inc. .... (305) 680-8485  
 Keri Fretty Enterprises ..... (213) 469-3905  
 Fun Industries ..... (800) 747-1144  
 GMR Marketing ..... (414) 786-5600  
 Great Scott P.R. oductions ..... (310) 274-0248  
 Horizon Communication & Design ... (310) 394-5439  
 HOT Off The Press Promotions ..... (904) 257-2500  
 Huntsman Entertainment, Inc. .... (615) 255-1100  
 Impact Target Marketing ..... (508) 535-4500  
 Incentive Travel Company ..... (803) 760-1311  
 Inflatable Images ..... (216) 273-3200  
 ITC (Incentive Travel Co.) ..... (803) 760-1311  
 Jackpot Promotions Inc. .... (702) 248-6373  
 KTB Radio Media ..... (505) 834-7071  
 L'Express Group Inc. .... (404) 261-9095  
 Lightrix ..... (800) 850-4656

Jayne Lipman Marketing &  
 Promotion ..... (212) 662-1790  
 MarketForce Inc. .... (314) 965-4999  
 Measured Marketing Inc. .... (404) 455-1757  
 MediaAmerica Inc. .... (212) 302-1100  
 Mixed Media Entertainment..... (310) 440-3191  
 Music Awareness Promotions ..... (800) 634-5043  
 Nationwide Entertainment Services .. (702) 451-8090  
 Nelson Wireless Trading Company .. (800) 433-0030  
 900 Call Association ..... (405) 947-5627  
 Pageantry Productions ..... (904) 641-5304  
 The Pinpoint Companies ..... (314) 878-0673  
 PosterWorks ..... (404) 399-5355  
 Prize Vault Industries ..... (701) 845-0133  
 Professional Event Management ..... (303) 825-8484  
 Professional Sports Marketing ..... (214) 424-9660  
 PromoSuite For Windows ..... (212) 321-1629  
 Promotion Management Network ... (818) 597-0696  
 Promotional Radio Network ..... (404) 668-0088  
 RPMC Inc. .... (818) 222-7762  
 Rick Scott & Associates ..... (206) 867-9397  
 Select Promotions & Events ..... (800) 347-6977  
 SkyRider Airships Inc. .... (303) 449-2190  
 Small Wonder Inflatables Inc. .... (800) 728-4466  
 Special Events Marketing Inc. .... (505) 298-0137  
 Sports Star Suppliers ..... (702) 451-8090  
 The Venus International  
 Model Search ..... (904) 641-5304  
 Vision Broadcasting Network ..... (212) 765-3827

**GRAPHIC DESIGN**

Aaro Marketing Inc. .... (513) 321-1117  
 Adobe Graphics & Design ..... (800) 726-9683  
 Bailiwick Company Inc. .... (609) 397-4880  
 Baldwin Marketing Services ..... (319) 363-7997  
 Boom Media ..... (804) 276-5811  
 Broadcast Direct Marketing ..... (305) 858-9524  
 Broadcast Graphics ..... (502) 584-5810  
 Calico ..... (818) 727-2120  
 Communication Data Services ..... (916) 962-2970  
 Communication Graphics Inc. .... (800) 331-4438  
 Cranberry Graphics ..... (410) 876-8131  
 Creative Media Management Inc. .... (813) 536-9450  
 Crest Communications ..... (708) 916-2060  
 Custom Publishing &  
 Marketing Group Inc. .... (407) 743-0548  
 Dam Good TV! ..... (800) 691-6940  
 Digitalmarc-Commercial  
 Digital Audio ..... (415) 929-1060  
 Direct Marketing Results ..... (508) 653-7200  
 Eagle Marketing ..... (800) 548-5858  
 Michael Eisele & Associates ..... (513) 821-9777  
 Fairwest Direct ..... (619) 693-0576  
 First Media Group ..... (800) 321-2560  
 Galaxy Broadcast Inc. .... (513) 791-3346  
 Heckman Design Studio ..... (616) 364-1015  
 Horizon Communication & Design ... (310) 394-5439  
 Impact Target Marketing ..... (508) 535-4500  
 Intelligence ..... (505) 243-4904  
 IQ television group ..... (404) 237-1502  
 Lightrix ..... (800) 850-4656  
 Link Marketing ..... (513) 684-1500  
 MarketForce Inc. .... (314) 965-4999  
 MediaMAVENS ..... (619) 450-0441  
 Robert Michelson Inc. .... (212) 243-2702  
 The Mizak Agency ..... (513) 232-2211

Neal Communications, Inc. .... (800) 833-6325  
 Niche Marketing Inc. .... (205) 970-9095  
 Nittany Printing & Graphics Inc. .... (814) 231-4700  
 The Radio Consultants ..... (612) 921-3396  
 Results Marketing ..... (800) 786-8011  
 Strategic Promotions Inc. .... (214) 871-1016  
 SuperSpots ..... (312) 751-8999  
 TeleWorks ..... (513) 821-3666  
 Tune-In Publications ..... (713) 781-0781

**INTERACTIVE TELEPHONE**

Altair Communications Inc./ACI ..... (407) 298-4000  
 American Telesource Inc. .... (800) 466-0444  
 amfm Company Inc. .... (615) 646-2950  
 Automated Telephone  
 Information System ..... (800) 883-2847  
 Broadcast Media Center ..... (213) 466-2900  
 Broadcast Solutions ..... (503) 248-1960  
 The Broadcast Team ..... (800) 353-1420  
 Broadcasting Unlimited ..... (508) 653-7200  
 Call Interactive ..... (402) 498-7000  
 Celebration ..... (713) 625-4100  
 Chip Morgan Broadcast Engineering . (800) 801-2623  
 Cooper Media ..... (513) 272-3500  
 Critical Mass Media ..... (513) 631-4266  
 CRN International ..... (203) 288-2002  
 The Dating Network ..... (800) 366-7355  
 Direct Marketing Results ..... (508) 653-7200  
 Eagle Marketing ..... (800) 548-5858  
 Fairwest Direct ..... (619) 693-0576  
 First Media Group ..... (800) 321-2560  
 Galaxy Broadcast Inc. .... (513) 791-3346  
 Hackett Media Inc. .... (407) 333-9447  
 Impact Target Marketing ..... (508) 535-4500  
 Infomation Research Technologies ... (800) 883-2847  
 Link Marketing ..... (513) 684-1500  
 The Media Gallery/RadioPhone ..... (310) 533-0855  
 Media Marketing Resources Inc. .... (818) 382-3740  
 Media Marketing Technologies ..... (310) 454-0670  
 Nelson Wireless Trading Company .. (800) 433-0030  
 Networks ..... (312) 654-7474  
 Niche Marketing Inc. .... (205) 970-9095  
 900 Call Association ..... (405) 947-5627  
 Promotional Broadcast  
 Network (PBN) ..... (619) 233-9531  
 Radio One 2 One ..... (317) 257-7384  
 The Radio Response Company ..... (301) 921-0224  
 Rantel Research ..... (301) 490-8700  
 Ryder Communications ..... (305) 753-6666  
 TeleConversions ..... (214) 716-7813  
 TeleWorks ..... (513) 821-3666  
 TransAmerica Marketing  
 Services Inc. .... (703) 903-9500  
 Unisound Marketing ..... (818) 782-1902

**MAILING LISTS**

Aaro Marketing Inc. .... (513) 321-1117  
 Acton/Narrowcast Marketing ..... (402) 466-8400  
 Altair Communications Inc./ACI ..... (407) 298-4000  
 Americalist ..... (800) 544-5649  
 Automated Telephone  
 Information System ..... (800) 883-2847  
 Baldwin Marketing Services ..... (319) 363-7997  
 Boom Media ..... (804) 276-5811  
 Broadcast Direct Marketing ..... (305) 858-9524

The Broadcast Team .....	(800) 353-1420
Broadcasting Unlimited .....	(508) 653-7200
Center for Radio Information .....	(800) 359-9898
Creative Media Management Inc. ....	(813) 536-9450
Critical Mass Media .....	(513) 631-4266
Custom Publishing & Marketing Group Inc. ....	(407) 743-0548
DataSys/Name Track Software .....	(817) 498-4902
Direct Mail Express .....	(904) 257-2500
Direct Marketing Results .....	(508) 653-7200
Eagle Marketing .....	(800) 548-5858
Michael Eisele & Associates .....	(513) 821-9777
Fairwest Direct .....	(619) 693-0576
First Media Group .....	(800) 321-2560
Group X Inc. ....	(614) 755-9565
The Holland Company .....	(502) 584-8808
Impact Target Marketing .....	(508) 535-4500
In-House/RDS Marketing .....	(908) 709-1300
Information Research Technologies ...	(800) 883-2847
Link Marketing .....	(513) 684-1500
Media Monitors Inc. ....	(317) 547-1362
Media Promotions Group .....	(619) 552-0070
The Pinpoint Companies .....	(314) 878-0673
PosterWorks .....	(404) 399-5355
Promotional Broadcast Network (PBN) .....	(619) 233-9531
Radio Mall .....	(612) 522-6256
Radio Marketing Department .....	(201) 993-8717
Radio One 2 One .....	(317) 257-7384
Ratings & Revenue Inc. ....	(407) 627-7052
Retail Data Systems Inc. ....	(212) 979-7220
Special Events Marketing Inc. ....	(505) 298-0137
TeleConversions .....	(214) 716-7813
TeleWorks .....	(513) 821-3666
TransAmerica Marketing Services Inc. ....	(703) 903-9500
Tune-In Publications .....	(713) 781-0781
Williams Broadcast Communications Inc. ....	(813) 572-7589

## MEDIA PLACEMENT

American Music Institute .....	(800) 207-7777
Bailiwick Company Inc. ....	(609) 397-4880
Baxter Media Buyers .....	(360) 254-4744
Broadcast Direct Marketing .....	(305) 858-9524
Broadcast Marketing Group .....	(816) 753-3277
Celebration Computer Systems .....	(713) 625-4000
Costa Communications .....	(213) 650-3588
Crest Communications .....	(708) 916-2060
Effective Media Services .....	(914) 735-3200
Great Scott P.R. oductions .....	(310) 274-0248
Group X Inc. ....	(614) 755-9565
Horizon Communication & Design ...	(310) 394-5439
Intelligence .....	(505) 243-4904
KM Records Inc. ....	(818) 841-3400
L'Express Group Inc. ....	(404) 261-9095
The Landau Music Group .....	(310) 455-4141
M Street Corp. ....	(800) 248-4242
MarketForce Inc. ....	(314) 965-4999
Measured Marketing Inc. ....	(404) 455-1757
Media Advantage Corp. ....	(201) 325-0050
MediaAmerica Inc. ....	(212) 302-1100
MediaMAVENS .....	(619) 450-0441
Jay Mitchell Associates Inc. ....	(515) 472-4087
The Mizak Agency .....	(513) 232-2211
Niche Marketing Inc. ....	(205) 970-9095

900 Call Association .....	(405) 947-5627
Radio Marketing Specialists .....	(713) 957-1003
Rantel Research .....	(301) 490-8700
Sam Shad Productions .....	(702) 857-2244
Shark-TV .....	(800) 798-5982
Special Events Marketing Inc. ....	(505) 298-0137
Spots & Stars Multimedia .....	(503) 244-2389
Strategic Promotions Inc. ....	(214) 871-1016
Williams Broadcast Communications Inc. ....	(813) 572-7589
Yancey Marketing Corp. ....	(317) 843-5215

## MUSIC PRODUCTS

Altair Communications Inc./ACI .....	(407) 298-4000
American Music Institute .....	(800) 207-7777
Toby Arnold & Associates Inc./ TA&A .....	(800) 527-5335
Broadcast Direct Marketing .....	(305) 858-9524
Celebration Computer Systems .....	(713) 625-4000
Coast To Coast Promotion & Marketing, Inc. ....	(212) 603-8732
Digitalmarc-Commercial Digital Audio .....	(415) 929-1060
FirstCom Music .....	(800) 858-8880
Good Swag Merchandising Inc. ....	(212) 807-5728
The Landau Music Group .....	(310) 455-4141
Lightrix .....	(800) 850-4656
MediaAmerica Inc. ....	(212) 302-1100
The Rock Calendar .....	(505) 822-9250
Score Productions .....	(404) 266-8990
Denny Somach Productions Inc. ....	(610) 446-7100
Sonic Underground .....	(800) 347-6642
Specialized Promotions .....	(800) 666-7736
TM Century .....	(800) 937-2100

## PREMIUMS

Ad America .....	(800) 536-6926
Adobe Graphics & Design .....	(800) 726-9683
Lee Arnold Promotions .....	(414) 351-9088
Banners On A Roll .....	(800) 786-7411
BDR Advertising Specialties .....	(818) 789-1479
Bird Corp. ....	(402) 289-3779
Blooming & Company .....	(813) 299-7738
Broadcast Direct Marketing .....	(305) 858-9524
Celebration Computer Systems .....	(713) 625-4000
Coyote Logo Jewelry .....	(505) 296-1921
Crackerjack Advertising .....	(516) 331-1587
CRN International .....	(203) 288-2002
Destinations Unlimited .....	(512) 346-4610
Explosive Promotions Inc. ....	(305) 680-8485
Fairwest Direct .....	(619) 693-0576
Good Swag Merchandising Inc. ....	(212) 807-5728
Habitat Industries .....	(212) 354-4330
HOT Off The Press Promotions .....	(904) 257-2500
Impact Target Marketing .....	(508) 535-4500
Kaja One Creative Services .....	(310) 836-5858
Keystone Printed Specialties Co Inc.	(717) 383-3280
Lightrix .....	(800) 850-4656
MarketForce Inc. ....	(314) 965-4999
Mixed Media Entertainment .....	(310) 440-3191
Mo' Money Associates .....	(800) 874-7681
Music Awareness Promotions .....	(800) 634-5043
Nalpac Ltd. ....	(800) 837-5946
Perrygraf .....	(800) 423-5329
The Pinpoint Companies .....	(314) 878-0673

PosterWorks .....	(404) 399-5355
PromoMan .....	(212) 288-4791
The RADIOGUIDE People Inc. ....	(810) 355-0022
R.C. Rawson Co. ....	(800) 442-4415
Results Marketing .....	(800) 786-8011
The Rock Calendar .....	(505) 822-9250
RPMC Inc. ....	(818) 222-7762
RRN Inc. ....	(212) 995-9800
Score Productions .....	(404) 266-8990
Secret Identitee Merchandising .....	(213) 857-5520
Skin Trade Temporary Tattoos .....	(800) 347-2836
Denny Somach Productions Inc. ....	(610) 446-7100
Southeast Plastics .....	(904) 252-2442
Special Events Marketing Inc. ....	(505) 298-0137
Star Screen .....	(800) 742-1569
Strategic Promotions Inc. ....	(214) 871-1016
Three 'R' Premiums .....	(516) 338-6900
3-Strikes Custom Design .....	(203) 359-4559
Traves Investments .....	(800) 932-9363
Univenture CD Packaging & Storage .....	(614) 761-2669
VIP/Ventures In Promotions .....	(800) 367-4110
World Masters Inc. ....	(206) 933-8700

## PRINTED MATERIAL

Aaro Marketing Inc. ....	(513) 321-1117
AB Promotions .....	(715) 424-1718
Acton/Narrowcast Marketing .....	(402) 466-8400
Adobe Graphics & Design .....	(800) 726-9683
Lee Arnold Promotions .....	(414) 351-9088
Toby Arnold & Associates Inc./ TA&A .....	(800) 527-5335
Bailiwick Company Inc. ....	(609) 397-4880
Banners On A Roll .....	(800) 786-7411
Bone Music Magazine .....	(615) 242-5600
Boom Media .....	(804) 276-5811
Broadcast Graphics .....	(502) 584-5810
The Broadcast Team .....	(800) 353-1420
Calico .....	(818) 727-2120
Card Systems Inc. ....	(313) 254-6900
Communication Data Services .....	(916) 962-2970
Cranberry Graphics .....	(410) 876-8131
Creative Media Management Inc. ....	(813) 536-9450
CRN International .....	(203) 288-2002
Custom Publishing & Marketing Group Inc. ....	(407) 743-0548
Designer Decal .....	(800) 622-6333
Digitalmarc-Commercial Digital Audio .....	(415) 929-1060
Eagle Marketing .....	(800) 548-5858
Michael Eisele & Associates .....	(513) 821-9777
Fairwest Direct .....	(619) 693-0576
First Media Group .....	(800) 321-2560
Galaxy Broadcast Inc. ....	(513) 791-3346
Gowdy Printcraft/Goaline Guide .....	(719) 634-1493
Group X Inc. ....	(614) 755-9565
Heckman Design Studio .....	(616) 364-1015
The Holland Company .....	(502) 584-8808
Horizon Communication & Design .....	(310) 394-5439
Impact Target Marketing .....	(508) 535-4500
Lightrix .....	(800) 850-4656
Maxwell Media Group Inc. ....	(412) 441-2020
Media Promotions Group .....	(619) 552-0070
MediaMAVENS .....	(619) 450-0441
The Mizak Agency .....	(513) 232-2211

Music Awareness Promotions ..... (800) 634-5043  
 Neal Communications, Inc. .... (800) 833-6325  
 Niche Marketing Inc. .... (205) 970-9095  
 Nittany Printing & Graphics Inc. .... (814) 231-4700  
 PosterWorks ..... (404) 399-5355  
 Promotional Broadcast  
 Network (PBN) ..... (619) 233-9531  
 Promotional Tattoos Inc. .... (619) 435-2423  
 Promotional Warfare ..... (904) 255-9300  
 Radio Marketing Department ..... (201) 993-8717  
 The RADIOGUIDE People Inc. .... (810) 355-0022  
 Ratings & Revenue Inc. .... (407) 627-7052  
 R.C. Rawson Co. .... (800) 442-4415  
 Results Marketing ..... (800) 786-8011  
 Roll A Sign ..... (800) 231-2417  
 RPMC Inc. .... (818) 222-7762  
 Scrambl-Gram Inc. .... (216) 923-2397  
 Specialized Promotions ..... (800) 666-7736  
 The Stiles Systems ..... (919) 846-6449  
 TeleWorks ..... (513) 821-3666  
 Three 'R' Premiums ..... (516) 338-6900  
 Tune-In Publications ..... (713) 781-0781  
 U.S. Tape & Label ..... (800) 569-1906  
 Vendely Communications ..... (818) 783-7886

**PROMOTION SOFTWARE**

amfm Company Inc. .... (615) 646-2950  
 Anonymous Productions ..... (312) 654-8833  
 Critical Mass Media ..... (513) 631-4266  
 DataSys/Name Track Software ..... (817) 498-4902  
 Fairwest Direct ..... (619) 693-0576  
 M Street Corp. .... (800) 248-4242  
 Networks ..... (312) 654-7474  
 Niche Marketing Inc. .... (205) 970-9095  
 PromoSuite For Windows ..... (212) 321-1629  
 Promotional Broadcast  
 Network (PBN) ..... (619) 233-9531  
 Pyramid Interactive ..... (414) 328-5454  
 The Rock Calendar ..... (505) 822-9250  
 Softsaver Productions ..... (619) 793-2002

**PUBLISHING**

Bailiwick Company Inc. .... (609) 397-4880  
 Bone Music Magazine ..... (615) 242-5600  
 Communication Data Services ..... (916) 962-2970  
 Custom Publishing &  
 Marketing Group Inc. .... (407) 743-0548

First Media Group ..... (800) 321-2560  
 Gowdy Printcraft/Goaline Guide ..... (719) 634-1493  
 GREAT! ..... (404) 303-7311  
 Group X Inc. .... (614) 755-9565  
 Horizon Communication & Design ... (310) 394-5439  
 Hot Spots America Network ..... (416) 820-6400  
 M Street Corp. .... (800) 248-4242  
 Marblehead Communications Inc. .... (617) 424-7700  
 Jay Mitchell Associates Inc. .... (515) 472-4087  
 Neal Communications, Inc. .... (800) 833-6325  
 Nelson Wireless Trading Company .. (800) 433-0030  
 The New Review ..... (805) 943-0995  
 Nittany Printing & Graphics Inc. .... (814) 231-4700  
 PosterWorks ..... (404) 399-5355  
 Promotional Broadcast  
 Network (PBN) ..... (619) 233-9531  
 R&R HOTFAX ..... (310) 553-4330  
 The RADIOGUIDE People Inc. .... (810) 355-0022  
 Ratings & Revenue Inc. .... (407) 627-7052  
 Sound Approach Inc. .... (610) 458-8600  
 Jon Sullivan's Radio  
 Promotion Bulletin ..... (713) 855-2964  
 TelePrograms Marketing Inc. .... (310) 854-4475  
 Tune-In Publications ..... (713) 781-0781

**REMOTE SERVICES**

amfm Company Inc. .... (615) 646-2950  
 Broadcast Media Center ..... (213) 466-2900  
 Chip Morgan Broadcast Engineering. (800) 801-2623  
 Cross The Road Productions ..... (818) 954-0214  
 Event Marketing Group ..... (305) 755-6764  
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 ITC (Incentive Travel Co.) ..... (803) 760-1311  
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 Professional Sports Marketing ..... (214) 424-9660  
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 Dam Good TV! ..... (800) 691-6940  
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 Impact Target Marketing ..... (508) 535-4500  
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 IQ television group ..... (404) 237-1502  
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 Mebane Companies ..... (800) 823-7933  
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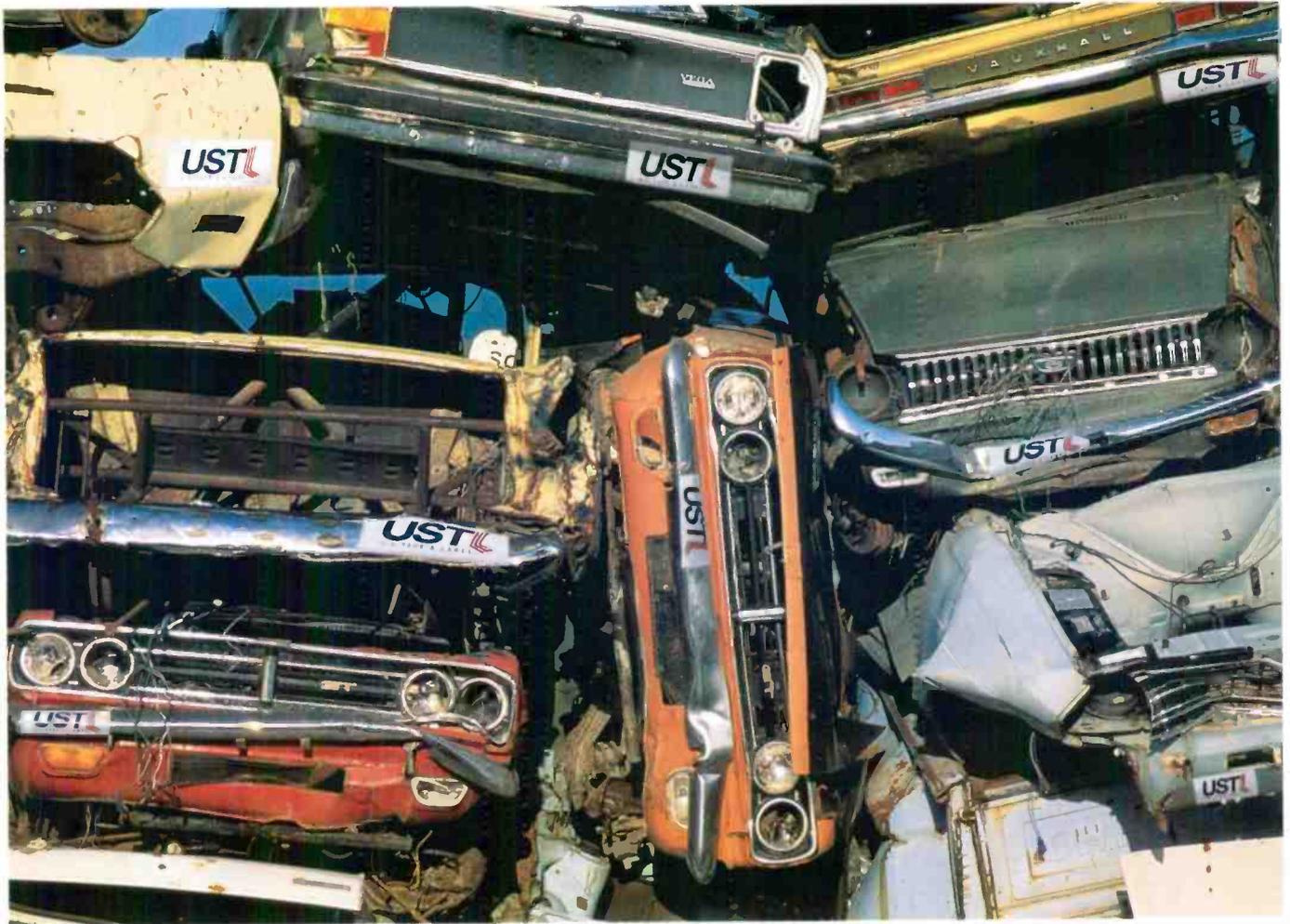
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