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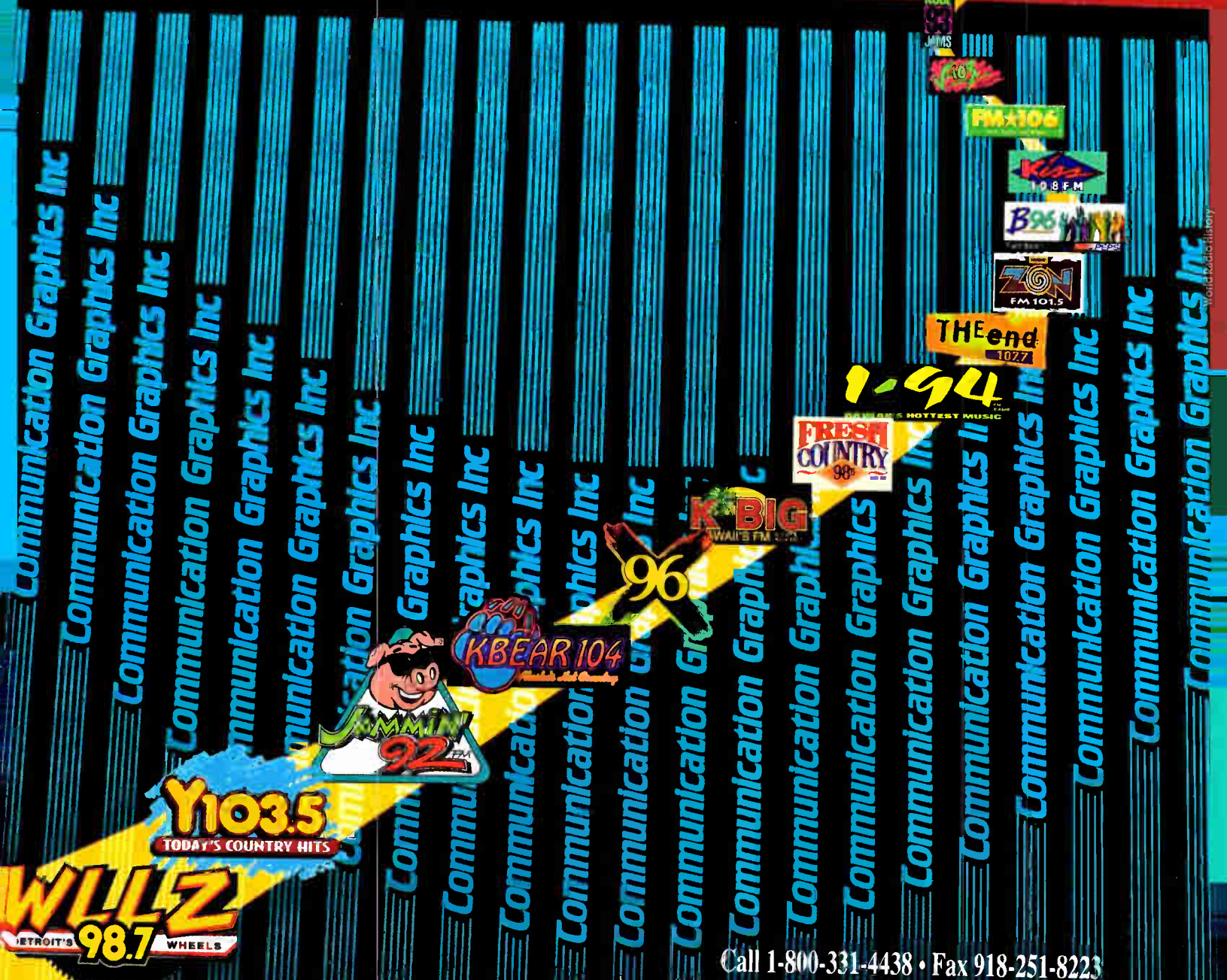
**TOM JOYNER**

Vol VIII, Number 25  
December 13, 1993

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# RADIO CONTENTS INK

Radio's Premier Management & Marketing Magazine<sup>SM</sup>

Vol. VIII, Number 25 December 13, 1993



## 22 Interview: ABC Radio's Tom Joyner

After racking up more frequent flier miles than Santa, "fly jock" Tom Joyner has finally landed — at ABC Radio Networks as host of The Tom Joyner Morning Show. Joyner discusses his new show, the state of Radio talent, and his eight-year, daily commute between air shifts in KKDA-FM Dallas and WGCI-FM Chicago.

## FEATURES

## 26 Special Report: 1993

Fueled from the start by healthy economic indicators and a healthy 1992 Christmas buying season, 1993 marked the road to recovery in Radio's long-awaited rebound.



## DEPARTMENTS

Publisher's Notes .....	7
Reader Letters .....	8
News .....	9
Radio Daze® .....	12
Forum .....	13
Case Study .....	14
In the Trenches™ .....	36
Events Calendar .....	46
Grapevine .....	48
Blast From The Past™ .....	50
Advertiser Index .....	50

## COLUMNS

Management .....	15
The manager as referee in a station's 'family feud.'	
by Jack M. Rattigan	
Sales .....	16
Furniture, bridal and bath — 3 markets to sell to boomers now.	
by Philip Jay LeNoble, Ph.D.	
Engineering For Management™ .....	18
Before you buy that station, get it inspected. It could save you thousands.	
by William P. Suffa	
Promotion .....	20
Relearning what Radio taught TV.	
by Cliff Berkowitz	

**COMING  
NEXT  
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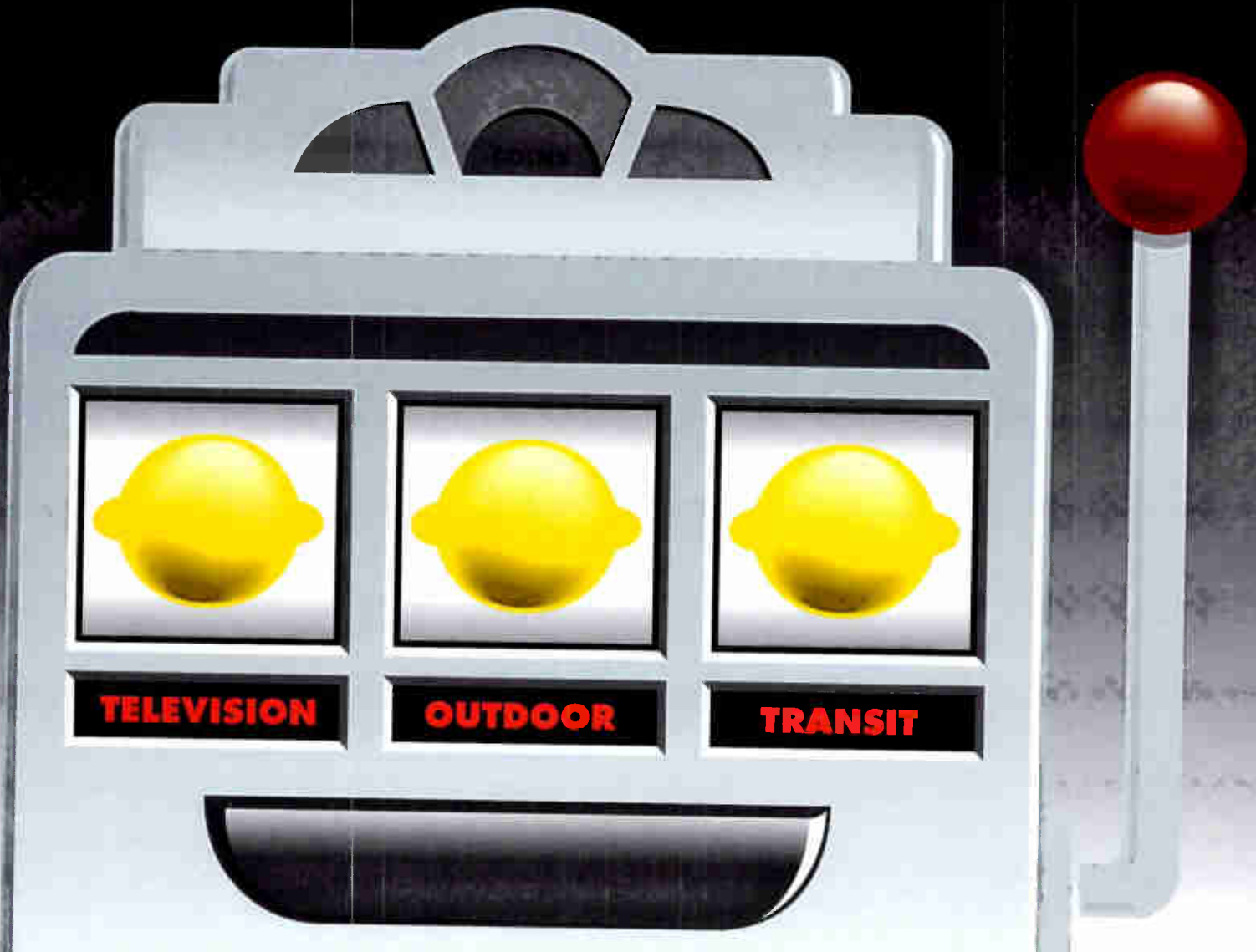
Who will be the "Radio Executive of the Year"?

Cover photo by Steve Riley

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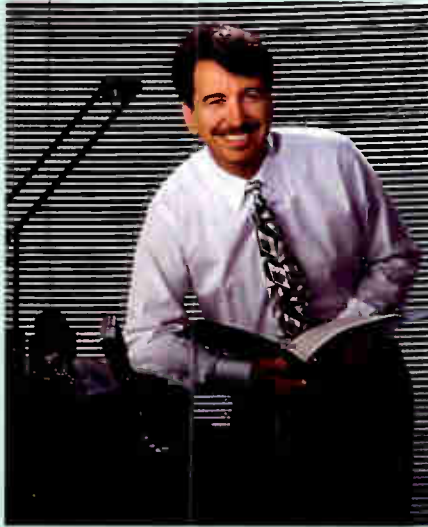
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**Radio Ink Mission Statement For Readers:**

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

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*Radio Ink* provides an upbeat, first-class, pro-Radio environment for advertisers wishing to associate their product with positivism, productivity and quality. *Radio Ink* strives to provide enhanced results and added value by offering strong, wide-spread, loyal readership of industry decision-makers. We make our customers our most important asset by providing services which focus on their needs.

**To Subscribe Call: 1-800-226-7857****PUBLISHER'S NOTES****Christmas Wishes For The FCC**

As if there is a new Santa Claus taking the reins, there is a new FCC chairman, Reed Hundt.

Dear Mr. Chairman:

This is what I want for Christmas from your FCC.

- 1) Become empathetic to our needs. Without Radio's ability to survive in business service to the public is lost.
- 2) Expand ownership limits beyond 24 nationwide. Do not limit the number of stations we can own. Hertz isn't told how many airport locations they can operate!
- 3) Expand the duopoly rules to allow ownership of more stations in a market.
- 4) Eliminate the laws and rules on advance approval of Radio station sales to all except newcomers to the field.
- 5) Repeal the ban on advertising tobacco products. Print advertising is allowed, broadcast should not be singled out.
- 6) Eliminate the mandatory EBS system in favor of a voluntary system.
- 7) Repeal the political broadcast laws. Quit letting Congress rule the roost to their personal benefit.
- 8) Treat Radio with the same standards as television.
- 9) Stop wasting our limited government resources on indecency and obscenity if no clear definition actually exists.
- 10) Halt FCC fund raising by means of

fines and forfeitures since that "privilege" should go to taxpayers.

11) Stop freezes. If the FCC has to freeze FM or AM activity to keep up perhaps you have an efficiency problem to correct.

12) Clean up the backlog on many license renewals which now take three years to process.

13) Bring the FCC into the '90s. How about some electronic on-line filing, communication and data base services to make things flow more easily.

14) Give us clarity on DAB ... when will it occur, what will standards be, and what consideration will be given for existing stations. Don't obsolete millions of Radios by requiring immediate replacement.

15) OK unattended Radio transmitter operations. Equipment today is very reliable and not in need of constant monitoring.

16) Don't allow overpopulation of the Radio dial to occur again. The docket 80-90 drop-ins almost killed the whole Radio industry.

17) Drop telephone conversation rules.

18) Visit our stations once in a while ... not to fine us or find something wrong, but to find out what life is really like at a Radio station. How many commissioners have ever set foot in one? Remember ... "Know Thy Customer." It would also be a good idea to always keep a couple of broadcasters on as commissioners.

19) Update the system. Cities have grown enormously since the '30s. Some frequency allocations that once covered a city, no longer do. Should these inferior signals be penalized?

20) Have a great holiday!

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## LETTERS

### Guidebook For PDs

I just finished reading "Beating the Odds" in the July 12 issue of *Radio Ink*. I spotted the article on the contents page, and immediately dived for it. The article caught my attention because I have long wondered why the Radio industry has been so slow to realize the benefits a talented PD can bring to overall station management.

I started reading as soon as I flipped to the article's first page. I was impressed by the content, tone and style of the piece. I thought the article was an excellent "guidebook" for any PD who has aspirations beyond his or her current position.

**Kenny Lee**  
Radio Computing Services Inc.  
Scarsdale, NY

### Don't Knock Jocks

Each week I read your publication with great expectation of gaining higher knowledge, and almost always *Radio Ink* comes through for me. But when I read articles like the one written by Marty Gould

titled "Sorry, Wrong Future" (Guest Commentary, Oct. 4), it tends to burn me just a bit.

After sifting through the clouds in the article, I realized that I had just found another article aimed at jock bashing.

Since the inception of full-service program delivery by major satellite networks, the buzz has constantly been ... "Before long we won't need any jocks at all." The truth is that things do progress, and you have to keep up with modern technology if you want to continue to compete, but, even though we don't make Model Ts anymore, we still use an engine in today's automotive industry. Something has to continue to drive our product.

Satellite programming is an incredible asset to Radio, but please don't forget about the jocks. The truth is, without those "center of the universe" jocks, Radio would not be where it is today. It takes those in the engineering department, sales, creative, programming, management, ownership, and yes ... even jocks to make this industry stay as exciting and prosperous as it is. You take away the jock, and watch local revenue come to a screeching halt.

Some stations may find no need for jocks; others may rely on them heavily. But whatever the case, let's not forget about the guys who brought Radio to the level it is today. It may never be the way it was in the '70s for jocks, but these guys are the ones who make Radio fun to listen to, and that is the key to keep listeners listening and advertisers advertising. Take these guys away and you're left with some pretty bland, generic, and fuzzy programming.

To further push my point, the page previous to Gould's article featured an article titled "Coats for Kids." Try making this kind of thing a success without the help of jocks. They are key in any promotion or goodwill event for any Radio Station.

**Steve Parton, GM**  
WAOL-FM/WAXZ-FM  
Cincinnati, OH

#### ADDRESS ALL LETTERS TO:

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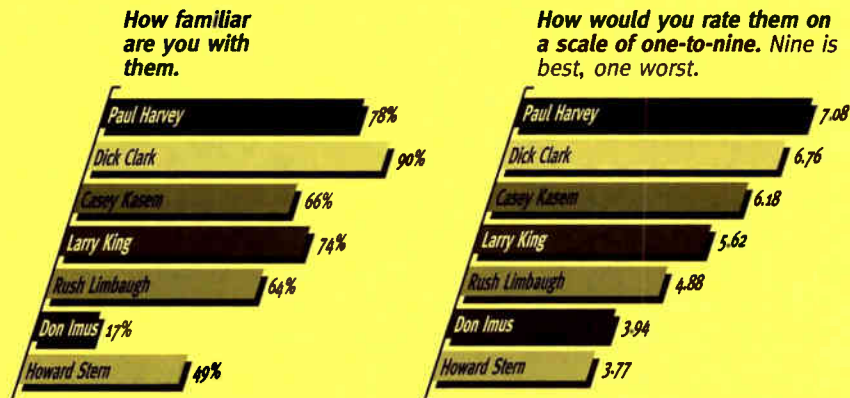
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season and a  
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prosperous  
new year!*

*We will return with  
our first issue of 1994  
on January 3*



# NEWS IN REVIEW

## Ratings of National Radio DJs Radio personalities



### RADIO INK-VALLIE/GALLUP RADIO POLL A look at statistics that shape Radio

Source: Radio Ink—Vallie/Gallup Radio Poll of 1,003 adults, margin of error  $\pm$  3%

## Hundt Sworn In As FCC Chairman

Finally, the FCC has a new Chairman.

Ten months to the day (Nov. 20) after President Clinton took office, the Senate confirmed the nomination of Washington antitrust lawyer Reed Hundt to fill the top spot at the Commission. He succeeds acting Chairman James Quello, who temporarily filled the position last spring while the White House weeded through a number of candidates, and who will remain an FCC commissioner. Hundt, who is a senior partner at Latham & Watkins law firm in Washington, was sworn in Nov. 29 by Vice President Al Gore.

Hundt's confirmation had been delayed since early fall by Senate Republicans who were annoyed by the sluggish pace with which the Clinton administration had sought candidates to fill the Republican seat on the Commission, as well as other non-Democrat seats at other federal agencies. Hundt was nominated by President Clinton after former "front-runner" Antoinette Cook suddenly withdrew her name from consideration. NAB President/CEO Edward Fritts has characterized Hundt as "an attorney with outstanding credentials who will provide solid grounding for the many complex issues facing the FCC."

## Court Turns Back "Safe Harbor" Clock

A three-judge panel of the U.S. Court of Appeals in Washington has rejected the FCC's "safe harbor" limiting "indecent"

programming to the hours between midnight and 6 a.m. In its opinion, the court noted that this "safe harbor" period was overly restrictive and did not "properly weigh viewers' and listeners' First Amendment rights (when) determining the widest safe harbor period consistent with the protection of children." The court further ruled that the FCC's intent to limit "indecent" broadcasts to protect the public's right to be free of such material amounted to "suppression of constitutionally protected free speech (which) runs counter to the fundamental principles of the First Amendment."

Earlier this year, Congress mandated the Commission to adopt the midnight-to-six "safe harbor" period, but the FCC was unable to enforce the rule when a coalition of broadcast organizations and other groups challenged the law in court. Currently the FCC recognizes a "safe harbor" period from 8 p.m. to 6 a.m.

## House Passes Disclosure/ Banking Bill; Approves Campaign Reform Legislation

As part of some last-minute, pre-Thanksgiving housekeeping, the House of Representatives approved the community banking bill that included ad disclosure provisions to ease the problems caused by disclaimers, which prevent Radio broadcasters from airing automobile financing and leasing advertising. NAB President/CEO Edward Fritts lauded the move as "a

great way for broadcasters to end the legislative year. We are halfway toward our goal of ending discriminatory ad requirements and opening up a potentially significant new revenue stream for Radio stations." Fritts cautioned broadcasters, however, not to sit on this particular victory. A similar bill is pending in the Senate, and it is incumbent upon broadcasters "to redouble their efforts ... to gain additional co-sponsors for S. 1447, the Senate version of the Radio ad disclosure bill."

The House also approved legislation ostensibly designed to reform campaign financing by limiting PAC contributions and imposing voluntary spending caps. The bill includes several provisions that would have an impact on Radio broadcasters, including the requirement that candidates be sold non-pre-emptible spots at a station's lowest unit rate for pre-emptible spots. This requirement would go into effect 30 days prior to a primary election and 45 days prior to a general election; candidates would pay for the air time with vouchers that broadcasters could redeem for government reimbursement.

The House plan is vastly different from the Senate version, passed earlier this year, which requires television broadcasters to sell time at 50 percent less than lowest unit rate. A lengthy reconciliation process is expected.

## RMLC, BMI Reach Agreement

Following an arduous negotiation process, the Radio Music License Committee (RMLC) and Broadcast Music Inc. (BMI) have signed new blanket and per-program license agreements. The new blanket license agreement provides for an average annual 3.1 percent rate increase over five years. Part of the upward adjustment is due to a significant increase in barter programming income that was removed from fee calculation during the last round of negotiations. The increase also was approved in part because it eliminates BMI's claim that advertising or other income received by non-licensed networks or syndicators can be attributed to a local station, and because use of BMI-licensed music has increased substantially in proportion to that licensed by ASCAP.

To answer broadcaster questions regarding this new license agreement, the RMLC has established a hotline: 410-866-5594.

## CouponRadio: The Vehicle for a Radio Superhighway?

by Katy Bachman

**Y**ou don't need a map to see where the telephone and cable mergers are going. Once separate businesses, they promise to turn the home television into a virtual shopping mall for products and services, information and entertainment on demand. Left out of all the hoopla, hype and promise is Radio.

But if David Alwadish has his way, Radio won't be left out of the interactive revolution. Alwadish, the father of CouponRadio<sup>SM</sup>, says CouponRadio will turn RBDS (Radio data system) into a Radio superhighway.

"This is just what Radio needs to compete with the new interactive media," says Alwadish. "It will make Radio a better medium to its advertisers by leveling the playing field. Radio will be more interactive and more service-oriented for

its listeners."

CouponRadio was born when Alwadish secured its patent about five years ago. It's a concept that uses available technology (RBDS and a smartcard) to turn Radio receivers into electronic coupon dispensers. CouponRadio provides a way for listeners to instantly act on an advertiser's message or record any other valuable information such as a song title, artist, event announcement or Infomessage.

Example: You're driving down the road, and you hear a song you'd like to buy. Simply press the button on your Radio, and the name of the song and artist will be recorded on the smartcard inserted into your Radio.

The information can be played back later by the listener on his/her own receiver or saved on a smartcard and carried into the store for redemption. "It allows the listener to hear what they like and get



David Alwadish

just enough information to act on — like a business card," says Alwadish.

### Accountability for Advertisers

There are almost endless applications for CouponRadio. Unlike the television interactive services, which can cost the consumer \$100 or even more, Radio's CouponRadio services are free to the listener and can be used at home or even in the car.

Through CouponRadio, advertisers can offer electronic coupons for discounts, events, gifts with purchases, or contest entries. What's more, Coupon-Radio brings accountability to the Radio medium.

"Brand managers want to know how many cases moved this month," says John Fullum, president and GM of WKQI Detroit. "We need to help move product with quantifiable results. CouponRadio takes listeners from the Radio to the store."



John Fullum

David Samuelsohn, an account executive with WHTZ-FM New York, says CouponRadio will make Radio more competitive with newspapers. "Print is one of our biggest competitors, and print works. A retailer knows if he places a coupon he gets a certain number of responses back. It's predictable. It's a clear investment,"

he says. With CouponRadio, retailers can place kiosks in their store to redeem the electronic coupons, which can also be



David Samuelsohn

11 ►

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# NEWS FEATURE

◀ 10

used by CouponRadio smartcard holders to get even more value.

Record labels that traditionally have had problems with on-air recognition of song titles and artists, would also benefit. "No matter how much they badger us, the jocks can't always give all the information the record labels would like," says Samuelsohn. "With CouponRadio, we can run the information on the digital read-out and tie in with the local retailer."

"CouponRadio would be of particular value for our classical station when much of the music we air can go for 20 minutes or even longer," says Warren Bodow, GM of WQXR and WQEW New York. "It adds memory to the Radio medium." Likewise, sports stations could run sports scores of other games at the same time they're airing a game. News/talk stations could run major headlines.

Alwadish is determined to bring



Warren Bodow

CouponRadio to market. Since he first appeared on the scene at the Radio '92 convention, he has managed to join forces with Interep, share booth space at several conventions with the NAB and the EIA (Electronic Industries Association), and convince nearly 100 stations to bite the CouponRadio bait when it's available.

Several things have to happen for CouponRadio to make it to market. Broadcasters have to support it, promote it and install RBDS encoders at their stations. Second, Radio receiver manufacturers have to produce RBDS Radio receivers that are "coupon ready." Third, consumers have to buy the new Radios. Finally, advertisers and agencies have to see and use CouponRadio as a robust advertising opportunity.

"The pipeline has to be built first," says John Abel, exec. VP of operations for the NAB. "That's a long-term payoff, and Radio isn't usually into long-term."



John Abel

▶ 12

## \$\$\$\$ Million Dollar Club \$\$\$\$

### Million Dollar Club For Dec. 13, 1993

- \$40 M:** WMTG-AM/WNIC-FM DETROIT; SELLER: FAIRMONT COMMUNICATIONS; BUYER: BROADCASTING PARTNERS INC.; BROKER: ALEX BROWN & SONS.
- \$19.6 M:** WAPE-AM/WFYV-FM JACKSONVILLE; SELLER: EVERGREEN MEDIA CORP.; BUYER: OMNIAMERICA COMMUNICATIONS INC.
- \$16 M:** KRXQ-FM SACRAMENTO; SELLER: FULLER-JEFFREY BROADCASTING CO.; BUYER: GREAT AMERICAN TELEVISION AND RADIO INC.; BROKERS: STAR MEDIA GROUP AND GARY STEVENS & CO.
- \$14.2 M:** KKHI-AM/FM SAN FRANCISCO; SELLER: BUCKLEY BROADCASTING CORP.; BUYER: GROUP W RADIO; BROKER: FRANK BOYLE & CO.
- \$11.5 M:** WRIF-FM DETROIT; SELLER: GREAT AMERICAN TELEVISION AND RADIO INC.; BUYER: GREATER MEDIA INC.
- \$10.2 M:** WBEN-AM/WMIQ-FM BUFFALO; SELLER: ALGONQUIN BROADCASTING; BUYER: KEYMARKET BROADCASTING OF BUFFALO INC.; BROKER: AMERICOM RADIO BROKERS.
- \$4.2 M:** KYKZ-FM LAKE CHARLES, LA; SELLER: SOUTHWEST TV AND RADIO INC.; BUYER: LOUISIANA MEDIA INTERESTS INC.; BROKERS: CVS ASSOCIATES AND BLACKBURN & CO.
- \$2.9 M:** KJOC-AM/WXLP-FM DAVENPORT, IA; SELLER: GOODRICH BROADCASTING INC.; BUYER: CONNOISSEUR COMMUNICATIONS; BROKER: MEDIA VENTURE PARTNERS.
- \$2.6 M:** WBBO-FM GREENVILLE-SPARTANBURG, SC; SELLER: RUTHERFORD COUNTY RADIO CO.; BUYER: AMCOM GENERAL CORP.; BROKER: AMERICOM RADIO BROKERS.
- \$2 M:** WAQZ-FM CINCINNATI; SELLER: RICHARD PLESSINGER SR.; BUYER: MIDDLE MARKET BROADCASTING CO.; BROKER: TED HEPBURN CO.
- \$1.7 M:** KTID-AM/FM SAN RAFAEL (SAN FRANCISCO); SELLER: MARIN BROADCASTING CO.; BUYER: MOUNT WILSON FM BROADCASTERS INC.
- \$1.65 M:** KTPK-FM TOPEKA, KS; SELLER: TOPEKA BROADCOMM INC.; BUYER: TWENTY FIRST CENTURY BROADCASTING INC.
- \$1.5 M:** KQEO-AM/KMGA-FM ALBUQUERQUE; SELLER: SPACECOM INC.; BUYER: CITADEL COMMUNICATIONS; BROKER: GARY STEVENS & CO.
- \$1.45 M:** WKXI-FM JACKSON, MS; SELLER: CSB COMMUNICATIONS INC.; BUYER: OPUS MEDIA GROUP INC.
- \$1 M:** WRUN-AM/WKFM-FM UTICA, NY; SELLER: ONEIDA COMMUNICATIONS INC.; BUYER: WRUN INC.



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# NEWS FEATURE

◀ 11

That pipeline might be just about ready to go. According to the EIA, 77 Radio stations have RBDS encoders, which are relatively inexpensive (about \$2,500) and take only a half-hour to install. "The reason there aren't more is because until CouponRadio, there hasn't been a good reason for stations to install RBDS encoders," says Alwadish.

The kingpin, of course, is the Radio manufacturer. Many manufacturers are coming out with RBDS Radios. These receivers allow stations to broadcast brief text to the car or home receiver's digital display which usually shows the station's frequency.

## Coupon-ready Radios

According to Alwadish, the electronics manufacturers have introduced the wrong Radio. "Radiotext, which allows for the broadcasting of call letters and formats isn't enough without memory. It forces stations to pigeon-hole themselves in a format, and it's not popular with the record companies, either," he says. It's also dangerous for consumers driving a car to have to read the messages, he adds.

The right RBDS Radio for CouponRadio would include the memory function. Radio manufacturers would need to designate a button, for recording information on the digital display for later retrieval. Originally, Alwadish's CouponRadio prototype receiver had a built-in slot for the smartcard, which would allow the consumer to record

the information. The new configuration has an add-on box, about the size of a cigarette box that would plug in to the receiver, either home or car.

This changed Alwadish's pitch to the manufacturers to produce what he calls "coupon-ready" Radios. Alwadish says he has lined up a Radio manufacturer (whose name he won't disclose) to produce coupon-ready Radios, making the first incarnation of CouponRadio ready within a year. "It will make the rest of RBDS Radios obsolete," he says.

"It's up to the broadcaster to create the demand," says Alwadish. "Broadcasters would be fools not to call for manufacturers to produce coupon-ready Radio receivers."


Interep has taken the lead. "Radio enjoys 35 percent of all advertising exposure, but only 7 percent of all the ad revenues," says Henry Lawson, chairman/executive council for The Interep Radio Store. "CouponRadio brings accountability measurement to Radio that already exists with other media like direct mail and FSIs. We formed a joint venture with

CouponRadio because it has enormous potential for growing Radio revenues."

Many other broadcasters have taken on the CouponRadio cause, both for its promise and its potential to increase revenues. "CouponRadio may not be the magic bullet, but it's the closest I've seen," says Fullum. "The more capabilities we can give advertisers, the more we can grow our business. Radio needs to check into the next century, along with interactive television."

When CouponRadio happens, the industry will be ready. "As soon as he can get his system in place, we'll support it," says Fullum, who has gone so far as to talk to Ford Audio Systems on CouponRadio's behalf.

Samuelsohn and WHZ have lined up Sam Goody, a major record retailer, to participate in the first applications CouponRadio.

"We would want to be the first in our market and in our format," says Warren Bodow of WQXR and WQEW. "We don't want Radio to be yesterday's medium." 

## Radio Daze



© 1993 Eagle Marketing, Fort Collins, CO

With the news that Santa sold out to a duopoly, the elves began to revolt in a manner that was ferocious yet strangely festive.

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Lloyds  
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KNOW WHERE  
TO LOOK FOR  
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# What does your station do to welcome and retain new clients?



**Kathy Dulanto, LSM**  
WHLI-AM/WKJY-FM  
Garden City, NY



**Fred Lark, Pres./GM**  
KXLO-AM/KLCM-FM  
Lewistown, MT



**Dan Blanchard, GSM**  
KLAT-AM/KLTN-FM  
Houston, TX




**Ronn Weese, SM**  
KKOB-AM/FM  
Albuquerque, NM

**T**he welcoming of new clients is an integral part of the entire sales process.


Our advertiser is the most important person at the station — he is not dependent on us... we are dependent on him. Involving new clients with all departments of the station is paramount. Each AE should introduce their client to management, program directors, on-air personalities, the production department, sales assistants, everyone. The client's involvement promotes a sense of "ownership" and builds loyalty. I'm not just talking the "big schmooze" — there has to be a genuine concern for the client: the station's commitment to get it done, to offer suggestions, to do it right the first time, and fix it immediately if it is wrong. This is the greatest guarantee for client retention.

On Oct. 28, we celebrated our Sixth Annual Client Appreciation Party — our way of welcoming, thanking and saluting all our advertisers — the accolades are still pouring in.


Our position is clear: Define your client's needs, work with them, work for them — and you'll keep them. 

**K**XLO and KLCM are "user friendly." That's important in this age of large corporations, agencies and buying services pushing the "slick" philosophy, meaning cloning an advertisement that will fit in many markets mostly through the use of print, and those same corporations urging their dealers to use co-op with most of the emphasis toward print. We must assure new and existing clients that Radio is a terrific and easy medium to utilize.

Our account executives and continuity personnel make every effort to personalize the experience of advertising on Radio and the fantastic opportunity it provides. From the beginning of the overall sales presentation to the final product, the clients are informed of the progress and get the opportunity to audition each step prior to airing the advertisement, sometimes using their own voice in the advertisement.


Our accounts feel welcome and comfortable, and they recognize the extra effort that we extend to give them service, which shows we care about their business. Yes, it works and works well! 

**T**he majority of our new clients are also new to Spanish language Radio. This is especially common when the client is from the local market. Because of the recent rapid growth of the Houston Hispanic population, many local businesses have begun to realize the need to capture this new and vital consumer market, but most still question how to go about it.

A great part of the KLAT/KLTN initial sales effort is in gaining the confidence of a new client to the point that he allows the station representative to direct his effort. The welcome we give these new clients is total service commitment — we strive to create a partnership with them, creating complete planning, follow-through and follow-up implementation that manages every aspect of their campaign's KLAT/KLTN schedule. We think it is the best way to say, "Thank you for your business" and a guaranteed way to retain them because it offers the opportunity to own the responsibility for the outcome of the clients' investment. 

**T**here are as many new ways to welcome new clients as the creative mind allows. Our most successful, and my favorite, is the guaranteed success plan, which uses optimum efficiency scheduling (OES). Besides using Radio effectively, this formula outlines the client's desired expectations, details the return on campaign investment and involves the client in the measurement of success.

This formula mandates the client to be specific and realistic, and inspires the account executive to learn the client's business. The client relates to this as a win-win scenario because it positions the station as an equal business partner. If objectives can be measured, there is a great chance of producing the client's desired results.

Remember, success attracts success. Due to the guaranteed success plan, we keep them coming back again and again, generating annual commitments and converting other media budgets to Radio budgets. 

**IF YOU WOULD LIKE**  
to respond to a Forum question,  
call the managing editor at  
407-995-9075.

# Been Gambling with your Live Remotes and Promotions?



Live remotes and on-air promotions can be as unpredictable as a roll of the dice. Some good, some bad, some flat out losers. Finally, there is a **new** promotional device that can turn your luck around.

It's the Jackpot Machine! A **new, exciting, tested, and proven** winner. We bet you'll love it!

## Jackpot PROMOTIONS

(619) 773-6630

Circle Reader Service # 108

## CASE STUDY



Dwight Case

## Fire

How would you prepare?



Pete Forester, GM  
KMGH-FM  
Flagstaff, AZ



Larry Blair, GM  
KLOO-AM/KFAT-FM  
Corvallis, OR

**T**he first step is to discuss a contingency plan

with your chief engineer, business manager, program director and sales manager. Also, discuss the inevitability with your insurance agent, and know your policy. Know how long it will take to get a check from the insurance company to cover immediate costs like relocation, equipment orders and clean up. Backup all your important business records on duplicate computer disks and put in a fireproof box or separate location. Also foster good relations with your broadcast neighbors; they could become your best ally in a fire.

If your station is located on Forest Service property, or in a densely wooded area like ours, do everything you can to keep your site fireproof. Use noncombustible construction materials. Keep the site clear of dead or dying trees, clear away underbrush, or even construct, with the cooperation of proper authorities, a firebreak to divert flames from your property.

Should our studios be damaged, we would have to move to a local vacated storefront, empty office building, or a trailer to broadcast and operate from temporarily. Our engineer has enough backup equipment at another location to assemble a temporary emergency backup studio and STL so we could get back on the air within a couple of days. If the transmitter and tower site burned, because we are on a multiple-user site leased by the U.S. Forest Service, we could request temporary space and use of facilities from another tenant until we refurbished our own site.

**W**e

have a two-part fire policy. Part one deals

with protecting the lives of the staff, calling the fire department, and an orderly evacuation of the building.

Part two concentrates on getting back in business as soon as possible. As GM, I would assist engineering, programming, sales and the business office in setting up operations.

**Engineering:** Since the KFAT transmitter and tower are remotely located, we would go directly to the transmitter site with our mobile DJ unit. We could be operational within a couple hours.

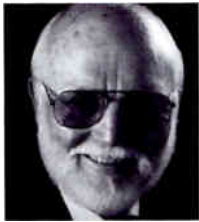
**Programming:** Would make plans to set up format clocks, gather music CDs, make emergency staff schedules, and arrange to borrow production room time from some of our local Radio friends.

**Sales:** Hit the street to inform clients of what has happened and to reassure them that we are still in business and will be back on the air ASAP. And might as well put together a "Fire Sale" package.

**Business office:** Arrange for temporary studio, office space. Locate office equipment, stationery, phone hook-ups, etc.

The fire policy is posted throughout the station, handed out to new hires, and periodically reviewed at staff meetings. Our fire insurance policy is also kept up to date with today's replacement costs in mind, and we always back up our computer programs and keep them in a safe deposit box.

**IF YOU WOULD LIKE TO RESPOND to a Case Study scenario, call the managing editor at 407-995-9075.**



by Jack M.  
Rattigan

## The Manager As Referee In a Station's Family Feud

**T**he more Radio people I speak with, the more I realize that so many stations are still having a "family feud." Stations are on the street every day telling agencies and retailers not to advertise on other stations. RAB, state associations and city organizations are working very hard to crush this practice.

Even more destructive and perplexing are the in-house wars, which usually involve sales vs. programming; with LMAs and duopolies, the problem may be even greater. Staffs that a few weeks ago were arch enemies must now blend into one organization. How do we stop this infighting? The task falls on the shoulders of the manager because the manager is responsible for the vitality of the entire organization.

There are some "basics" that managers have a responsibility to convey to their staffs. They must instill in their people the idea that sales and programming are equally accountable for success of the station(s). It helps if the program director attends sales meetings on a regular schedule and the sales manager attends program meetings. Management must constantly point out successes of programming to the sales department and vice versa. Where LMAs and/or duopolies are involved, the manager has

to fashion a plan so that everyone understands the role of each station and why each station has its own value and goals.

### Pride or Poor Management?

Why, then, is there discord? Some call it pride. Some call it competitiveness. I call it "poor management." How can we serve our listeners and our clients when we are too busy serving our self-interests? Why not spend more time and effort creating a cohesive and harmonious team so that we can have a more efficient and productive staff? None of this can happen if our department heads are resentful of each other. Teamwork and cooperation are essential ingredients in a profitable operation.

When conflict results, management cannot take sides. Like a good parent, the manager must respect everyone with equality, and be fair and stern at the same time. A successful station must strive to be like the perfect family. A superstar manager has to be a guardian, a respected leader, a trendsetter ... and a diplomat.

Does it work? You bet. I have been fortunate to have been part of such operations (successful operations) where the sales manager respected the program director. She appreciated the good programming that made the station easier to sell. The PD realized that the sales staff was "bringing in the bucks" that made it possible to attract and keep outstanding talent and put together exceptional promotions. And each station celebrated the success of its "sister station."

Jack M. Rattigan, CRMC, is president of Rattigan Radio Services, based in Portsmouth, VA. He may be reached at 804-484-3017.

### QUICKREAD™

- In-house wars are destructive and counter-productive.
- A manager cannot take sides in departmental feuds, and must be fair and stern at the same time.
- Every staff member must understand and appreciate everyone else's role.

## Stop Gambling and Start Winning with the Jackpot Machine!!!



The Jackpot Machine is a Las Vegas style, look-alike, play-alike, one-armed bandit which distributes custom printed "coupons", "incentive offers", or "prize vouchers".

Great for live remotes or station promotions with shopping malls, fast food restaurants, car dealers, beverage distributors, etc.

Practically any advertiser will benefit from the allure of this one armed bandit!

Sell sponsorships to easily cover the small monthly rental cost. Attract new advertisers, give a value-added promotion to current advertisers, or use the Jackpot machine to switch advertisers from print/couponing to radio!

A deadly weapon on the competition. Call today for a free video tape.

# JackPot

PROMOTIONS

(619) 773-6630

Circle Reader Service # 108



by Philip Jay  
LeNoble, Ph.D.

# Furniture, Bridal and Bath

## 3 Markets to Sell to Boomers Now

**T**he home furnishings industry will continue to grow as a revenue source for Radio, but certain segments of the industry — and certain age groups — hold particular promise.

The 44- to 55-year-old consumer, for instance, has other spending priorities such as the care of aging parents, future retirement needs, the cost of health care, and the cost of sending the kids to college. They will be less inclined to make expensive furniture purchases. So where will the future of upper-end home furnishings turn?

According to *Furniture Today* (Sept. 27, 1993), the high-end home furnishings retailer targets only 8.4 percent of the U.S. population. Only 4.4 percent of all households earn more than \$100,000. That leaves a large chunk that will draw significantly from young singles and young marrieds in the range of \$75,000 to \$100,000. This segment has greater buying power now, before college funds and other concerns come into play.

Baby boomers who are turning 30 to 48 present a real challenge for furniture retailers. They want more value and qual-

ity, but there is a trend away from luxury spending. If high-end retailers want to entice these consumers now, they must not pitch price alone but other benefits, such as what the furniture does for their career mobility.

The upper-end retailer is not concerned with price, since they are selling upper price points. They just want to attract buyers to their store. Stations can capitalize on this by creating events that make the store a destination. Get away from cost-per-point, and "we're No. 1." If your station's ratings are slim, but you're No. 1 in the cash register, then you really are No. 1.

### Bridal Shower

Another potential market in the home furnishings industry are brides-to-be. In the coming years, "baby busters" (19-28 years old) and younger baby boomers (28-34) will be planning weddings and setting up households. So stations targeting these age groups should help specialty stores position themselves as the place to register for home furnishings.

According to *Home Textiles Today* (Sept. 13), the better department stores constantly market themselves to brides; as a result they own that front-of-mind awareness. The publication found that, 59 percent of brides chose to register at better department stores like Macy's and Marshall Fields. Specialty stores fare worst (4 percent) because they do the least amount of marketing to the brides-to-be. As specialty stores grow in

number, Radio stations should encourage them to position themselves as "The Registry." Doing so will allow them to gain great market share or else remain, as they have been for the most part, anonymous.

**As specialty stores grow in number, Radio stations should encourage them to position themselves as "The Registry."**

### Bath Boom

The bath business is also a great new prospect in the baby boomer market.

According to *Home Textiles Today*, maturing baby boomers (35-44) are expected to spend \$969 million for bath-related products in the next six years, a 37 percent increase in bath towels, rugs and shower curtains. So start targeting linen and bath accessories retailers, department stores and manufacturers. Why not tie in a promotion with bedding and have a pajama party for young marrieds celebrating their 10th to 15th anniversary. Everyone who wears a pajama item gets to pick their favorite item and make an offer at the cash register. It can be an exciting way to create a mini-event that beats the traditional January White Sale. Best times are after the sun goes down weekdays like Monday through Wednesday. Have a tie-in with a restaurant and cater the affair in exchange for advertising exposure and have the local movie theater give away tickets to everyone who comes in.

Dr. Philip Jay LeNoble is chairman of Executive Decision Systems Inc. He may be reached at 303-795-9090.

### QUICKREAD™

- **The best target market for high-end furniture is the segment of young singles or young married couples in the \$75,000-\$100,000 income range.**
- **Brides-to-be make up a significant market for home furnishings, and stations should encourage specialty stores to position themselves as bridal registries.**
- **Maturing baby boomers are expected to increase spending on bath-related products, opening up sales and promotion potential for retailers and manufacturers.**



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Circle Reader Service #109

World Radio History



By William Suffa

## Buyer Beware

### Pre-Purchase Station Inspection Can Save You Thousands

**I**t never ceases to amaze me that station purchasers will perform extensive due diligence on the financial and programming operations of a prospective station but ignore the technical side. With duopoly and the renewal of the buy-sell-trade market for broadcast facilities, there are bargains to be had. There are also real risks for purchasers, which could leave sellers laughing all the way to the bank.

Consider, if you will, the results of this nation's fine economic performance over the past few years, the amount of debt service paid by stations during that time, and the lack of capital expenditure that resulted. Consider that station budgets were slashed, reducing staff and maintenance to a minimum. Consider that many stations were shoe-horned into existence and probably should never have been built. Consider whether the seller is willing to warrant that the station really can be upgraded.

#### A Pre-Purchase Inspection

Before jumping off the roof or calling off that purchase deal, there is some wisdom to performing due diligence on the

#### QUICKREAD™

- **A technical due diligence inspection is like a pre-purchase home inspection to evaluate the condition and operation of station equipment.**
- **Technical due diligence can save a lot of money and aggravation for purchasers.**
- **Buyers should avoid requests to conduct inspections in secrecy. This can hide problems that would otherwise be uncovered by speaking with the current engineering staff.**

technical installation and potential for your new purchase. For a modest cost, relative to the purchase price, you can have an engineering evaluation done of the technical facilities. Think of it like a "pre-purchase home inspection" for Radio facilities.

A typical due diligence inspection will evaluate the condition and operation of your prospective purchase to identify: the condition and age of equipment; impending capital purchase requirements; operational difficulties; recommended improvements; compliance with FCC regulations; a search of FCC records; defects in the station coverage and audio.

Optionally, buyers can obtain evaluations of upgrade potential, staff performance, prospective areas for reducing budget, operational layout, full inventory check, RF energy exposure (environmental), and other matters of interest.

Selecting a competent inspector and setting parameters on the inspection can be difficult. Most good consulting practices offer a range of services and experience to perform such an inspection. You'll want to avoid: contractors who are on the take from equipment vendors, "engineers" who lack adequate background or experience, and engineers who will not work with you to define the scope of the inspection. Remember, the inspection report will form a basis of negotiation for concessions (or escrows) in the purchase contract, so the integrity and writing ability of the engineer/inspector is paramount.

#### An Expense That Saves


Each client and station is different. Some insist on detailed, careful counts of

each screw and nut; others just seek an overview of the situation to avoid unpleasant surprises (banks and investors usually insist on the greatest detail). Similarly, most evaluations can be made with the station on the air and off the air (particularly if an unsatisfactory condition is identified). Since consultants charge on an hourly/daily basis, a clear scope of work should be defined before the inspection takes place. Typical inspection costs will range from \$2,000 to \$7,500 per station, depending on the detail requested.

Remember, the inspection is a snapshot of the station as it exists when the inspection takes place; there are no guarantees that the station will be 100 percent trouble-free at closing.

One more thing: Often a buyer makes a request to have the station inspected in "secrecy." Not a good idea since most often the station staff knows of an impending sale anyway, and, the station engineer can add great perspective to the inspection which often results in a better analysis.

I still remember someone who failed to have an inspection done and ended up spending, literally, hundreds of thousands of dollars on rebuilding and adjusting an AM directional antenna (and after all that, still ended up reducing power by 50 percent to meet FCC restrictions). By contrast, another potential purchaser walked away from a deal based on an unsatisfactory inspection report. The \$3,000 inspection expense saved more than \$100,000 in repairs (for a \$500,000 purchase deal).

Caveat emptor. 

*William P. Suffa is principal engineer for Suffa & Cavell Inc. He may be reached at 703-594-0440.*



**DESTINY  
2000**

# What Would You Call A Console That Re-Invents Live Radio?

**It looks like a console but it isn't...  
It works like a hard disk system but it's more...**

**Sure, it looks simple. But that's because all the "brain power" is built into the software. In fact, Auditronics' Destiny 2000 is so different from anything you've seen in your air studio up until this point that we almost have to make up new words to describe it.**

- **Call it Revolutionary**

Take the familiarity and comfort of your control room console and add the capabilities and streamlined control of today's most efficient hard disk system. Mix in equal parts Live Assist, Automation and Manual control. Add a generous amount of economy and that's the Auditronics Destiny 2000: a revolutionary product for your air studio that speaks directly to your bottom line.

- **Call it Profitable**

Switch from live drive-time to automated overnights in an instant, with no additional equipment and no extra costs. And each Destiny 2000 module has multiple smart functions so you get more bang for the buck.

- **Call it Effortless**

No more problems getting all your digital sources talking to each other. Destiny 2000

integrates your spot load, CD jukeboxes, even digital boxes of the future into one smooth system that won't let you down.

- **Call it Smart**

Destiny 2000 does the thinking on routine tasks so your talent can focus on making your drive time a ratings winner. It's easy to operate, and simple to switch between manual, automation and live assist. Say good-bye to operator error.

Now call Auditronics at **901-362-1350** and find out how Destiny 2000 fits your station's format and your budget.

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your competition..  
Did we mention this  
is market exclusive ?**

Circle Reader Service #111

## PROMOTION



by Cliff Berkowitz

# What Radio Taught TV

And How To Relearn It

**N**ot that long ago, TV very smartly took its cues from Radio on how to promote its shows effectively. After all, TV was born out of Radio, so it seemed only natural that the most talented promotions people would come from Radio. Since then, somewhere along the way, Radio has forgotten most of the tricks of the trade while TV has honed them to a science.

Do yourself a favor: Watch how TV stations promote themselves. You'll find they run promos every break. You'll also see them run promos back to back, in the middle of stop sets, all over the place. But aside from sheer volume of promos, there is also a method to their promo madness. You'll see them promote what's coming up in a half hour, later that night, later that week, and something special down the road. This is good, effective promoting!

We in Radio run promos once or twice per hour. We also tend to run about one or two liners an hour. And, generally, they are in equal rotation. Television has far fewer opportunities to promote itself than Radio, yet it does a phenomenal job at it.

### T's, Tees, Tease!

What they do best is tease. By giving you just a taste of what's coming up, they keep you captive... Coming up, a man who found something in his backyard that dates back to the Jurassic period. This also is promotion at its best. If you do the following, your time-spent-listening will increase:

- Always promote what's coming up later in the hour, later in the day, later in the week, and something special coming soon.
- T's, Tees, Tease! Always be teasing what's coming up in "minutes." It doesn't

have to be earth-shaking; it just has to sound like it. For example, don't say, "The new Janet Jackson song is coming up." Say, "She was topless on the cover of a popular magazine last month, and her latest is coming up next!"

- Get "out of the box" when it comes to scheduling your promos. There is no law that says you have to run one or two promos an hour going into a stop set. Run more shorter promos. Run some short teaser promos in the middle of stop sets. Try running two promos back to back occasionally.

- Log promos and liners. Don't just let them fall where they may. I've heard stations read a liner about something and segue into a promo on the same topic. Think! Get with your traffic manager to work out a system you can all live with.

Habit and complacency are the enemies of good Radio. Don't let industry standards dictate how to run your station. While you may be well-versed in what is "the right way" to do things, your listeners never got the memo. If you are willing to experiment, perhaps you can teach TV a thing or two.

*Cliff Berkowitz is president of Paradigm Radio. He may be reached at 909-626-5942.*

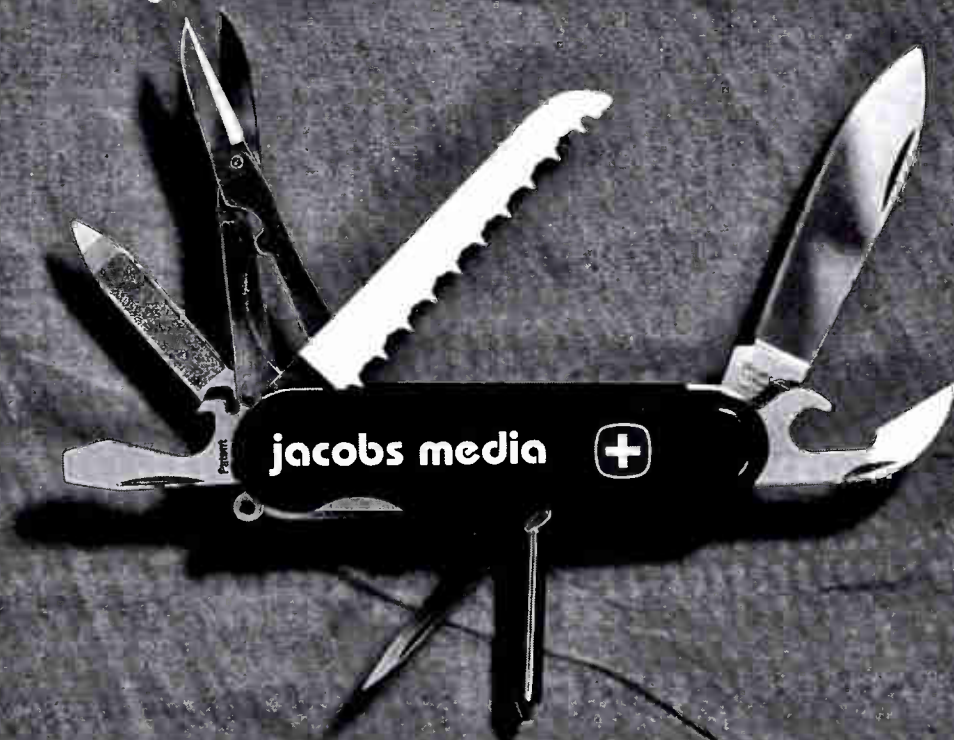
### QUICKREAD™

- Radio has forgotten most of the promotional tricks of the trade while TV has honed them to a science.
- Always promote what's coming up later in the hour, later in the day, later in the week, and something special coming soon.
- TV is best at teasing. Tease what's coming up in minutes to hold the listener's interest.
- Be more creative with promo scheduling. Run them in the middle of a stop set or two promos back to back.

# SIMPLE SOLUTIONS



# JUST DON'T CUT IT ANYMORE.



Gone are the days when all a consultant needed was a hotel room, a music list, and a phone.  
In the 90's, it's a war out there and stations need modern, versatile strategic weapons to fight the battles.

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## INTERVIEW

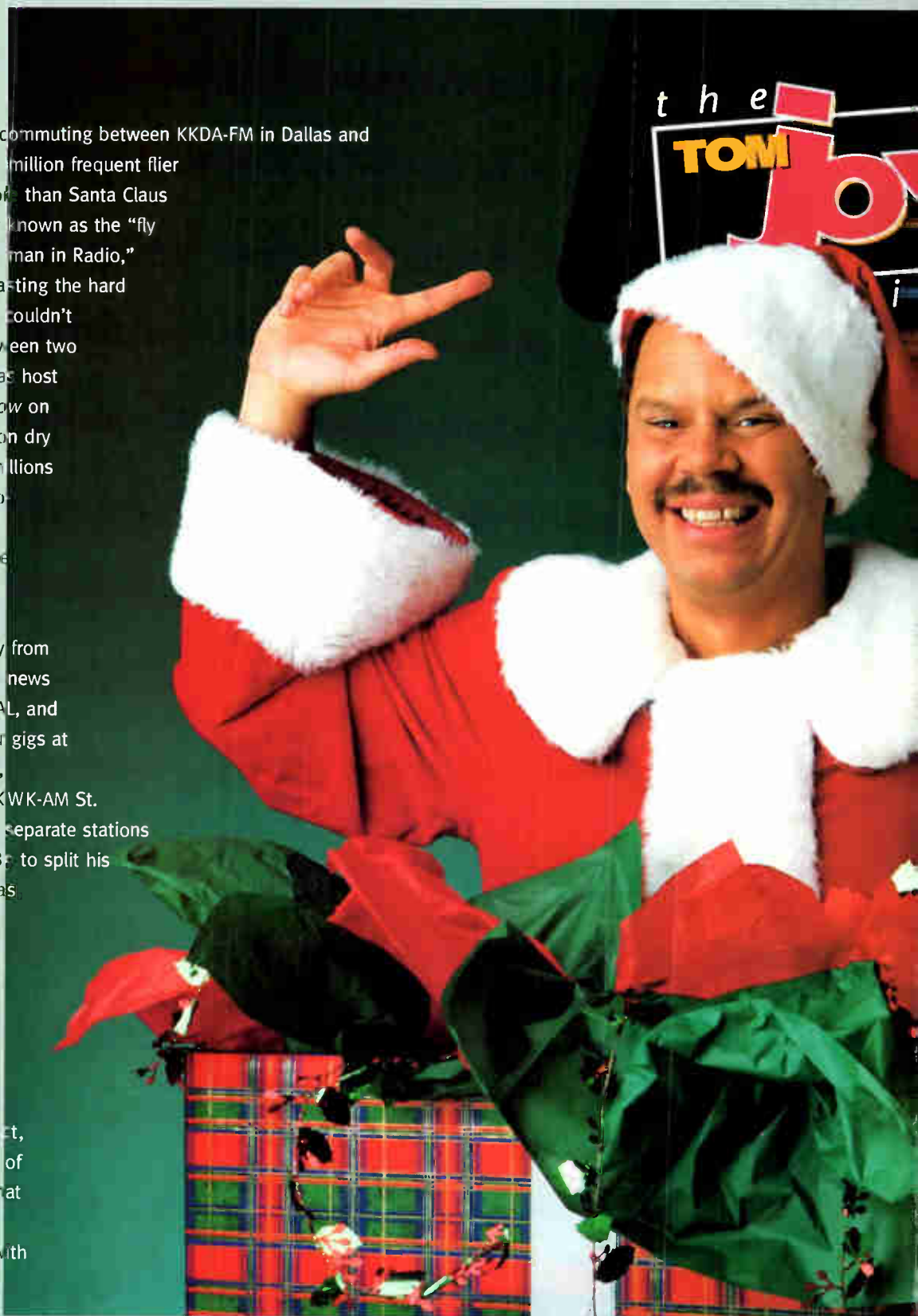
# Urban 'Fly Jock' Grounded

**Tom Joyner**  
*Set to host mornings  
on ABC Radio*

Tom Joyner earned his wings commuting between KKDA-FM in Dallas and WGCI-FM Chicago, racking up 7 million frequent flier miles over eight years — far more than Santa Claus could ever dream of. Alternately known as the “fly jock” and “the hardest working man in Radio,” Joyner got into network broadcasting the hard way, by accepting two offers he couldn’t refuse ... and thus shuttling between two stations on a daily basis. Now, as host of *The Tom Joyner Morning Show* on ABC Radio Networks, he’s back on dry ground ... and set to wake up millions of urban Radio listeners coast-to-coast.

A four-time *Billboard* magazine award-winner, Joyner began his Radio career immediately after receiving his degree in sociology from Tuskegee Institute. He landed a news job at WRMA-AM Montgomery, AL, and subsequently moved on to other gigs at more than a half dozen stations, including WLOK-AM Memphis, KWK-AM St. Louis, KKDA-FM Dallas and four separate stations in Chicago. After agreeing in 1985 to split his time between Chicago and Dallas, Joyner also became host of CBS Radio Networks’ urban countdown show *On The Move*, the last segment of which airs this month.

Joyner has received *Impact* magazine’s Joe Louis Award for Excellence in Broadcasting. In fact, Joyner received *Impact*’s Best DJ of the Year Award so many times that they renamed it The Tom Joyner Award. Joyner resides in Dallas with his wife, Dora. He has two sons, Thomas Jr. and Bert.



**I**NK: Now that you have your own daily show on ABC Radio, your feet once again are planted on terra firma ... but for eight years you were commuting between air shifts in Dallas and Chicago. Why?

**JOYNER:** I did it out of greed. I could tell you a lot of BS, but the real truth is I had two offers on the table: one to continue to do mornings here in Dallas at K104, and one to do afternoons in Chicago at WDCI. Both stations asked me how much it would take for me to do the job, and I gave them both the same number, figuring that I'd get one or the other to go along with it. To my surprise, they both said "OK, cool, that's what you want, you got it."

**INK: And you were stuck.**

**JOYNER:** Yes. They each knew that the other had a bill on the table, so I asked them both to give me a few days so I could figure out what I wanted to do. And while I was trying to figure it out, the light went on like one of those big search lights. I knew there were a lot of flights between here and Chicago, probably one an hour, and while I didn't know how much it would cost for me to commute, I knew there had to be enough money in this deal to work it out. Both deals were for five years, guaranteed. So I called American Airlines and found out what their price was, and then I went to a nutritionist to see if I could do this and still keep my health. When I had the answers to these questions, I went back and signed both contracts without

each one knowing that I had signed the other.

**INK: Neither station was very pleased about the situation, either.**

**JOYNER:** No, they both were pretty pissed, but one of them took longer to get over it. They thought when I signed, they had me exclusively. The deal didn't go into effect for about three months, and it was a month before I told each station that I had signed the other contract and was going to be flying back and forth.

**INK: And at the time people thought you were out of your mind.**

**JOYNER:** Yes, they did, but it worked out fine. In fact, three years into the contract I renegotiated both contracts and I added three years to the deal. And now I'm at the end of the eighth year.

**INK: So you're finished being the "fly jock"?**

**JOYNER:** Yes. I stopped K104 in February, and I wound up at WDCI about a month ago, but I still have my obligations to CBS to do the weekend countdown show through the end of the year.

**INK: How many frequent flier miles did you earn from all this?**

**JOYNER:** Seven million.

**INK: Bet you probably never wanted to get on a plane when you weren't commuting ...**

**JOYNER:** No, but my family did.

#### **GOLDEN OPPORTUNITIES**

**INK: Tell us a little bit about the basics of the new show.**

**JOYNER:** It is five hours, airing from 5 to 10 central time, 6 to 11 eastern time, and it will have a two-hour delay on the West Coast.

**INK: How is the show structured? What makes this different from programming that stations could do for themselves?**

**JOYNER:** First of all, they get me. Tom Joyner. And I've got two people on the air with me, Sybil Wilkes, who will be doing news, and Kevin Woodsen, who will do sports. But we'll be discussing the news and sports stories, rather than doing straight news and sports reports. That's my style. I prefer that. We'll discuss a story, like this Michael Jackson thing, and they'll play the credible part of the discussion and I won't.

**INK: You also have a live band, correct?**

**JOYNER:** That's right. Uncle Butchie's Live House. The band will be used to go in and out of breaks. The idea for the band came about when we were putting this thing together and I said that I wanted music for going into and coming out of breaks. These

24 ►

## **SIDELINES**

◆ Leisure activities: **Watching television. I'm a real couch potato and remote control freak.**

◆ Recommended reading: **Don't read the Howard Stern or Rush Limbaugh books.**

◆ Mentor or role model: **My great-great grandfather, Cy Joyner, who lived to be 101. He was a stud slave.**

◆ Most interesting person you know and why? **My two sons, Killer and Thriller. They are 18 and 19, and they are so opposite each other.**

◆ If you had 30 minutes to sit down and speak with someone, whom would you choose and why? **Michael Jackson. I had 30 minutes to talk to him a long time ago, and I wish I could talk to him now and find out what's really happening with him.**

◆ If you could be granted one wish, what would it be? **That all guns in this country would be illegal. The only purpose of guns is to kill somebody ... and I don't want to hear that mess about hunting.**

◆ If you could go back in time, where would you go? **The golden age of Radio when they had live bands and soap operas.**

◆ I listened to **Father Rock, ticking around the clock on WRMA 950 when I was growing up.**

◆ When I was a little kid I wanted to be a **truck driver when I grew up. I thought they were so cool.**

◆ What is your pet peeve with Radio? **More music ... less talk.**

◆ The most embarrassing thing that ever happened to me in my career was the time I called the police and reported my air guitar missing. I was arrested and found guilty for filing a false report. I had to pay a \$1,000 fine plus court costs, and then I was put on two-year probation.

◆ What has been your most elusive goal? **To marry Gladys Knight.**

◆ Of what achievement are you most proud? **Recognizing the opportunity to be on the air in Dallas and Chicago at the same time.**

◆ As a listener, what is your favorite Radio format? **Black Radio before it was urban, when there was personality on the Radio and it was fun to hear DJs talk.**

◆ Is there anything you would do differently if you had it to do over again? **I wouldn't have gotten out of the Commodores before they made any money.**

◆ What advice would you give someone who wants to get into Radio? **Get into network Radio. Network is the future ... and the future is now.**

## INTERVIEW

◀ 23

stations we're targeting are not used to picking up network shows, and I could see a problem with them coming back to me while I'm mid-sentence. At first we just decided to have some music going, but then we discussed having a live band ... and it just grew from there. They used to do that in the golden era of Radio, and we thought, "why not bring it back?" The live band will also perform with artists who come by,



much like the artists who come by Letterman's and jam with Paul Schaffer, or who drop by Arsenio and jam with Michael Wilson and the Posse. It's the same idea. We'll also have celebrities who come by, as well as a daily soap opera.

**INK:** That's right ... you're really into soap operas.

**JOYNER:** I've always enjoyed talking about the daily soap operas on television. I've been doing *All My Children* reports on the Radio for a good eight years. So we decided

"the heck with *All My Children*, we can have our own Erica Kane," and develop our own soap opera every day. The working title right now is *It's Your World*. We're also going to have comedy bits done exclusively for this show by a team of comics out in California.

**INK:** Let's discuss music. With urban-oriented music fragmenting much the same as CHR is fragmenting, how do you bring it all

together so you can appeal to listeners on a national basis?

**JOYNER:** We're going to look at the music on all of the stations that are affiliated with us and take only those songs that are common on all playlists. That way, we stay real safe with the music. If you take the list of

*'What Howard and other shock jocks do is the easy way. It is a lot easier to get on the Radio and be blue than it is to be truly entertaining in a way that is clean and good for the entire family.'*

songs that are common to both an urban and an urban AC audience, you're probably talking about somewhere between 10, 12, maybe 15 songs. Besides, we're not pushing music on this show, we're pushing entertainment.

**INK:** So you can get away with a pretty tight playlist of 10 or 12 songs?

**JOYNER:** Yes. We're going to try to just

25 ▶

# Announcing the Finalists for the 1993 Radio Wayne Awards



### Previous Winners

- 1991 Δ Val Maki Δ *The Radio Wayne Award*
- 1992 Δ Cary Simpson Δ *The Radio Wayne Award*
- 1992 Δ Bob Poe Δ *General Manager of the Year*
- 1992 Δ Louise Crawford Δ *Sales Manager of the Year*
- 1992 Δ Mary Bennett Δ *Woman of the Year*

A panel of judges has narrowed the nominations down to these finalists. Judges will select one winner in each category, which will be awarded at RAB '94 in Dallas.

The Radio Wayne Award is named for "Radio Wayne" Cornils who has set an example of leadership and quality in Radio for a lifetime. The award is designed to recognize individuals who epitomize professionalism and have raised the overall level of excellence in Radio within their market, and in the industry as a whole.

### Best Overall Broadcaster (The Radio Wayne Award)

- Skip Finley Δ WKYS/Washington, DC
- Sally Hawkins Δ WILM/Wilmington, DE
- Mike McKoy Δ KJYY/Des Moines, IA
- Mary Bennett Δ KZFX/Houston, TX
- Perry St. John Δ KQEG/La Crosse, WI

### General Manager of the Year

- Lou Vito Δ WPKO/Bellefontaine, OH
- David Manning Δ WRBQ/Tampa, FL
- Doyle Peterson Δ KMGA/Albuquerque, NM
- Linda Byrd Δ WROO-WAIA-WNZS-WZNZ/Jacksonville, FL
- John King Δ WSIX/Nashville, TN

### Sales Manager of the Year

- Martie Miller Δ KEKB/Grand Junction, CO
- Richard Mecham Δ KSL/Salt Lake City, UT
- Glenn Cheesman Δ WVNO/Mansfield, OH
- Gail Brooks Δ KCBS/San Francisco, CA
- Dennis Burchill Δ WSVA/WQPO/WPKZ/Harrisonburg, VA

### Woman of the Year

- Kim Woodworth Δ WTXI/Tuscaloosa, AL
- Cecelia Breyault Δ WMXJ/Hollywood, FL
- Karen Carroll Δ KYKY/St. Louis, MO
- Mary Rawlins Δ KBCO/Denver, CO
- Joan Gerberding Δ WPST/Trenton, NJ

# RADIO INK



bombard the audience with so much entertainment that the music won't be that important. Every 15 minutes we'll be paying off with some kind of entertainment, and we're not trying to match the stations music-for-music.



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**INK:** In fact, we keep hearing that, as stations keep playing the same music, the personality becomes much more important. Is there enough talent in Radio for stations to be able to compete in today's market?

**JOYNER:** No. And if there was, I wouldn't have this job.

*'There just aren't a lot of good personalities ... and probably fewer of them in the urban format than in any other.'*

**INK:** Does this mean that shows like yours are the wave of the future?

**JOYNER:** Yes, but that future is now. There just aren't a lot of good personalities ... and probably fewer of them in the urban format than in any other. In fact, the future of urban Radio really is network Radio. My price is pretty high, and most stations wouldn't be able to afford me. But in network Radio they can get a quality program for an affordable price.

**INK:** What is it that has led to your success on the Radio?

**JOYNER:** That's a good question. I listen to myself and don't know why people like it.

**INK:** How safe do you play your role? Do you push the envelope, or would you rather leave that to the Howard Sterns and

**Rush Limbaughs?**

**JOYNER:** You mean do I go over the border? No, I prefer to do it the hard way. What Howard and other shock jocks do is the easy way. It is a lot easier to get on the Radio and be blue than it is to be truly entertaining in a way that is clean and good for the entire family. If I did it their way it would make my job so much easier.

**INK:** What's your personal opinion about that type of shock Radio?

**JOYNER:** I find it offensive and I don't like it, but if that's what people want to listen to, that's their business. I've always felt that good, clean entertainment will win in the end.

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# 1993: The Road to



# Recovery

by Reed Bunzel



**R**adio's recovery from the recession of the past few years has been a long and winding road. Just as 1992 went out with a whimper, 1993 came in like a white tornado. Fueled from the start by healthy economic indicators—and a healthy 1992 Christmas buying season—'93 marked the turning point in Radio's long-awaited rebound.

At the start of the year many analysts cautiously predicted slow growth of 1 percent to 2 percent for the U.S. economy through the year, while Radio forecasters were somewhat more optimistic—calling for revenue growth of 4 percent to 5 percent above last year's dismal showing. While the national economy didn't grow much faster than anticipated, Radio's fortunes were more substantial. Through October, combined Radio revenues were up almost 9 percent against '92, with significant gains in every facet of the industry and every region of the country.

In January, Radio Advertising Bureau President Gary Fries told *Radio Ink* that Radio could experience growth at a rate higher than analysts predicted, based on first-quarter up-front buying posted at the end of '92. The first quarter is crucial, he said, "because when we have a good first quarter it gives us a lot better footing going into a year than if you lose it all right out of the box." He was right.

National spot Radio enjoyed a similar rebound, with year-to-date gains of 7 percent through the third quarter ... and pacing higher than that through the fourth quarter. "Overall, spot Radio will finish out 7 percent to 8 percent up in '93 vs. '92," said Katz Radio Group President Gordon Hastings. "This is not a fluke; it signals a real turnaround in the economy. The only real area of weakness is in the Northeast; from an overall economic standpoint all the other areas of the country are coming out of the recession."

Much of the turnaround has come from an injection of business from major corporations that reined in their budgets during '91 and '92. The big three auto companies have returned at strong levels, and the wars between AT&T, MCI, and Sprint (as well as the regional Bell companies) have had a big impact. Also, competition among airlines, retail, fast food, and the communications industry has strengthened Radio's revenue base. "There is no

question Radio was the first hit in '91, but we've also been the first to get out of it in '93," Hastings said. "That bodes well for Radio, which is built upon elements that are stronger substantially than just a rebound in the economy."

## Rules and Relaxation

Improving financial fortunes weren't the only cause for Radio's remarkable recovery in '93. Much of the credit has to go to the Federal Communications Commission for relaxing its ownership rules, and to owners who ventured out of the safety of traditional broadcasting and took a chance on duopoly.

Through the third quarter of 1993, the Radio station marketplace bore a vague resemblance to the "go-go '80s"—except for one major difference: prices generally remained stable. While some values on some stations in some markets inched upward as some well-heeled owners grabbed at opportunity, trading activity to date is hardly frenzied. Instead, beleaguered sellers are forging relationships with serious buyers who see an inherent value in Radio—both in the long and short run.

The great unknown quantity in this equation remains the financial institutions, although solid equity pools and public investors have filled in some of the blanks. "There's a lot more interest from investors than there is from the banks," said broker Richard Blackburn. "We're seeing a handful of senior lenders, but they're mainly looking at the biggest deals. In most cases, the buying that's being done is by those that are well-funded, well-capitalized, or selling one station so they can buy another."

Still, there's no question that duopoly has changed the Radio landscape dramatically—and, if industry soothsayers are correct, it should continue to push the marketplace for the next few years. "As our industry gains more experience with duopoly, we will look back on that decision as one that truly helped save the Radio business," noted Group W Radio President Dan Mason. "None of us have all the answers now, but in the coming years we will be so much more effective with the rule change. Eventually the industry will be stable and more vibrant as a result of the benefits that duopoly brings."

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## SPECIAL REPORT

◀ 27

returning to the table, several major players have built on duopoly's strengths. Infinity Broadcasting this year closed on its \$100 million purchase of Cook Inlet's WSUN-FM Chicago, WZLX-FM Boston, and WZGC-FM Atlanta, bought WIP-AM Philadelphia for \$14 million, and contracted to purchase KRTH-FM Los Angeles for \$110 million and WPGC-AM/FM in Washington for \$60 million. Shamrock Broadcasting acquired Malrite Communications' nine Radio stations in a "stock-for-stock merger" valued at \$300 million, giving Shamrock 21 stations and making it one of the largest Radio groups in the United States. Viacom International picked off Westwood One's KQLZ-FM L.A. for \$40 million, and Broadcasting Partners Inc. grabbed WYNY-FM New York for \$56 million.

Meanwhile, Evergreen Media paid the Rusk Corp. \$51 million for KTRH-AM/KLOL-FM Houston, purchased WWBZ-FM Chicago from Major Broadcasting for \$32 million, and bought KIOI-FM in San Francisco from Fairmont Communications for \$45 million. Clear Channel Communications gobbled up Metroplex's WERE-AM/WNCX-FM Cleveland, WHYI-FM Fort Lauderdale, WMTX-AM/FM Tampa, and WXBX-AM/WUFX-FM Buffalo for \$54 million. Chancellor Communications paid \$48 million for KFBK-AM/KGBY-FM Sacramento from Group W, and Broadcast Architecture picked up Pyramid West's WNUA-FM Chicago, WXKS-AM/FM Boston, WPXY-AM/FM Rochester, WHTT-AM/FM Buffalo, WYXR-FM Philadelphia, and WRFX-FM Charlotte, NC for \$132.25 million.

Additionally, in a non-station deal, Westwood One Inc. agreed in principle to buy for \$101.3 million former competitor Unistar Radio Networks, which had been taken over by Infinity Broadcasting earlier in the year. In turn, Infinity agreed to purchase 5 million shares of Westwood One stock at \$3 per share (which since has almost tripled in value), plus an option to acquire 3 million additional shares at the same price—making Infinity the company's single largest shareholder. Reeling from a disastrous downturn in 1992, both Westwood One and Unistar realigned their sales and marketing departments earlier this year.

Corporate mergers also fueled the re-

surge in trading activity this year. Clear Channel Communications announced its intention to swallow up Metroplex Communications; the deal, if approved, would cause Clear Channel to bump up against the FCC's ownership caps of 18 FMs and 18 AMs. With the 31 Radio properties owned by Clear Channel, and the seven it would acquire from Metroplex through a \$54 million stock exchange, the resulting megagroup would have to spin off two FMs to comply with Commission rules.

Similarly, in a deal valued at \$160 million, Booth American Co. and Broadcast Alchemy also agreed to merge a majority of their combined Radio stations into an as-yet unnamed company. Ownership of the company will be split 50-50 between Broadcast Alchemy, which will contribute its stations in Pittsburgh and Indianapolis, and Booth, which will kick in stations in Cleveland, Sacramento, Cincinnati, Detroit and Denver.

Also: Stoner Broadcasting, Atlantic Radio, and Multi Market Communications announced plans to combine forces as American Radio Systems, a move that will create a group that immediately will be among the 20 largest in the United States. With an initial capitalization of \$100 million, the new Boston-based company will own 17 stations in eight markets, four of which will be duopoly markets.

### Indecent Proposal

While Infinity perhaps scored the most points this year on the playing field, it also continued to rack up the most points against it at the FCC. Continuing its close monitoring of "indecent programming content," the Commission hit the company with a "Stern warning" and fines totalling \$500,000; the FCC also upheld its levy of a \$6,000 fine issued in 1988. Infinity President/CEO Mel Karmazin has said that the company has never paid a fine for any FCC violation, and does not intend to pay these, either.

This latest round of fines came following self-proclaimed media watchdog Al Westcott's FCC filing numerous complaints against KFBI-FM Las Vegas, which airs the Howard Stern show in that market. Westcott takes credit for racking up \$1.2 million in fines against stations for broadcasting such "indecent" programming, and told *Radio Ink* that Evergreen has contacted him as a possible defense witness in a \$45 million breach of contract suit filed by Infinity.

30 ▶

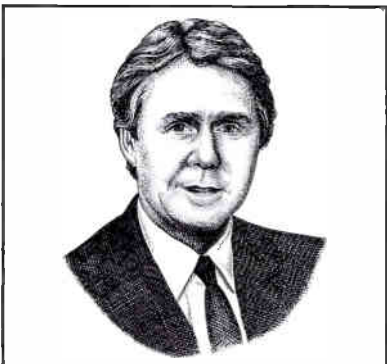
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## SPECIAL REPORT

◀ 28

The suit stems from WLUP-AM Chicago GM Larry Wert's decision to bail out of its contract with Infinity to air Howard Stern. Wert claimed he was concerned with possible FCC action against the station, while Infinity's Karmazin claimed it was a smoke screen to hide the station's low ratings.

The actionable material, Westcott insisted, was indecent and not suitable for children — a position that the U.S. Court of Appeals last month found untenable in the congressionally mandated "safe harbor" restricting the broadcast of "indecent" material to the hours between 12 midnight and 6 a.m. The court found that this "safe harbor" period was overly restrictive and did not "properly weigh viewer's and listener's First Amendment rights (when) determining the widest safe harbor period consistent with the protection of children."

Lest Infinity feel isolated in being singled out for "indecent" violations, the FCC also hit the Rusk Corp.'s KLOL-FM Houston (prior to transfer to Evergreen) with a \$33,750 fine for indecent broadcasts of portions of the Stevens and Pruett Show.

Complaints filed with the Commission alleged that the popular duo conducted a sex survey that was "vulgar and explicit" in its description of organs and activities.

### Uphill All The Way

A new and energetic Congress spent much of this year dealing with budgets, taxes, health care and free trade, but in between were a handful of issues near and dear to the hearts of broadcasters. Both houses of Congress and the new administration moved quickly to bandage the wounds of last year's expensive and nasty campaign season by introducing — and subsequently passing — vastly different political campaign bills which, at first blush, appeared to be an attempt to reach deep into broadcasters' pockets. Reacting to these proposals, NAB President/CEO Edward Fritts said that "enough was enough," noting that broadcasters would bear a "significant and unfair financial burden" in the name of campaign reform.

Perhaps the brightest note for Radio broadcasters was legislation introduced in both houses — and passed by the House of Representatives — designed to ease the problems caused by disclaimers which pre-

vent Radio broadcasters from airing automobile financing and leasing advertising. NAB's Fritts called on Radio broadcasters to urge their senators "to co-sponsor the Senate version of the bill so we can move on it in a similar fashion."

Fritts also urged broadcasters to help defeat several other pieces of legislation. Rep. Joe Kennedy (D-MA) and Sen. Strom Thurmond (R-SC) introduced bills that would require all alcoholic beverage advertisements (broadcast or otherwise) to carry health warnings. Similarly hazardous to Radio's health would be the performance rights legislation introduced in both houses. Arising from fears that upcoming digital audio broadcasting could encourage off-the-air home taping, this legislation would ensure that performers be paid a royalty every time their work was broadcast. "This industry promotes music heavily," said NAB Radio Board Chairman Robert Fox. "They shouldn't be trying to get more from broadcasters."

### Numbers Game

Getting more from broadcasters is just what a number of Radio operators appar-

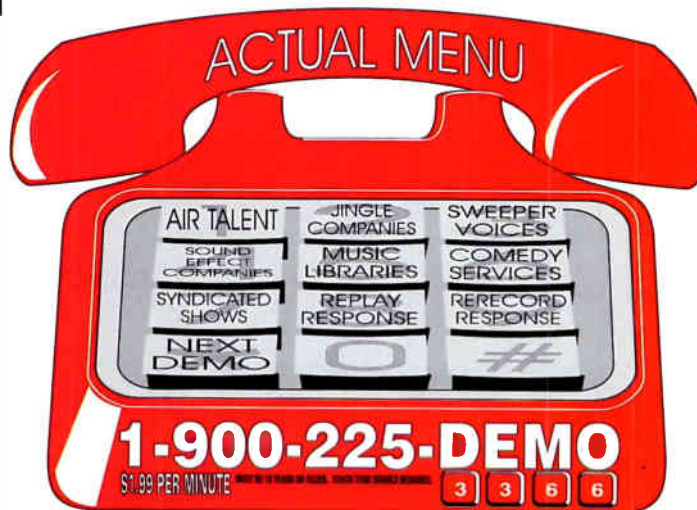
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World Radio History

## SPECIAL REPORT

◀ 30

ently believed Arbitron was seeking in its latest proposal to increase sample size ... and many so far have decided to "sit this one out." In August the company proposed a 70 percent increase in survey sample size over the next three years, a proposal designed to replace the ill-fated 18-week rolling average proposal announced in April. Arbitron said it would bear most of the cost, but said stations would see a 2 percent rate hike — 1 percent each in '94 and '95.

This last detail, however, seemed too much for some stations to accept, and they balked. The result: Arbitron announced plans to roll out the sample increase only in the 32 markets from which it has received significant support for the plan, beginning with a 15 percent sample increase in the Winter 1994 survey. These 32 markets also will receive additional 20 percent sample increases both in '95 and '96.

Sample size and response rate also was the concern earlier this year in Atlanta, where the Atlanta Radio Association and Arbitron conducted a cooperative on-air

test of survey announcements designed to encourage listeners to participate in the Spring survey. While overall response rates increased three full points over the spring '92 numbers, neither Arbitron's best hopes nor its worst fears were realized, according to Jay Guyther, VP/sales and marketing, Radio Station Services.

In fact, the very nature of the test resulted in the discreditation of the Spring '93 Atlanta survey by the Electronic Media Ratings Council. According to Exec. Director Richard Weinstein, EMRC guidelines clearly state that "you don't experiment with information that is going to be used in the buying and selling process." Apparently this action was too much for many Radio group operators and the Board of Directors of the RAB, which in October voted to drop its membership in the council, saving the RAB \$11,000 a year.

Arbitron also discontinued its syndicated television and cable ratings service, laying off some 720 of its 1,170 employees. Newly appointed Arbitron President Steve Morris said that this downsizing will redirect Arbitron's resources into areas that are "truly better aligned with what our custom-

ers have been asking for, particularly our Radio customers." Additionally, Arbitron intends to roll out a new qualitative audience measurement service developed specifically for stations in medium and small markets and undergoing testing.

### In The Hunt

As 1993 wound to a close Senate Democrats successfully beat back an attempt by Republicans to delay the confirmation of Reed Hundt as FCC chairman, belatedly nominated by President Clinton after Antoinette Cook withdrew her name for "personal reasons." Hundt, who was sworn in by Vice President Al Gore, is senior partner at Washington law firm Latham & Watkins, which has been involved in Evergreen's battle against indecency judgments levied by the FCC.

On a technical level, the FCC gave a nod to Motorola C-Quam as the nationwide AM stereo standard, a move that initially met with vehement protests from Leonard Kahn, who has been peddling his own AM stereo system since the late '70s.

Two other ongoing technological

34 ▶

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No wonder Computer Concepts DCS has turned hundreds of stations into happy customers. I'm glad I'm one of them. Oh, I almost forgot. The price was right, too.



***I thought*** I'd impress HQ by buying the cheapest hard disk system I could find. After all, they all look the same! Their promises sounded good and I wanted to believe.

I found out promises come cheap. But their system wasn't really cheap—not once you added up the little "extras" it took to do the bare minimum. And it still couldn't do all the things our station really needed.

I found out the hard way, at 3 AM when the system we bought crashed. And in morning drive, when missing spots meant dollars down the drain. When I finally reached customer support, they said they were working on software they thought would fix my problem, but they weren't sure when it would be done. Guess what I told them?

Now I know better. We're getting a Computer Concepts DCS. I learned a costly lesson: Get it right the first time. Call Computer Concepts first.



**"I should have bought a DCS in the first place."**

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## SPECIAL REPORT

◀ 32

issues — Radio Broadcast Data System and DAB — also are poised to have considerable impact on the Radio industry, one in the short term and the other a little bit farther down the road. Denon America earlier this year announced its intentions to proceed with marketing its FM-only RBDS receivers, which would retail for about \$50 more than those without RBDS. The company said that the initial investment in RBDS equipment will cost the average Radio station \$2,400, while the Electronics Industry Association — a strong proponent of this technology — released a survey showing that 62 percent of all GMs plan to go on-air with RBDS.

Having backed off its prior support of Eureka 147 (although some senior executives still regret the decision), NAB reiterated its support of in-band, on-channel terrestrial DAB — and expressed grave concerns that satellite DAB could "bring down the system of local Radio as we know it." NAB, which has long opposed national satellite broadcasting, conceded that tech-

nology cannot be regulated out of existence, but Radio Board Chairman Bob Fox said the FCC should not approve further development and deployment of satellite DAB before a parallel terrestrial DAB system is developed. In keeping with this position, NAB asked the FCC to reject all new applications for launch of satellite DAB services, warning that to give satellite services a head start would hurt the concept of local broadcasting.

NAB also turned heads — and raised some hackles — when it announced its plans to hold the annual fall Radio Show in conjunction with the annual conventions of RTNDA, SMPTE, and SBE. Reaction was mixed, with some exhibitors concerned that increased foot traffic in the exhibit hall would distract them — and their Radio customers — from conducting serious business. Many Radio executives also expressed some concern that Radio's presence would be diluted by the presence of so many engineers from other industries, resulting in a loss of identity for the industry.

### Out With The Old

As 1993 draws to a close, the Radio

industry could breathe a collected sigh of relief. Many broadcasters are cautiously optimistic that 1993's good fortunes will continue into '94. Despite a slight increase in overall interest rates and ongoing concerns over consumer confidence, few industry analysts expect to see an immediate return to the stagnation of the preceding two years. Few also are ready to predict such robust growth as the industry enjoyed in 1993, but preliminary signs suggest that Radio should continue to outpace other electronic media in revenue increases. As RAB's Gary Fries has said, the lessons learned in '91 and '92 have helped the industry plan for the future.

The Radio industry's biggest challenge: "We don't even know that we're on the cutting edge of the world's electronic media," observed ProMax President Jim Chabin, who earlier this year engineered the name change from Broadcast Promotion and Marketing Executives. "Ultimately we are all headed toward a world of incredible competition, highly targeted audiences, and incredible attention given to branding and positioning — and those disciplines are coming out of the Radio industry." ■



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**Janet Bain, Account Executive, KXL/Portland, OR**

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**Jeffrey Miller, Retail Marketing Director, WKLH/Milwaukee**

"RDS realizes that *your* new business is *their* entire business."

**Marijane Milton, Local Sales Manager, KRWM/Seattle**

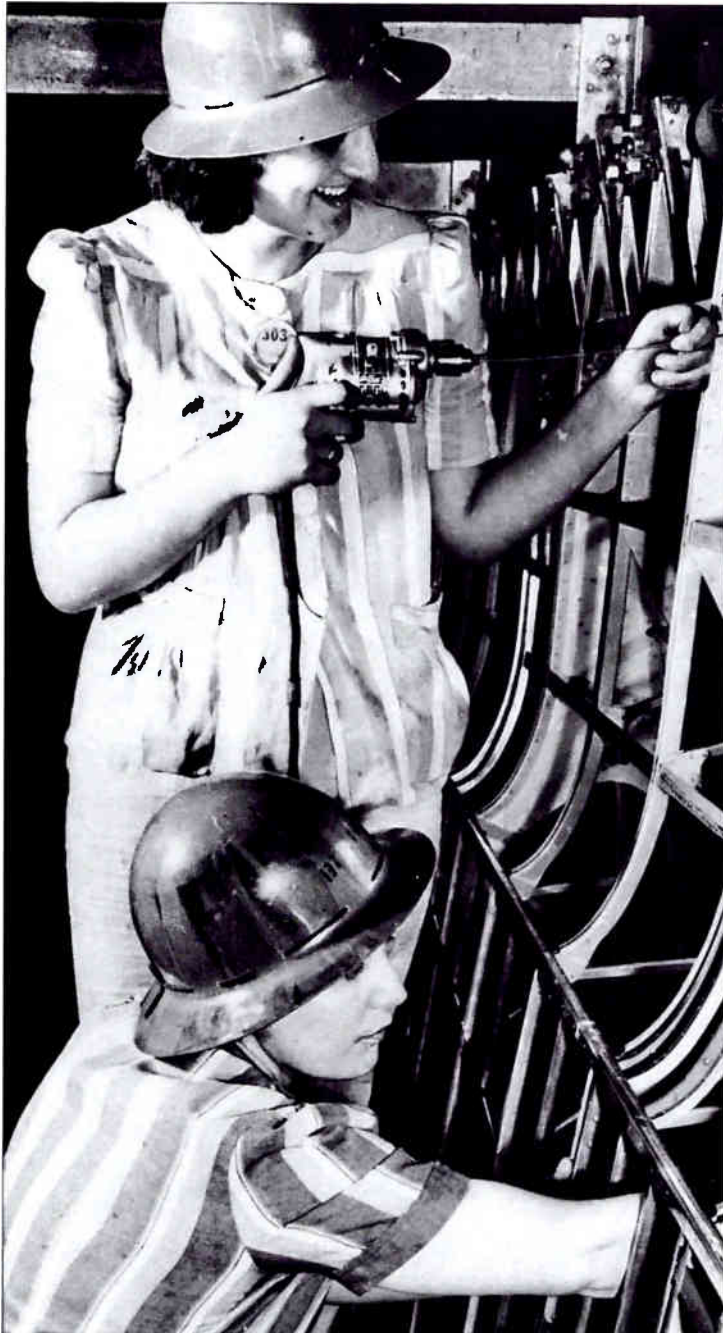
"Immediately after the University, we concentrated our efforts on selling a station event to manufacturers...and added over \$20,000 in new business we otherwise would not have had."

### '94 University Schedule

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Atlanta	Mar 7-9
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New Orleans	Oct 17-19
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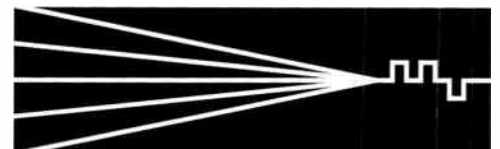
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# Ringling The Registers

Event Marketing, Direct Sales Help Stations' Bottom Lines



**Ed Prince, P/GM**  
**KOQO-AM/FM (SS)**  
Fresno, CA



**Chuck Wood, P/GM**  
**KACY-AM (AS)/KSMB-FM (CHR)**  
Lafayette, LA

**INK:** Let's begin with each of you giving us a brief description of your stations and markets ...

**WOOD:** We have an AM/FM combo. The AM is 10,000 watts with Satellite Music Network's Stardust format, and the FM is a class C with a personality-oriented CHR format. In fact, up until a recent Arbitron survey, we had not experienced any of the attrition other CHRs across the country have to deal with. We're working hard to keep it the top station in the marketplace. The AM does well, but because it targets mostly 50-plus listeners, we have to depend a lot on event marketing to make it fly.

**PRINCE:** Our FM — KOQO — is a Banda/Ranchero Spanish language format, very similar to KLAX in Los Angeles. The AM is a 5,000-watt, 24-hour Spanish language station simulcast from our FM. Agriculture is the No. 1 industry in Fresno and the San Joaquin Valley, so we have a tremendous Hispanic base here, along with strong younger demos, so both stations tend to help each other.

**INK:** How has business held up in 1993?

**WOOD:** This has been a very, very good year. We had a good first quarter and, while the second quarter was much softer than we anticipated, we were able to pick up our second-quarter short-falls in the third quarter, which has been phenomenal — up about 27 percent over last year.

**PRINCE:** This has been a tough year for us. For the first seven months we were down in national business but up in local business, with the total market up around 8 percent.

Again, everything depends on agriculture in this area.

**INK:** You mentioned national business ... do either of you have any special incentives or information programs to help your rep make your station stand out nationally?

**WOOD:** Since Lafayette is between New Orleans and Houston, I go on national sales calls several times a year. I go to Houston, Dallas, and Atlanta, and this is where the majority of my market dollars come from. These calls have really helped make a difference in building relationships. I also feed my rep all the information about the market as much as I can. I do a break-out after every rating book, outlining how I want to position these Radio stations, whether we'll negotiate off this book, and so forth. Essentially, I try to keep my rep totally informed about what's happening in Lafayette.

**PRINCE:** We don't offer any national incentives that we would do on a local basis; instead, we just try to keep our rep as informed as we can. One area we have seen a growing interest in is added-value promotions, so we try to update our rep on what promotions we are doing and how we might tie potential clients into our plans.

#### **CONTROLLING ADDED VALUE**

**INK:** Added value seems to have become a mixed blessing in Radio. How have each of

you responded to added value so you can take control of the situation?

**WOOD:** We get an amazing number of added-value requests, almost every client from Toys R Us to Fox. But unless an advertiser comes to the table with a sizable amount of dollars or prizes that are just going to make our listeners jump through

**'Clients have gotten wise to added value, and if the agencies don't give it to them, the client will drop them. It's unfortunate ...' — Ed Prince**

hoops to win them, we try to tie the added value into promotions we already are doing. They all make special requests, some of which are quite ludicrous, so we try to control it.

**PRINCE:** Added value is almost a must in Fresno if you want a piece of the pie. We have 35 Arbitron-rated Radio stations in this market, and it comes down to the point where a client is going to buy one, two, or three, and either you give them an added value, or you don't even have an opportunity to pitch the business. Clients have gotten wise to added value, and if the agencies don't give it to them, the client will drop them. It's unfortunate, but added value often is a dictate for part of the buy these days.

**INK:** What can we do about it?

**PRINCE:** Either tie it in with your ongoing promotions, or figure out how you can

37 ►

make something work for your Radio station, your listeners and the client.

**INK:** During the past couple of years Radio suffered financial hardships to which it was unaccustomed. What measures have you incorporated to make your stations run more efficiently?

**'We work harder at trying to get a piece of the business, going that extra mile with every client.' — Chuck Wood**

**WOOD:** In Lafayette, Louisiana, one of our biggest industries is oil and gas, which was a real hardship on the Southern Gulf states back in the late '80s. When I got here in December of '90, these stations were having a very tough time financially. The first thing we lost was the 800 number. That was just the first of a number of ways we have cut costs in non-revenue producing areas of the company.

**INK:** Could you please give some examples?

**WOOD:** First, there is hardly anyone on this Radio staff who isn't doing at least two jobs, which has allowed us to cut the office size by two or three people. We all tighten our belts and do what we have to do in order to get the job done. Even though sales are up over last year, I'm not going to add another person, because there are years of catch-up we have to go through. Ultimately, I scrutinize everything heavily if it is a non-producing item or person.

**PRINCE:** A lot of us are doubling up on jobs, too, primarily in the programming area where we have a person who handles promotions and also does an air shift. One unfortunate thing we had to do because of the economy was to cut personnel. That's not good for our local economy, but there aren't very many other areas where we can cut without hurting revenue ... except in sales. We feel that the salespeople should be able to pay for themselves, which should give you a zero on your budget. Probably the biggest area that can be cut is programming; I've found it keeps them more busy and more creative and they work harder.

**WOOD:** We did the same thing. My morning man is the program director, our morning sidekick is also the promotions director, our afternoon drive announcer is the

production director, and our 7-to-midnight announcer is the music director. Doubling up this way is one of the best ways we have been able to save money.

#### **THE DIRECT APPROACH**

**INK:** Have you made any changes in the way that you deal with customers ... the way that you focus your salespeople?

**WOOD:** We work harder at trying to get a piece of the business, going that extra mile with every client. For one thing, if a promotion includes a client, our

whole staff gets involved. Everyone from management to office staff gets involved, and it really makes a difference. We try to show that we genuinely care, that we want to see results for the client, and that our whole Radio station is working for this client. When a client gets mad at an account executive, he gets mad at the station — so we like to bring the station out in force so they can see that everyone is working for them.

**PRINCE:** Except in dealing with agencies and clients who insist on dealing with numbers and gross rating points, we have made an effort to go after more direct business. By tying advertisers in with sales packages and promotions, we've been able to secure advertising budgets that would not normally be. The clients love it, and they don't start talking about numbers, or who's doing this or that. Instead, they get to be part of an event, and they get really excited.

**WOOD:** On our AM side, we've had to go in the direction of event marketing to make it carry its weight. Since SMN's Stardust format caters to a mature market — and there's no such thing as an adult 50-plus buy anymore — we sell sponsorships to bi-monthly big band dances. We also hold an annual senior fair at the convention center, where we sell booths ... both events are extremely successful.

**INK:** When you do these outside events, do you contract with some other company or do you do it internally?

**WOOD:** We do it all. When we rent the convention center, they set up the booths for us, but we do everything else — from packaging the event to holding the pre-event orientation for the clients. Our entire staff is involved; we all have specific duties,



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deadlines and budgets. It's a lot of work, but we have to work harder for the dollars these days. I feel very lucky that I've got a staff that not only loves to work at these stations, but they also know that these are things we all have to do if we want to continue doing what we do.

#### **THE CONSTANT CAMPAIGN**

**INK:** Ed, you're in Fresno, which was one of the first communities to launch a citywide effort to compete against the newspapers. What kind of results are you seeing as a result of that effort?

**PRINCE:** The Fresno Radio Advertising Group, of which I am president this year, was the first cooperative effort by all of the Radio stations, as a group, to try and generate new revenue for Radio. That was one of our primary goals, and the campaign was extremely successful. In fact, our campaign has been sold to 12 or 14 other markets across the U.S. Since then, we have developed other projects intended to upgrade the perception of Radio on a local, regional and national level ... and we've seen a very positive effect.

**INK:** Chuck, are you doing anything like that

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# ORBOTRON



## IN THE TRENCHES™

◀ 37

### in Lafayette?

**WOOD:** Yes. We're wrapping up our first year of the Lafayette Area Radio Broadcasters Association, of which I'm the current president. Our major project this year was to get our metro redefined by Arbitron, and our next project is to conduct a survey about readership and recall.

### **INK: Have either of you encountered a great sales promotion or tool that has helped your operation?**

**WOOD:** A couple of months ago we wrapped up an added-value sales promotion that came down from Miller Brewing, and it has been the most phenomenal Radio promotion I've ever done. We tied a boat dealer in with a beer dealer and Sonic Restaurants, and gave away a SeaDoo. We broadcast two-hour remotes during half-price-burger-night at Sonic, and people qualified to win the SeaDoo. The entire experience has taught me an invaluable lesson that no idea is a bad idea, because we thought this was just a mediocre idea but it has turned into a huge success for every client that's been involved. It's just been incredible.

**PRINCE:** The promotions we generally tie into are community events. For instance, we're developing a cross promotion on our AM and FM called "immunity in the community" where we will provide immunity shots for the children in the community. We haven't sold it yet, but the initial response has been great.

**WOOD:** We're doing something with restaurants on our AM station. We have a promotion called "cash back", a client invests \$1,000 dollars with our AM Radio station, we take \$250 of those dollars and we write out \$25 checks for that restaurant. Then, when the client sees people coming in with these \$25 checks, they know our Radio station has listeners. Unfortunately, people don't walk in with a Radio hanging from their ear, but they see this KACY "cash back" check and they know they've gotten a return on their investment.

**PRINCE:** It's as if Radio is going into direct sales, but we're ringing the cash register ... and that's the bottom line.

**WOOD:** Exactly. People may react to Radio advertising and never say a word, so the client never has an idea. But if they show them our "cash back" check, they know exactly where it came from. ☐

## New Year???

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— George Green, President, KABC

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Circle Reader Service #124

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in Over 50 Cities, Reaching Over 100 Million People Everyday

Celebrated 15 Years of Success

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- Printing • Sales Incentives
- Production Library

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# COPY CLIPS

Below are nine different Radio Spot copy ideas which have been used on the air successfully in various markets. Simply cut out the cards, put them in a filing box and use them as a reference for tried-and-true copy ideas. Send your great Radio spot copy by fax to 407-995-8498, or mail them to: Radio Ink, Attn.: Copy Clips, 8000 N. Federal Highway, Boca Raton, FL 33487. Please remember to include the copy category, client's name, your name, title, station and whether the spot is :30 or :60.

## NON-PROFIT EVENT

:60 "PET WALK"

102.9 WBLM — It's rock and roll classics and the second annual pet walk to benefit The Center for Grieving Children. This Saturday, bring your favorite pet, whether it's furry, fuzzy, feathered, slimy or stuffed to Back Bay at 11 a.m. for registration. The creatures start walking at Noon, and BLM will be there the whole time doing the pet "Thang." Besides walking to raise money for the Center, there'll be demonstrations by search and rescue dogs, a raffle for a designer dog house ("arf arf"), contests for the biggest and smallest critters, and prizes for the most money raised. And, of course, WBLM will be there doing our own unique interpretation of stupid pet tricks ... The Center for Grieving Children is a non-profit organization that relies on the generosity of our community for its programs to assist kids in need ... so now that you know it's an awesome event, and a completely worthy cause, join us Saturday. In the totally unlikely event that it rains, the pet walk will be Sunday, same time, same station! 102.9 WBLM: The one and only rock and roll blimp!

Kimberly L. McCall, WBLM Portland, ME



## HOLIDAY SHOP

:60 CHRISTMAS FOR YOU

Elf: (sfx: Golf swing) Nice shot Santa! Santa: Thank you Herbie! OK Rudolf ... you're next. (sfx: Golf swing; sfx: Whistling as ball soars at about 100 mph). Elf: Hey, Rudolf! What a drive! (sfx: Beeper goes off) Santa: Uh-oh. There goes my beeper! I bet it's the Mrs. Mrs. Clause: (speaking on recording) Santa! It's less than 80 days till Christmas! It's time to get to work! Santa: OK Rudolf! Turn the golf cart around! And full speed aheaaaaaad ...!

Preparations for Christmas are in full swing at the North Pole, and right here in Richmond at Christmas For You ... and Gifts Too! You'll find all the sounds, lights, and beautiful decorations of Christmas at Christmas For You! A Christmas wonderland! Full of Christmas Trees in all colors, sizes and themes! Plus department 56 lighted houses, custom-made wreathes and bows, old world German Glass ornaments, and one of the largest selections of German Nutcrackers in the area! At Christmas For You ... and Gifts Too! In Carytown at 3537 Ellwood Avenue, Southpark Mall, Chesterfield Towne Center.

Holly Buchanan, WMXB-FM Richmond, VA



## RESTAURANT

:30 220 SEAFOOD RESTAURANT

(sfx: Old English voicer) Pirate: Aye, matey, I've sailed the seven seas, but I never navigated road construction as rough as out Berryville Pike to 220 Seafood Restaurant ... makes a pirate mighty hungry ... so when I gets thar, I be havin' The Early Bird Special. If I gets to 220 Seafood before six, I gets me 20 percent off any dinner! Aye, 20 percent off! Grilled seafood steaks, the best select cuts of Black Angus Beef, and much more ... 20 percent off before six at 220 Seafood Restaurant ... Route Seven, just East of I-81, Winchester!

Lloyd Willis, WINC-FM Winchester, VA



## PIZZA DELIVERY

:60 DOMINOS

(Twilight Zone theme for bed) Rod Serling: Your hunger is about to enter a dimension ... not for burgers or chips, but real food ... You have a desire for hot pizza ... A desire you can satisfy in less than 30 minutes ... And now at a special price; a price that can only be found ... in the Dominos Pizza time zone! Anncr: Where can you get a piping hot, delicious Dominos Pizza, and decide for yourself how much you'll pay? In the Dominos Pizza Time Zone! Call your participating Dominos Pizza between now and nine p.m. ... The time you call in your order is the price you pay! Call at six, pay just six dollars! Call at seven, pay seven dollars. Remember, the longer you wait, the more you pay. The clock is ticking, so pick up the phone and call right now! What could be easier? A delicious, piping-hot, large cheese pizza from Dominos, delivered to your door in 30 minutes or less, and you get to decide how much you'll pay. It's an offer you can't resist, and one you can only find ... Serling: In the Dominos Pizza Time Zone!

Richard Breen, WROQ-FM Greenville, SC



## SHOPPING CENTER

:60 SEVILLE ON THE PLAZA

Santa: (over the phone) Hello ... Mr. Falvy? Mr. Falvy: Yes? Santa: Mr. Fred Falvy ... 21-46 Elm? Mr. Falvy: Yes? Santa: This is Santa Claus. Mr. Falvy: ... Santa Claus? Santa: Yes ... I'm calling to remind you to get your Christmas shopping done early at Seville On The Plaza. Mr. Falvy: ... Right. Santa: Seville On The Plaza has over 25 exciting shops! With everything from fashion to jewelry. Plus restaurants and movie theaters ... convenient covered parking and holiday gift wrapping! Mr. Falvy: ... Right ... is that you Barney? Santa: No it's Santa Clause ... and I hope you'll take my advice and shop Seville On The Plaza early. And maybe we can avoid an incident like last year. Mr. Falvy: Last year? Santa: That's right. By the way has your wife worn that purple shirt? Mr. Falvy: That's all I could find! Santa: It was December 24th! And what about your grandmother? Did she enjoy the shovel? Mr. Falvy: Oh yeah ... and my son hasn't used the waffle iron either. Santa: Mr. Falvy ... do yourself a favor ... get your Christmas shopping done early at Seville On The Plaza.

Tom Crick, KFKF Kansas City, MO



## CARPET CLEANING

:60 MEYER'S CHEM-DRY

(sfx: phone ringing) Vce. 1: Abused Carpet Hotline. Vce. 2: (hysterical) I can't take it anymore! I've been drenched with Cherry Kool-Aid ... I've had the cat use me as her litter box ... and when my owners clean me, they use steam and shampoos and ... aaahhhh!!! I can't stand it. I'm starting to rot and mildew and foam at the fringes! Vce. 1: Calm down ... there's a simple solution — Meyer's Chem-Dry. You see, Meyer's Chem-Dry has what's called a 'red alert' that eliminates stubborn red stains ... as for your feline crisis, Meyer's Chem-Dry has a special pet urine removal treatment that will permanently take care of the odor dilemma ... and, instead of harmful shampoos and steams, they use a carbonated solution that doesn't leave behind residue that can resoil ... and it dries in less than an hour — which solves rotting and mildew problems ... and you'll stay clean longer. Vce. 2: Oh, Thank you, thank you ... I'm going to live!!! Anncr: Call Meyer's Chem-Dry today at 261-1086!

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



## CLOTHING

:60 LEVYS/NEW YEAR'S

Anncr: This New Year's Eve you can wear a regular party dress ... Nerd: Hi Helen ... I'm waiting for my kiss at midnight (geeky laugh) Nice dress! Anncr: Or you can wear a party dress from Levys! (sfx: Party horns, crowd noises) Good guy: Well hello! You look fantastic! What a great dress! Anncr: No one can beat Levys fabulous collection of party dresses! And right now, they're 50% off! During Levy's final sale of '92! Come in to Levys now and save 25 to 50% storewide! That means all dresses, suits, jackets, pants, sweaters ... all 25 to 50% off! Plus 50% savings on all party dresses! Just in time for New Year's! Levys has tons of dressy dresses, in all styles ... all at 50% off! Even sequins! So, come see the stunning collection of dresses waiting for you now, during the final sale of '92 at Levys! With storewide savings of 25 to 50%! Goofy Guy: Have I told you how much I like that dress? Anncr: The final sale of '92, going on now at Levys, on the Island at Willow Lawn.

Holly Buchanan, WMXB-FM Richmond, VA



## HEATING

:60 E.C. BARNES

(sfx: doorbell) Wife: Oh hi, you must be the reporter from *Comfortable Homes Today* magazine! Reporter: (very uncomfortable) Uh ... yes... and this is the ... Naked family residence? Wife: Yes, I'm Mrs. Naked. Husband: Well hello there, Sonny! Reporter: Uh ... please — don't get up! Uh, the public would like to know your secret to staying warm all winter ... especially when you're ... nude. Female: We prefer naked. Male: Well Sonny, our secret is E.C. Barnes, the area's dependable home heating oil distributor. They deliver clean-burning and energy-efficient home heating oil! Female: Would you care to stay for dinner? ... Our neighbors, Mr. and Mrs. 'Bare' are coming over ... E.C. Barnes keeps them warm, too. E.C. Barnes offers large tank discounts, furnace contracts, 24-hour emergency burner service, and flexible budget plans! Reporter: I'd better not ... anything else you'd care to tell our readers about E.C. Barnes? Male: Yes ... E.C. Barnes' radio-dispatched trucks and monitoring system ensures us we'll stay warm all winter long! Anncr: Get naked all winter with E.C. Barnes, Route 30, west of Saint Thomas.

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



## FURNITURE

:30 PAYLESS FURNITURE

(sfx: No music) Robert: This is Robert Dueck from Payless Furniture with ... (sfx: (anncr. - echo) "Furniture History") Robert: It's 42 B.C., and the first Chesterfield is invented! (sfx: Outdoor sounds) Zook: Grog! What you call? Grog: Me call it Sofa. Zook: Why sofa? Grog: Because so-fa, so good! (sfx: music) Robert: At Payless Furniture, we're making furniture history with a great selection and great prices! Ask about our free delivery! Payless Furniture, in downtown Steinbach.

Allan G. Lie, CHSM-AM Steinbach, Manitoba



# CLASSIFIEDS 1-800-226-7857

All orders and correspondence pertaining to this section should be sent to: **RADIO INK**, 8000 North Federal Highway, Boca Raton, FL 33487

Call (407) 995-9075 or fax to (407)995-8498. All ads must be prepaid and if not paid by deadline may be subject to cancellation. Checks, Mastercard®, Visa® and American Express® cards accepted.

**Deadline:** Ten days before the issue date. Ads received after the deadline will be placed in the following issue unless you are otherwise notified.

**Rates:** Classified Listings (non-display). Per issue \$1.50 per word. Situations wanted: first 10 words are free, additional words: \$1.50 per word. Blind Box: \$15 per issue. **Word Count:** Symbols such as GM, GSM, AE, etc., count as one word each. Each abbreviation, single figure, group of figures, letters and initials count as one word. We also count the phone number with area code and the zip code as one word. **Rates:** Classified Display (minimum 1 inch, upward in half-inch increments): \$130 per inch. **Blind Box Numbers:** The identities of **RADIO INK** Blind Box holders are never revealed. When responding to a blind box, mail your reply to the box number *c/o* **RADIO INK**, 8000 North Federal Highway, Boca Raton, FL 33487. If you do not want your reply to reach a certain company, simply indicate the company on the outside of your envelope. If the company named on your envelope corresponds with the box holder, your reply will be discarded.

#### CATEGORIES:

- SITUATION WANTED
- SITUATION WANTED PERSONALITY/TALENT
- SITUATION WANTED NEWS
- SITUATION WANTED PROGRAMMING AND PRODUCTION
- HELP WANTED
- HELP WANTED MANAGEMENT
- HELP WANTED SALES
- HELP WANTED ON-AIR
- HELP WANTED TECHNICAL
- HELP WANTED NEWS
- HELP WANTED PROGRAMMING AND PRODUCTION
- MISCELLANEOUS RELATED INDUSTRIES
- HELP WANTED BROADCAST SCHOOLS AND SEMINARS
- EMPLOYMENT SERVICES
- WANTED TO BUY EQUIPMENT
- FOR SALE EQUIPMENT
- STATIONS FOR SALE

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1"	\$ 975	\$1,750
1 1/2"	1,433	2,572
2 "	1,872	3,360
2 1/2"	2,291	4,112
3"	2,691	4,830
3 1/2"	3,071	5,512
4"	3,432	6,160

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NAB ..... 1-800-545-5728  
National Association of Broadcasters provides management, research, legal, technical, sales and marketing help to members, lobbies for radio and holds the NAB Radio Show.

N.A.R.T.S.H. .... 617-437-9757  
National Association of Radio Talk Show Hosts, a non-profit organization of professionals encompassing all aspects of talk broadcasting.

PROMAX ..... 213-465-3777  
PROMAX is an international association of professionals in the electronic media dedicated to increasing the effectiveness of promotion and marketing.

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# RESOURCE DIRECTORY continued

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## EVENTS CALENDAR

### 1994

Jan. 14-20—National Association of Broadcasters Winter Board Meeting and Legislative Forum, Carlsbad, CA. 202-429-5300  
Jan. 29-Feb. 1—National Religious Broadcasters Convention & Exposition, Washington, DC 703-330-7000  
Feb. 4-5—Oklahoma Association of Broadcasters Winter Convention, Oklahoma City, OK. 405-848-0771  
Feb. 5-6—Dan O'Day's PD Grad School, Dallas. 310-476-8111  
Feb. 7-8—Annual NAB Radio Group Head Fly-In, Washington, DC. 202-775-3511  
Feb. 9-10—Broadcast Cable Financial Management Association & Broadcast Cable Credit Association Board of Directors Meeting, Tampa, FL. 708-296-0200  
Feb. 9-11—29th Annual Broadcast Cable Credit Association Credit and Collections Seminar, Tampa, FL. 708-827-9330  
Feb. 13-14—West Virginia Broadcasters Association Winter Meeting, Morgantown, WV. 304-744-2143  
Feb. 16-19—Radio Y Musica Convention, Los Angeles. 813-877-6615  
Feb. 17-20—RAB '94 Managing Sales Conference, Dallas. 800-722-7355  
Feb. 21-23—Annual Great Lakes Broadcasting Conference and Expo, Lansing, MI. 517-484-7444

March 2-5—Country Radio Broadcasters 25th Country Radio Seminar, Nashville, TN. 615-327-4487

March 18-21—Broadcast Education Association Annual Convention, Las Vegas. 202-429-5354

March 21-24—National Association of Broadcasters Annual Convention, Las Vegas. 202-429-5300

March 24—National Association of Black Owned Broadcasters 10th Annual Communications Awards Dinner, Washington, DC. 202-463-8970 or 212-878-1558

April 24-28—National Christian Radio Seminar, Nashville, TN. 615-373-8000

April 27-30—Classical Music Broadcasters Association Convention, Los Angeles. 415-986-2151

May 11-14—4-A's Annual Convention, White Sulphur Springs, WV. 212-682-2500

May 22-25—Broadcast Cable Financial Management Association and Broadcast Cable Credit Association 34th Annual Conference, San Diego, CA. 708-296-0200

June 1-4—American Women in Radio and Television 43rd National Convention, Minneapolis, MN. 202-429-5102

June 8-11—PROMAX International and Broadcast Designers Association Conference and Exposition, New Orleans. 213-465-3777

June 16-18—Missouri Broadcasters Association Annual Convention, Branson, MO. 314-636-6692

June 23-26—National Association of Radio Talk Show Hosts Sixth Annual Convention and Exhibition, Los Angeles. 617-437-9757

Oct. 12-15—Radio '94 Convention, sponsored by NAB, Los Angeles. 202-429-5409

### 1995

May 21-24 Broadcast Cable Financial Management Association and Broadcast Cable Credit Association 35th Annual Conference, Las Vegas. 708-296-0200

### 1993 Arbitron Survey Dates

- Fall Sept. 23-Dec.15

### 1994 Arbitron Survey Dates

- Winter Jan. 6-March 30
- Spring March 31-June 22
- Summer June 23-Sept. 14
- Fall Sept. 22-Dec. 14

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Events Calendar, c/o Radio Ink  
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• **Steve Warren's MOR Media** is responding to stations seeking unique Christmas programming by offering a Radio script of Charles Dickens "A Christmas Carol" to its non-client stations. The script was adapted from the original Radio plays from the 1930s. Stations are conducting the play featuring local personalities. For information on the script or other Christmas programming, contact Warren at 800-827-1722.

• **The 2nd Radio Montreux Conference** is scheduled to take place June 9-11th in Montreux, Switzerland. The international Radio symposium is not joint ventured with the NAB this time but promises to be a great conference and an opportunity to hear a European perspective on the business. Organizers promise the conference will not be dominated by U.S. speakers, however, several will appear, including RAB's Gary Fries and Lynn Christian, Jeff Pollack of Jeff Pollack & Associates, Lynn Anderson of Radio Express, and *Radio Ink's* own Eric Rhoads. For information call 41 21 963 32 20 in Switzerland.



Bonneville's Classic Rocker KZPS dressed this city bus with logo and riders. Though the windows appear blocked, riders can see out.

• **OK audio buffs**, look for great things from AKG, the manufacturer of Orban and dbx processors, and AKG Acoustics, the maker



of microphones and other audio products. The company has been purchased by Harman International Industries which has been a long-standing name in cutting-edge audio products for years. Analysts say the new U.S.-owned company will bring an even stronger customer

focus to the needs of stations, leading to the development of more products to meet those needs. For information call AKG at 510-297-2727.



Infinity's WLIF Baltimore just released this 1994 SpotLite on Maryland calendar featuring photographs of local scenery. Send us your calendars too!

### SEND PHOTOS

of your organization's major events to: Grapevine, c/o *Radio Ink*, 8000 N. Federal Highway, Boca Raton, FL 33487.

## Radio Ink Wins National Publishing Award

NEW YORK—*Radio Ink* Circulation Director Tom Elmo, former Art Director Laurie Graham and publisher B. Eric Rhoads were the winners of the 1993 Circulation and Direct Marketing Awards by the Magazine Publishers of America and *Folio* magazine (a trade publication for magazine publishers). The Silver award was presented during a recent ceremony at the New York Hilton, and honors the recipients for innovation in a new business subscription promotion. According to Elmo: "We're thrilled to be considered among the top publications in America. This proves that a Radio industry publication can meet the standards of the well-known national magazines." Publications receiving awards in other categories were *Computerworld*, *Details*, *Men's Health*, *Golf Magazine*, *Field & Stream* and *Smithsonian*.



# Harry Connick, Jr.



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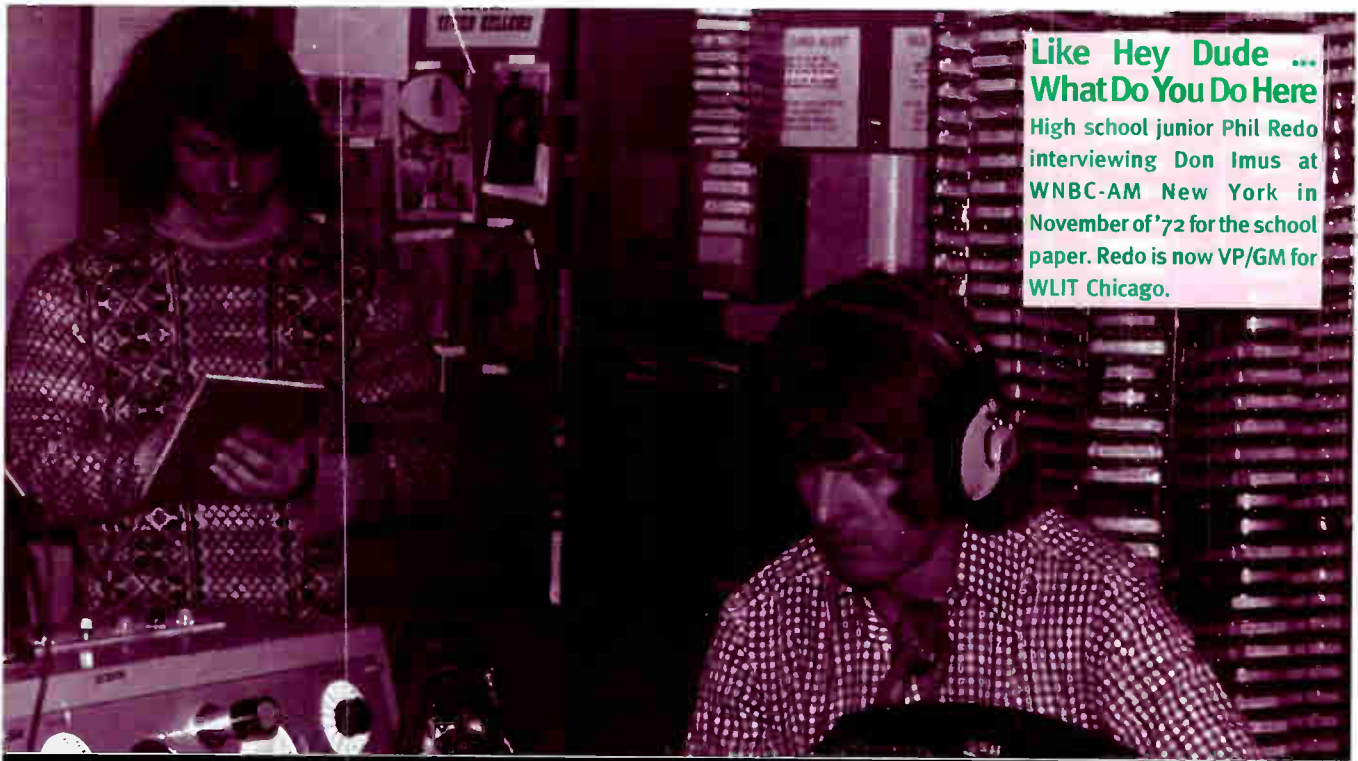
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High school junior Phil Redo interviewing Don Imus at WNBC-AM New York in November of '72 for the school paper. Redo is now VP/GM for WLIT Chicago.

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## ADVERTISER INDEX

Audltronics .....	19
Blackburn & Company .....	45
Broadcast Direct Marketing .....	6
Broadcast Products, Inc. ....	17, 28
Columbia Records .....	49
Communication Graphics, Inc. ....	2
Computer Concepts Corp. ....	33
Executive Broadcast Services .....	48
First Flash .....	47
Gifford International/Dave Gifford .....	10
Global Learning .....	37, 39
Hanevan Financial Services .....	12
International E-Z Up .....	48
Jackpot Promotions .....	14, 15
Jacobs Media .....	21
Katz Radio Group .....	29
Lontos Sales & Motivation, Inc. ....	39
MasterVox Media .....	20
Media Venture Partners .....	11
Metro Traffic Control .....	40
Mike McDaniel .....	46
National Supervisory Network .....	35
Orbotron .....	38
Radio Demo .....	30
Revenue Development Systems .....	34
Specialized Communications .....	32
Star Media Group .....	8
Sun Radio Network .....	3, 51
Tapscan .....	31
The Media Gallery .....	25, 50
TM Century, Inc. ....	52
Unistar Radio Networks .....	4

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