


Small Market Radio Newsletter


The Voice of Small Market Radio

VOLUME XXI • NUMBER 3 • JULY 3, 2003

LOCAL REVENUES FLAT FOR MAY. According to the RAB Radio Revenue Index, local sales for the month were flat compared to a year ago, while national dollars rose 4%, for an overall flat performance for the month. Year to date, local is up 1% and national is up 5%, for a combined growth of 2%. RAB President/CEO interprets: "Radio has managed to tread the waters of a challenged economy that was further muddied by world events. We see a strong, consistent recovery in radio starting in Third Quarter. Business activity has stabilized and is accelerating as we move forward through the year."

Editor's \$0.02: The Index measures 150 rated markets; our informal survey of our readers shows a range of results from "about the same" to better. Let us know how you are doing!  www.rab.com



CONGRESS ATTACKS; INDUSTRY RESPONDS. When the Senate Commerce Committee voted out a measure designed to roll back the new FCC deregulation regulation, NAB President/CEO Eddie Fritts commented, "It is clear from today's vote that a number of Senators don't fully appreciate the unique role played by local radio and television stations all over America. From Amber Alerts to life-saving weather warnings, from anti-drunk driving PSAs to charitable fund-raisers, broadcasters are fulfilling our commitment to community on a daily basis. As this debate moves forward, we look forward to a dialogue with Congress on the importance of preserving and strengthening the role of free, local broadcasting."  www.nab.org

HOLLINGS GETS DECENT RESPONSE. The Senate Commerce, Science and Transportation Committee has approved a legislative amendment, sponsored by Senator Ernest Hollings (D-SC), that would stiffen the fines doled out by the FCC for indecent radio. The next stop is the full Senate. Hollings has been enraged by a number of radio shows broadcasting what he calls "filth," notably a WKRK/Detroit airing of callers explicitly describing sexual positions and joking about violence against women. The Commission fined the Infinity station \$27,500; Hollings wants to revoke their license: "I wouldn't publicly repeat that language, indecency and filth myself; they ought never to have a license again." The Hollings amendment would expand the FCC's ability to levy separate fines to each person who is involved in a so-called indecent broadcast, and automatic license-revocation hearings when the obscenity laws are violated.

DRUG ADVERTISING BURDEN EASED. Last week was a good week for broadcasting's ongoing fight against onerous requirements: the Senate twice rejected "Truth in Drug Advertising" amendments from Sen. John Edwards (D-NC) and Tom Harkin (D-IA). The amendments would have imposed stricter requirements on direct-to-consumer pharmaceutical ads, which of course includes broadcast.

Published by
Jay Mitchell Associates, Inc.
57 South Court Street
P. O. Box 1285
Fairfield, IA 52556
Phone 641-472-4087
Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
Internet www.smallmarketradio.com

Publisher & Editor Jay Mitchell (jay@jaymitchell.com)
Managing Editor . . . Greg Baum (greg@radiovillage.com)
Production Assistant
..... Karen Wetherill (karen@radiovillage.com)
Editor Emeritus Bob Doll
© 2003 Jay Mitchell Associates, Inc.
All Rights Reserved
ISSN 1074-0082
IN OUR 21ST YEAR

US & Canada (\$US):
• One Year \$129
• 26 Weeks \$74
International (\$US):
• One Year \$184
• 26 Weeks \$104
E-Mail-Only Edition (\$US):
• One Year \$89
• 26 Weeks \$49

[Online Jul 5307]

TOP OF THE WEEK

BIG POLITICAL SPENDING AHEAD. According to a report by TNS Media Intelligence/CMR, up to \$250 million could be spent on election advertising this year. This is significant since it is an off year for Presidential or Congressional elections. But candidates in several up-for-grabs 2004 races have indicated they'll get an early start; there are 40 major mayoral races this year; and the crowded field of Democratic Presidential candidates want to ramp up for the early-2004 primaries and caucuses. And then there's the prospect of a recall election against California Governor Gray Davis, which would boost spending even more.

<http://www.tnsmi-cmr.com>

AMERICA'S MOST WALSH. John Walsh, host of ABC Radio's "America's Most Wanted," will speak at the Wednesday, October 1 Super Session of The NAB Radio Show in Philadelphia. In addition to his television duties, Walsh does a 60-second ABC Radio show spotlighting missing children and other breaking crime stories. www.nab.org

RADIO GIANT DEBUTS PRINT. Clear Channel has launched a new magazine, *Music Guide Live!*, to leverage the company's vast radio and venue holdings. Published by the Collective Merchandising Unit, the free publication debuts this week in New York, Los Angeles, Chicago, Philadelphia and San Francisco and other major cities. The city editions are co-branded with a local CC radio station and a CC concert venue if such exists in the market. CC VP/Tactical Marketing Jay Freedman says, "We're not looking to get into the magazine business. What this gives us is the chance not only to extend our brand, but also to provide something to consumers that supports the music industry and has strong production values." www.clearchannel.com

LOCAL CONTESTS RULE. According to a new Paragon Media Strategies study of radio listeners, local contests are preferred over national ones by a wide margin—73% to 27%, to be exact. The survey asked which of these types the respondent would prefer:

- "A national radio contest airing on several radio stations around the country in which you have more chances to win a large prize such as \$10,000 given away daily, a new car, or a dream vacation (winner could be from anywhere in the U.S.)"
- "A local contest where you have only one chance to win a smaller prize such as \$1,000 given away weekly or having the radio station pay all your bills for one month (winner would be from local area)"

But the survey also found that only 10% are even aware that some radio contests are national in scope. In other findings, the survey says 16% of all respondents ever participate in radio contests, while 55% listen to them and sometimes play along in their minds and 23% tune away from a radio station when a contest comes on. <http://www.paragonmediastategies.com>

COMMUNITY STATION SHUT DOWN. The FCC has shut down "Radio Free Brattleboro," a 10-watt unlicensed operation run as "part of the national movement to resist homogeneous corporate influence and return the airwaves to the hands and voices of the citizens, as it was intended." Host Ian Kiehle, who was on the air when the bust came down, told the local paper, "It was a very civil interaction, but they made it clear that we were in violation of the law."

New Dogs, Old Tricks

Here are some of our favorite ideas from past Summer issues:

HOUSE GIVEAWAYS are getting to be the hottest thing among homeowners unable to sell (or get a decent price) through more traditional channels. It started with a couple in Maine who ran a contest in which participants paid \$100 to enter an essay contest. The winning essay praising the state of Maine won the house. The couple received 7,000 entries and last month awarded the house to a woman from Maryland.

Since then, similar contests have popped up in Kennebunkport, ME, Colebrook, NH and Beverly Hills, CA. An entry fee of \$50-300 is charged; contestants have to come up with an essay or, in one case, a musical jingle. (Skill must be present to sidestep the lottery/raffle laws.)

There doesn't seem to be any restriction on market size for this contest, and real estate experts are saying it can work anywhere. The concept represents several possibilities for your station, from straight advertising to a contest tie-in.

PUTT FOR PRIZES. Decorate your local miniature golf course to look like a PGA course. Have categories for men, women, boys and girls. Have a station personality emcee the event and provide a station tee shirt for each entrant. Tie in local sporting goods stores and beverage bottlers.

LITTLE BLACK BOX. From our "Nothing New Under The Sun" Department ... a station in New York State hitched an enclosed trailer to the back of their station van; the trailer had a sign saying, "WXXX Little Black Box - listen to 102.9 FM to win." The van and trailer appeared at different locations around town, which locations were of course announced on the air; the Little Black Box was also the featured "guest" at remotes sold by the station.

Clues were given on the air, sponsored by participating merchants; and at specified times throughout the day, listeners were invited to call and guess what was in the Little Black Box. Flyers containing all the clues given to date were posted at sponsor locations.

UN-TRAFFIC REPORTS. Who says you need a "rush hour" to give traffic reports? Some stations sell sponsored reports throughout the day that feature things like malfunctioning traffic lights, highway debris, potholes, and so on - anything that can make the motorist's "commute" easier ... even if the commute is only a couple of minutes long.

TREASURE CHEST. Hide the key to the Treasure Chest in plain view, on public property. Sell sponsorships; each sponsor must contribute a prize of some minimum value. Give out clues every day. (Clues are given out only on the air, not on the phone) Run the clues for three or three and a half weeks. Promote "bonus clues" which are available only at sponsor locations (each sponsor has its own exclusive set of clues).

Small Touches

When was the last time you received a hand-written and hand-addressed “Thank You” note? If you can remember, I bet you felt good about it then and are feeling good about it now. Really powerful! If it’s so powerful, why don’t we do it more?

I recommend that new sales people write a “Thank You” note to their clients every time they give them an appointment, every time the client says “Yes!” and every time they think the client deserves to know they are appreciated by the sales person and the station.

“Thank You” notes set you apart from the crowded field of sellers. I read recently that on average, a retail business person is called on ten times a week by media sellers. One client lamented that he is asked to buy something ten times a day. “Thank You” notes can and will set you and your sellers apart from the selling crowd.

A “Thank You” note will tell the client that you care. . .that you are professional. . .that you mean business. . .and that you have taken some of your time and effort to express appreciation. Best of all, your note will RE-SELL the appointment! Clients will rarely miss one of your appointments.

Suggestion: Ask and then expect every sales person on your staff to send out at least five “Thank You” notes every day for the next 5 business days. Evaluate the response. The client, the sales person—and you—will love it.

“Thank You” notes are truly sales powerful!

More Sales Are Made in the Morning

There’s no doubt, I sold more dollars of advertising in the morning. Much, if not most of it, went down before 8 a.m.

We all know it’s true, but do we encourage, expect, or ask our sellers to take advantage of this well-known selling advantage?

I train sellers to finish the day and get ready for tomorrow before tomorrow is here. In this way, they can start the day at a client’s office BEFORE the client gets tired, confronted with employee or customer problems and before the heat and humidity takes its toll.

I also want to beat my competition to the budget!

—Jerry Frentress Media Insight and Sales Training, Shreveport, LA, www.jerryfrentress.com

Basics = Sales

Here is a random collection of things to keep in mind as you make your calls. They'll make you money!

NO ONE IS EVER INSULTED WHEN YOU ASK FOR A LOT OF MONEY. Gene Koehn, former owner of KNEN, Norfolk, NE reminded me of this. The point was rammed home, painfully, when my station accidentally received a payment for a newspaper ad bill. We had been timidly asking the client for a couple of hundred dollars, and all this time he was spending over a thousand dollars a month in one paper.

MAKE SURE YOU USE FINANCIAL SIZING. AT&T research suggests that 80% of your customers will choose the middle of three options. So why not play the odds? Take whatever you optimistically think the client will invest, bump it 10%, and make that your middle (or "moderate") plan. Come up with relative pricing for your bottom ("conservative") and top ("aggressive") plans—but make even your bottom plan a bit more than you feel comfortable with.

IF YOU SELL PACKAGES, YOU ARE A PACKAGE STATION. If your station is known for a string of lowball packages, you won't be taken seriously as a primary ad medium. It might hurt your sales a little in the short run, but eliminate any and all packages and focus on long-term marketing partnerships.

FOUR THINGS GUARANTEED TO BOOST SALES. Use these together and be unstoppable:

- **Written proposals**—the new *PROPosal Wizard* from RAB is outstanding (www.rab.com)
- **Spec ads**—dramatize the power of radio and quadruple your results
- **Consistent daily advertising**—multiple ads daily, seven days a week, 52 weeks a year
- **Put the client on the air**—nothing spells *results* to the client like *response* about "hearing you on the radio"

IF YOU DON'T HAVE IDEAS, CLIENTS DON'T HAVE BUDGETS. Focus on ideas—not just copy ideas, but larger marketing concepts like positioning slogans and how to coordinate advertising with in-store efforts. Recently we sat down with a computer store owner and brainstormed a whole campaign in which the radio advertising was designed to do just one thing: generate leads for a direct-mail database. The brainstorming session transformed the prospect from indifferent to excited. He now thinks of our station truly as "solution experts," not spot peddlers.

Choosing & Using Radio Jingles

Radio jingles have made a strong comeback among all formats, and research shows consistently that about two-thirds of our listeners either enjoy jingles or are neutral about them. Here are some guidelines for getting new jingles selected, ordered and on the air:

KNOW YOUR JINGLE GOALS AHEAD OF TIME. Before you even sit down to listen to jingle demo tapes, you should have a good idea of why you are ordering the jingles and how you intend to use them. Are you going to use one for a legal ID? Others for exiting spot sets? For bridging two records? Your planning at this point will ensure your satisfaction with the end product. If you're not clear in your purpose now, you might tend to be swayed by a package that is very attractive but does not serve your ultimate needs.

AVOID THEME PACKAGES. Unless you plan to change jingles every year or so, stay away from the themes like "The Best Show In —," "Feelin' Good," and so on. If you're on top of things, you already have an established station slogan; you don't want to abandon it just because a package sounds cool.

MAINTAIN YOUR MUSICAL THEME. If you are ordering jingles for the first time, you should be selecting a musical signature that you will be using forever, through every jingle package you ever order. Look for a signature that is unique to your market and that will stand up; avoid musical combinations that are too trendy or unusual. You can always use a conservative signature in a trendy arrangement, but the reverse is seldom true. And if you are ordering a set of jingles to augment or supplant an existing package, use the same musical signature on the new package. Send a demo reel of your current jingles for reference.

AVOID UNUSUAL TREATMENTS. Unless you can change jingles every six months, avoid trendy arrangements, or arrangements that copy current musical styles or, worse, specific hit records. Your jingles should be just a shade more conservative than the music you're playing.

BREVITY IS IMPORTANT. Go for jingles that get to the point quickly and cleanly, then end. The best jingles for most stations are short and punchy. The best arrangements use instrumentation to give reinforcement and impact to the vocal, not as filler.

ARRANGEMENT IS IMPORTANT. Watch out for jingles with a lot of brass instruments. They're irritants. Use your common sense regarding other arrangements that could be irritants to your particular audience (i.e., fuzz guitars for a "Music of Your Life" station).

BE AWARE OF VOCAL ARRANGEMENTS. Traditionally, jingles are sung with a seven-voice group, male-female mix, with straightforward harmonies. But many trend-setting packages use a younger five-voice group with jazz harmonies and vibrato. This latter

arrangement will give a harder, trendier sound to the jingles—eminently suitable for a CHR or young A/C station.

SELECT A VARIETY OF JINGLES. Unless you are ordering one all-purpose jingle, you will want five jingles at a minimum. Go for a good mixture of tempos and styles: for a music station, you'll want a slow jingle to precede a slow song, a fast jingle to precede a faster song and some transition jingles (fast to slow and slow to fast).

ASK FOR ADVICE. This is the most important point about jingle selection! If you are working with a high-quality jingle firm, make the most of their expertise; they want you to be happy, and they want only the best examples of their work in the marketplace. It's also a good idea to ask the advice of your friendly neighborhood consultant.

ORDERING JINGLES. Once you have selected the jingle package and the specific jingles you want, you need to write or adapt the lyrics. First, be sure that the meter and emphasis of your lyrics fit the jingle. Nothing sounds worse than trying to cram too many words into the arrangement; almost as bad is too few words, or words that are emphasized on the wrong syllable.

If your call signature has a different number of syllables—or different emphasis—from the demo tape, use caution! The jingle house may be able to arrange the jingle differently for you, but it will sound drastically different from the demo.

Be sure you communicate to the jingle house the way your call signature is delivered and be sure it is delivered that way in Y62 the jingles. If you say "W-X-X-X" and the jingle sings "W—XXX" or "W—XX—X," you've just cut into your on-air consistency factor. The best bet is to send a demo cassette of how you want your signature delivered.

WHEN THE JINGLES COME IN. . . When you get the completed jingles back, stifle the urge to rush into your midday jock and have him play them all on the air, in sequence, off CD, during his next spot break. Listen to them, alone, in the production studio. Do an "A/B" test with the demo reel for your package: is the sound quality similar? Equalization? Voices? (The instrumental track will likely be identical, because that is pre-recorded.)

If there are any serious problems, don't hesitate to discuss it with the jingle people. (I say "serious" because there is always the tendency to be disappointed with the final product; it will never sound exactly like the demo reel, and since you probably listened to the demo reel about five thousand times in the jingle selection process, it is indelibly imprinted upon your brain.)

Don't, whatever you do, put the jingles on the air until they are right. It is worth the extra delay to be sure that you don't have to backtrack.

With some care and preparation, your jingle package will add valuable flair to your overall sound, and will do so for a long time to come.

Radio, Police Thyself

Senator Fritz Hollings's assault on indecency (see Page One) is merely the latest in a long string of prominent people of all political persuasions who decry the permissive approach broadcasters take to what is said and done on the airwaves.

First Amendment be darned (this is a family newsletter, remember). . .surely I'm not the only one in this industry who can make the distinction between edgy radio and radio that crosses the line. We must stop crossing that line in our attempts to pander to the lowest common listener. (Leave that to reality TV—which, by the way, has a better-developed sense of where the line truly is.)

I have been encouraged over the past year or so by the newfound spirit of cooperation for the good of the industry among the radio empires. Most of the cowboys have left the building to wiser, more mature heads. Surely Infinity and the others understand that their shock jocks' shocking on-air behavior has disastrous effects on our industry.

If I were Mel Karmazan or Mark Mays or one of the other guys, I would circulate a memo today calling for the immediate discharge of any manager whose station engages in such antics, period. Only we can put a stop to this crap once and for all.



08/28/2003

MIAMI AZ 85539
P. O. BOX 292
KQSS
BILL TAYLOR

08/28/2003

FORWARDING SERVICE REQUESTED

Jay Mitchell Associates, Inc.
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
Phone 641-472-4087 • Fax-Editorial 208-730-4363
Fax-Advertising/Production 425-871-7574
E-Mail jay@mitchell.com, greg@radiovillage.com
Web Site www.smallmarketradio.com • July 3, 2003



Small Market Radio Newsletter

Small Market Radio Newsletter

The Voice of Small Market Radio

VOLUME XXI • NUMBER 4 • JULY 10, 2003

MEDIA OWNERSHIP HEARING SCHEDULED for Tuesday, July 8 (as we go to press). The hearing will review and debate the recent FCC actions to loosen media ownership and cross-ownership restrictions. Sen. John McCain (R-AZ), chairman of the Committee on Commerce, Science & Transportation, will preside over the hearing, where industry luminaries like Cumulus CEO Lew Dickey and MediaCom CEO Jon Mandel are scheduled to appear.

MR. LEE SETTLES in the lawsuit against Viacom which would have blocked their use of the name "Spike TV" to rename The National Network (TNN—formerly The Nashville Network). Spike Lee's suit was based on the allegation that TNN was deliberately trying to capitalize on the filmmaker's "name, image and reputation." The details of the settlement weren't made public, but a member of Spike Lee's legal team noted, "It's obviously good when parties settle."

MICHAEL SAVAGE TV SHOW DROPPED by MSNBC after the controversial talker referred to a caller as a sodomite and opined that he should "get AIDS and die." He continued, "Why don't you see if you can sue me, you pig. You got nothing better than to put me down, you piece of garbage. You've got nothing to do today, go eat a sausage and choke on it." Savage made other gay-bashing comments in the show, including saying he'd like to hear from someone else who "didn't have a nice night in the bathhouse." MSNBC's Jeremy Gaines said that "the decision [to fire Savage] was an easy one." The Gay & Lesbian Alliance Against Defamation (GLAAD) chimed in with, "This latest attack made the clearest case for why Savage has no place on any reputable news network." For his part, Savage said on his Monday radio show that the conversation took place with "a crank caller from a competitive show" and that the exchange was not supposed to have aired. He went on to say, "If I brought pain to anyone, I apologize. I appeal to the gay community to accept my apology; I did not mean to do anything that would hurt anyone. Again, my comments were targeted to this one individual."

NEW FREE SPORTS INTERVIEW SERVICE is now online from a couple of guys, Bob Eres and Sean Jacobsohn, who work in the sports field and are passionate about what they do. Go to www.prosportsradio.com and register (it's free and they assure me they'll not use or sell your information). Once you log in, you can listen to and download timely sports interviews. These are "Olympic style" interviews, in the words of the cofounders, "getting to know the players for who they are," instead of game performance and statistics. Once they get up to speed, they plan on posting new material about five times a week. They don't look at this as a profit deal (for now), just an outgrowth of their commitment; they've become associate members of the NAB, so they're committed to our industry, too.

Published by
Jay Mitchell Associates, Inc.
57 South Court Street
P. O. Box 1285
Fairfield, IA 52556
Phone 641-472-4087
Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
Internet www.smallmarketradio.com

Publisher & Editor Jay Mitchell (jay@jaymitchell.com)
Managing Editor . . . Greg Baum (greg@radiovillage.com)
Production Assistant
..... Karen Wetherill (karen@radiovillage.com)
Editor Emeritus Bob Doll
© 2003 Jay Mitchell Associates, Inc.
All Rights Reserved
ISSN 1074-0082
IN OUR 21ST YEAR

US & Canada (\$US):
• One Year \$129
• 26 Weeks \$74
International (\$US):
• One Year \$184
• 26 Weeks \$104
E-Mail-Only Edition (\$US):
• One Year \$89
• 26 Weeks \$49

[Online Jul 5307]

TOP OF THE WEEK

LAURA INGRAHAM SWITCHES from Westwood One to Talk Radio Network (TRN) on September 1 of this year. The word on the street is that this was Ingraham's move, prompted by her dissatisfaction with her time slot. TRN apparently will give her a better slot—late morning or midday.

NEWS FROM THE BIRD. XM Satellite Radio now claims nearly 700,000 subscribers, having added more than 200,000 in the second quarter of this year. According to company CEO Hugh Panero, this puts XM on track to achieve its goal of one million subscribers by the end of the year.

In related news, XM won four medals at the New York Festivals competition for excellence in radio programming—two Gold, one Silver and one Bronze—for its Black History Month programming, "Weirdness on Special X," Best Children's Program and Best Talk Format. The company also was a finalist for Best Music Special.

SMALL MARKETS DID WELL IN MURROW AWARDS. The 2003 Edward R. Murrow Awards, presented by the Radio-Television News Directors Association (RTNDA) put ABC networks and stations on top in many categories, including best overall, best newscast, spot news coverage and writing. While the overall "small market" radio station winner was hardly what we would consider small—KFTI/KFDI, Wichita, KS—several actual small market stations took home some metal: WATD, Marshfield, MA won for spot news coverage and for writing; WVPE, Elkhart, IN won a sports reporting award for its women's football; and KOSU, Stillwater, OK won in the news documentary category.

MAGAZINES CLAIM SUPERIORITY in the area of healthcare advertising. According to a study from the Magazine Publishers of America (MPA), magazine readers are more likely to take action in response to health care ads than newspaper readers, television viewers or radio listeners. The MPA's MARS 2003 OTC/DTC study found that 73.5% of magazine readers took some action in response to healthcare ads, compared with 69.9% of newspaper readers, 67.5% of television viewers and 66.9% of radio listeners. To deflect criticism that the numbers are close and don't represent a clear victory for magazines, MPA EVP Ellen Oppenheim referred to the recently unveiled RoperASW study of influential Americans, which showed that 34% of respondents cited magazines as the best medium for health ideas; 29% cited newspapers, with television (27%), the Internet (13%) and radio (5%) trailing behind.

CURRENT TV BOOM TO BE SHORT-LIVED, said panelists at AdWatch: Outlook 2003. The consensus among panelists at the advertising confab was that television won't remain on top for long, but for now, buying television is "a reach for safety." But clients have a love-hate relationship with television; agencies report that advertisers are increasingly asking where ad dollars would be spent if there were no TV. Clients reportedly are worried about rising costs and declining viewership. One panelist said, "In the future, television is not going to be the answer to everything."

Big Fall Promotions

THE ELVIS CADILLAC. On September 1, 1956, Elvis Presley gave his mother a pink Cadillac. Depending on what you can do, you could give some Mom the genuine article (they're out there), or a model car with a special Elvis prize package.

FOOTBALL TRIVIA I. Encourage your listeners to tune into your Friday-night high school play-by-play and do trivia questions about the game after the game. . .or in the morning show on Monday morning. (You can also do this at half-time during the game.)

FOOTBALL TRIVIA II. Work with a local sports bar to have one of your jocks on hand for the Monday-night football telecast. Make it a party with trivia questions and random prize drawings. If your station skews more female, do a "ladies only" party to watch the game, or a "Ladies Night Out" to provide alternate activities while the men-folk watch the game.

FOOTBALL WIDOWS' CLUB. From 5:00 to 8:30 p.m. on Monday evenings, members sign in at "Shoppers Stadium" to get a list of special offers and discounts available that evening. They can also register for prize drawings for jewelry or getaway weekends. To keep children occupied, there's a "Kids' Clubhouse" where, for \$4, kids get dinner and a movie while their moms shop.

RUN FOR SHELTER. Fall is full of foot-races, so it's a good time to organize one to benefit a local homeless shelter. You can sell a title sponsorship to a restaurant that will provide pasta, juice and water for runners after the race. As an extra benefit to the sponsor, use the restaurant as the entry point for the race.

CELEBRITY NIGHT. This works well in any market, because any town has people who are (a) genuinely funny, (b) hams or (c) all of the above. Invite well-known locals to participate at a special night at a sponsoring bar or restaurant. Let the business keep the proceeds from the cash bar. Choose a charity to receive the proceeds. Get the "celebrities" on the station beforehand, and broadcast the event live.

PUMPKIN PARTIES. Line up several establishments in your area and throw simultaneous costume parties simultaneously, with rotating live reports from all of them. If you don't have enough jocks or want to go in a different direction, hire a Pumpkin Party Bus to hit each location.

PUMPKIN DROP. After Halloween, have listeners bring their "used" pumpkins to a big sponsor's parking lot. Rent a crane and drop the pumpkins. Biggest splash wins, or mark off the lot and award prizes to each participant based on where the pumpkin lands.

LEAF PATROL. Find a local youth organization willing to rake leaves for donations. Invite listeners to call in and request the group's services. Provide station tee shirts and hats for the workers to wear on the job. Make sure you include a time or lawn-size limit.

—Some material courtesy of Mark Lapidus and Radio World

Taz Tips

From time to time we check in with our old friend Jim Taszarek, who does sales consulting with larger markets. But many of his ideas come from smaller markets, and most of them are applicable to our stations.

VIRTUAL REMOTE. A male-oriented, classic rock station with an excellent listener club database did a “virtual remote.” They sent their usual Thursday Internet e-mail newsletter to club members. (There are usually coupons included.) The newsletter said, “Come down to Downtown Nissan anytime Saturday. Just print this note and bring it along to exchange it for a prize pack, Pepsi, hot dogs and meet the girls from Hooters.” The auto salespeople and Hooters people were told to take the picture of anyone who displayed any interest in a car. Then the following week’s newsletter said, “If your picture is on our Web site, come back to Downtown Nissan and pick up 12 free dinners from Hooters.”

Some of the benefits:

- It was a giant success by every measurable standard.
- The station is constantly driving listeners to the Web site, but this remote *used no on-air spot inventory*. And most stations will be running out of inventory in the coming couple months. Nice, huh?
- It marked one of the first times we could actually spot our listeners (qualified auto leads) because they came in with a piece of paper in their hands. They printed out the coupon on their printer on their paper. No expense to dealer or station.
- They have some money because they’re all computer owners, right?
- Because of the photos and the dinner offer, the dealer got second shot at qualified buyers who had already displayed interest in the car.
- The e-mail was sent only to the ZIP codes near the dealer.
- It took about a day to put together.
- About 65% of the listeners came, picked up the goodies and split. However, the remaining number were well qualified—and sales were sensational. The dealer wanted more.

WHY DO THEY WANT TO SEE YOU? A new client said, “Sure, c’mon in. Let’s talk.” Why? Because they want to see your rankers? They want a reach and frequency run? They want to see your AQH, Men 25 to 54, Midday? They want to hear about a good trend? Or how you absolutely walloped your competitor? Nah. Don’t think so. They’re seeing you because of *hope*. They think there’s a chance you can help them increase their business.

Let’s look at the differences in the expectations in the meeting? *We* look at it as a chance to make a sale; *they* look at it as a chance to increase their business.

When they hear what we have to say, will they be impressed or disappointed?

- They'll be disappointed if you talk about station features and us vs. *our* competition.
- They'll be impressed if you ask about *their* competition.
- They'll be impressed if you ask lots of questions like, "What are you guys trying to get done? Where are you trying to go? What has worked for you in the past? What didn't work? If you had the perfect sales promotion at your business, what would it look like?"

The best part: If you ask those questions, both of your expectations will be met. They'll be impressed if you say, "Let me take a look at this, let me check with some of my resources [RAB copy, Instant Backgrounds, etc.] and get back to you with something that might work for you." *That's impressive.*

"ADVERTISING ISN'T AN EXPENSE. IT'S AN INVESTMENT." Yeah, right. Many of us say that, and many of us have that last sheet of the presentation with all those bullet points: "You get 500 liner promos, seven trillion shared IDs, five zillion rotating 30s in *key dayparts* (all night) and your cost is only 11 bucks." And nobody believes it. It's trite.

But—what if we really did want to prove that it really *is* an investment—a really good one. Try some of these:

- Ask the question, "Where else could you spend \$1,500 this month that has the potential to reach this many qualified customers?" This works when you're calling on a good format-category customer; probably 90% of your audience is qualified.
- "In today's investment world, 10% is a good return on money. Can we show that the advertising will bring a 20% return on the money?" For example, will the client receive \$1,500, plus 20% (that's \$1,800) back from the advertising? That's all it has to do. That's where small and medium market sellers have the edge. The spots don't cost much, but the client's profit on a new SUV, a diamond ring or a Big Mac is the same in Las Cruces or Los Angeles, Altoona or Atlanta—same profit to the dealer. That's why I like selling to people with high-priced products. Luxury cars, SUVs, jewelry, insurance, a new home, a bottle of wine, car stereo, vitamins—they are all immensely profitable. If retailers sell a little, they've made a lot.
- Show the customers that the customer doesn't pay for the advertising, the incoming business pays for it. Let them picture the return on investment.

WHAT WE CAN LEARN FROM AUTO SALESPEOPLE. "Okay, a couple of realistic things to learn from an auto salesperson: Determination. Persistence. The vision to make the sale. Satisfying the customers, by giving them what they want. A method to their sales (madness). Using a demo test drive-in our case, a spec spot – to get the client to buy. —*Gordon Bayliss, Director of Corporate Support (the sales manager) WGUC, Cincinnati Public Radio.*

Visit Taz's web site at www.tazmedia.com or e-mail him at taz@tazmedia.com.

The Future of the Radio Show

I read about the concern and consternation the NAB has about the future of the Radio Show. I was making plans to go to Philadelphia and suddenly learned they did not have a registration category for “exhibits only” as they have for several shows.

I have been attending the convention for the last four or five years and, as a matter of fact, selected an automation system and have purchased all new equipment based on the opportunity to view all the vendors available. Seems enforcing a full convention registration (that small guys like us can't afford) will further insure the demise of the Radio Show.

—Johnnie Swann, WLIK, Newport, TN, wlik@planet.com

Editor's Note: I know both the RAB and the NAB are deliberating the future of the Fall Show; I'm sure the rumor mills will be working overtime at the Fall Show. Personally, I feel it's important to have a radio-only show. . .incorporating the RAB and the NAB. . .in the Fall. We'll see how it shakes out.

HE'S STILL EVERYWHERE. How many of us are old enough to remember Dick Orkin's classic “Chickenman” series? We just started running it on 93KHJ in Pago Pago, exposing a whole group of new listeners to “the wonderful white-winged warrior.”

The program is still available through Chicago Radio Syndicate. (The version that Dan O'Day is selling is for personal use only, not for broadcast). Sandy Orkin is the contact guy; reach him at 800-621-8949 or www.sandyorkin-crs.com.

—Larry Fuss, Delta Radio, Cleveland, MS, lfuss@deltaradio.net

Editor's Note: Just for fun—personal use only—there are a couple of fan sites online where you can listen and learn about the great radio series done by Dick Orkin back when he worked for WCFL, Chicago. Orkin cobbled together his famous cast from WCFL regulars—the announcer (“Welllllllllllllll. . .”) was morning man Jim Runyon; the female parts were voiced by traffic announcer Jane Roberts; and the male parts were Orkin himself. Check out. . .

- <http://www.reelradio.com/wc/> (scroll to the bottom of the page)
- <http://www.manteno.com/wcfl/orkin.html>
- <http://www.usssatyr.com/chickenman.htm>
- . . .and do your own Google search on “chickenman” and the names of the players.

It's Not All Digital Downloading

Recent consumer-tracking surveys from the NPD Group suggest that the music industry and retailers must look beyond online music-file sharing to find other important root causes of ongoing music sales declines—especially among mature music buyers.

According to data from NPD, consumers across all demographics are purchasing less music now than in the past two years. Total full-length CD sales were down 13% in fourth-quarter 2002 compared with fourth-quarter 2001. Already this year, first-quarter unit sales trended downward by 9%. NPD says that more than half of lost music sales can be attributed to file sharing; however, 60% of music consumers with access to the Web have not downloaded any music for free—and sales to these consumers are off by as much as 7%.

While there are myriad root causes for lost sales, one important view is uncovered by looking deeper into the demographic segments of music buyers. NPD research shows steeper sales declines among consumers aged 36 and over than among younger demographic groups. Nearly half of these adult consumers report they are purchasing less music, because there's less music they're interested in buying. Moreover, fewer than 10% of this age group report purchasing less music because of downloading.

"It's important to note that this group of mature consumers represents 45% of all CD sales," said Russ Crupnick, vice president of the NPD Group, "and near-term population growth trends should stand as a warning to the industry to reach out to older buyers, because the core teen and college market population is not expected to grow over the next five years.

"Often the older consumer is looking for deep catalog titles by artists like Paul McCartney, Bruce Springsteen, Santana, and the Rolling Stones," Crupnick continued. "But with growing consolidation within the retail market—and the rise of mass merchandisers in the place of failing independent music sellers—there's less chance the stores they shop will carry the types of music they're looking to buy."

When reviewing the needs of an older demographic segment, several possible prescriptions for dwindling sales present themselves, NPD says. Among them are the following: *Focus on the revival of legacy artists.* Recent music industry sales successes of CD compilations by older artists (e.g. the Beatles' *One* and Pink Floyd's *Echoes*) illustrate that mature buyers still will purchase music when it fits their taste. "There remains a big opportunity for additional sales of legacy artists among older consumers," said Crupnick. *Create specialized sections for adult consumers.* As consumers get older, they are more likely to be influenced by finding a record while browsing. Crupnick said, "Music merchandisers need to look at each segment of their customer base separately and, when possible, cater to the way they shop. Point-of-purchase merchandising and sales incentives targeted toward older consumers might also help increase sales." *Leverage targeted marketing.* Advertising influenced purchases of music among 12% of teens (aged 13 to 17), but the same can be said for only 4% of music buyers over the age of 36. Said Crupnick, "Whether this finding implies that younger people are more susceptible to advertising than mature consumers can be debated; however, it makes sense for record labels and retailers to revisit marketing and advertising plans, to reach the eyes and ears of older consumers."

—MediaPost

Just Because You Can. . .

One of my favorite expressions is, "Just because you can doesn't mean you should." And nowhere is this more true than in radio today.

As I write this, our Midwestern town is about to be pummeled by severe thunderstorms. We've already been on the air with warning information, both locally and via our EAS link to the National Weather Service. Our programmers know that whenever weather threatens, Job One is to hightail it to the station and man the controls.

We small market broadcasters are long past the fascination phase with automation equipment and its walk-away capabilities. The conscientious among us know that our commitment to community service means that we can't walk away *too* far. On a bright, clear summer day when Rush and Dr. Laura and our music networks are happily humming away, the equipment is a Godsend. But when extraordinary things happen, we need to step in and take care of business.

Some radio companies are still so charmed by the technology that they're forfeiting their responsibility to serve their communities when the circumstances require. Not only are they doing their communities a disservice, but they're giving our industry a bad name. Memo to those companies: just because you *can* walk away, doesn't always mean you *should*.



8553940292 03

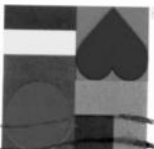
08/28/2003

BILL TAYLOR
KOSS
P. O. BOX 292
MIAMI AZ 85539

FORWARDING SERVICE REQUESTED

Jay Mitchell Associates, Inc.
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
Phone 641-472-4087 • Fax-Editorial 208-730-4363
Fax-Advertising/Production 425-871-7574
E-Mail jaymitchell.com, greg@radiovillage.com
Web Site www.smallmarketradio.com • July 10, 2003

LOVE 37 USA



Small Market Radio Newsletter

Small Market Radio Newsletter

The Voice of Small Market Radio

VOLUME XXI • NUMBER 5 • JULY 17, 2003

ARBITRON'S BIG PPM PLANS. Although the portable people meter is still in the testing stage, the radio ratings giant is looking for new ways to use the technology. The latest: building a national marketing panel that fits the PPM into a system that links media exposure to consumer behavior, store traffic and product purchases. This takes the meter technology beyond simple radio and television measurement and into the realm of newspaper and magazine readership, the scanning of purchased products and maybe out-of-home media usage currently not tracked by the PPM. According to Arbitron Director of New Product Development Joan FitzGerald, "In effect, it will capture the consumer's entire media day."

IT'S ALWAYS SOMETHING. The California and New York legislatures have their eyes on the "Right of First Refusal/Negotiation" provisions in broadcast contracts, and many in those bodies want to make those provisions illegal. In California, where non-compete agreements are already illegal, a new bill would allow on-air talent secretly to negotiate agreements with direct competitors while working for—and being promoted by—their current employers. The New York legislature has deliberated a similar bill. The measures died at the end of session in both states, but they'll be back.

CONSOLIDATION HITS INTERNET RADIO. Gone are the days when a tiny station in a tiny Texas market could top the list of Web radio stations. . . according to the latest Arbitron Internet Broadcast Ratings, AOL Radio@Network was the number one service, with over 5.5 million hours of Total Time Spent Listening (TTSL). Live365 was second and MusicMatch placed third. Note that Arbitron is switching to a subscription-only service, which means that those who do not subscribe (presumably including tiny stations in tiny Texas markets) will no longer be included.

TAZ TEAMS with the RAB's Mike Mahone and "Creative Animal" Doug Harris for the BEST Sales Managers' Bootcamp, September 21-23 at the Doubletree La Posada Resort in Scottsdale, AZ. BEST is an acronym for Beliefs, Economics, Skills and Tactics. Topics will include recruiting, motivation, compensation, prospecting, presentations and renewals. For more information, contact Mark Levy at 1-800-232-3131 or at mlevy@rab.com.

RADIO KILLED THE VIDEO SPORTS. In the Fall, ESPN's "NFL Countdown" will include commentary from radio's own Rush Limbaugh. In addition, Mr. Limbaugh will offer a "Rush Challenge" three times in the show, countering commentary from the show's three regulars (Tom Jackson, Michael Irvin and Steve Young). In announcing the deal, Rush commented, "I get to do what every football fan would love to do."

Published by
Jay Mitchell Associates, Inc.
57 South Court Street
P. O. Box 1285
Fairfield, IA 52556
Phone 641-472-4087
Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
Internet www.smallmarketradio.com

Publisher & Editor Jay Mitchell (jay@jaymitchell.com)
Managing Editor Greg Baum (greg@radiovillage.com)
Production Assistant
. Karen Wetherill (karen@radiovillage.com)
Editor Emeritus Bob Doll
© 2003 Jay Mitchell Associates, Inc.
All Rights Reserved
ISSN 1074-0082
IN OUR 21ST YEAR

US & Canada (\$US):
• One Year \$129
• 26 Weeks \$74
International (\$US):
• One Year \$184
• 26 Weeks \$104
E-Mail-Only Edition (\$US):
• One Year \$89
• 26 Weeks \$49

[Online Jul 5307]

Googling

Googling—using the popular Internet search engine to find web sites corresponding to the key words entered.

From time to time—like in the middle of a hot, humid Midwestern Summer—even the best of us come up a little dry when it comes to new promotional ideas. Happily, in this electronic age (as long as your computer is working, your network is working and you don't have a virus), new promotional ideas are just a few keystrokes and mouse clicks away.

We entered the phrase “radio promotions” into our Google toolbar; among the myriad record promotion companies that turned up was one pure-promotions site, Radio Promotions On-Line (<http://www.geocities.com/MadisonAvenue/1586/index.html>). Glancing at the titles of the promotions, your reaction will be “Been there, done that” . . . but each one has a twist that prompts a second look. For example. . .

SECRET SOUND. At preset times during the morning show, announce when the game will be played that day; play that day's sound then, too. Set a base for your escalating jackpot; each time a player guesses incorrectly, add to the jackpot. When the time comes to play, announce that you're taking the *n*th caller to play. When the caller is on the line to play, first ask if they know how much is in the jackpot; if they don't know, they're eliminated and get a small parting prize. If they do know the current jackpot amount, they earn the right to take a guess at the sound itself. If they guess correctly, they win the jackpot; if they don't, they get a small parting prize.

CASH STASH. Go to a second-hand CD store (pawn shops aren't too bad either) and buy or trade 150 CDs which match your format. Make sure they are in good shape! Now have the sales staff go and trade out oil changes and movie passes for consolation prizes. You can also use tee shirts and other stuff in your prize closet, too. Altogether you're going to need 149 consolation prizes, and some money or a trip or something big for the grand prize. Place a certificate for one of the prizes in each CD case. Tape shut the CD cases. Put all the CDs in a “Cash Stash” display box. On the air, give away to 150 winners an opportunity to grab a CD out of the Cash Stash. At the end of the promotion, have an event—a shopping mall works well—to which you invite your 150 winners and the public. Have each of the winners pick a CD out of the box; after everyone has picked a CD, have the winners open their cases and see what they've won.

MATCH GAME. Here's a good way to burn off the small stuff in your prize closet. Do an on-air contest like the old “Concentration” card game (or TV show). Make up 10 sound bites, with each one announcing one of your prizes. Put each bite into two audio files and number all the files 1-20. On the air, play the game with the *n*th caller. The player chooses two numbers between 1 and 20; if they match, he or she wins the prize and those numbers are retired. If they don't match, they stay in rotation—and the listening audience can keep track as the contest progresses, increasing the chances of winning.

The Four Biggest Time-Wasters

What is the most effective use of your time as a sales professional? Putting deals together? Prospecting? Calling on repeat customers? Then why don't you spend most of your day doing these activities? If you're like most salespeople, you get bogged down in other tasks instead of concentrating on what you do best.

Here are the four most common time-wasters I've observed. See if any apply to you or your salespeople.

THE ALLURE OF THE URGENT/TRIVIAL. Salespeople love to be busy and active. We have visions of ourselves as people who can get things done. No idle dreamers, we're out there making things happen!

A big portion of our sense of worth and our personal identity is dependent on being busy. At some level in our self image, being busy means that we really are important. One of the worst things that can happen to us is to have nothing to do, nowhere to go, and nothing going on. So, we latch onto every task that comes our way, regardless of the importance.

For example, one of our customers calls with a backorder problem. "Oh good!" we think, "Something to do! We are needed! We can fix it!" So we drop everything and spend two hours expediting the backorder.

In retrospect, couldn't someone in purchasing or customer service have done that? And couldn't they have done it better than you? And didn't you just allow something that was a little urgent but trivial prevent you from making some sales calls? And wouldn't those potential sales calls be a whole lot better use of your time?

We have succumbed to the lure of the present task, preventing us from making sales calls and siphoning our energy away from the *important* to the *seemingly urgent*.

I could go on for pages with examples, but you have the idea. We are so enamored with being busy and feeling needed that we often grab at any task that comes our way, regardless of how unimportant. And each time we do that, we compromise our ability to invest our sales time more effectively.

THE COMFORT OF THE STATUS QUO. Many salespeople have evolved to the point where they have a comfortable routine. They make enough money, and they have established routines and habits that are comfortable. They really don't want to expend the energy it takes to do things in a better way, or to become more successful or effective.

This can be good. Some of the habits and routines that we follow work well for us. However, our rapidly changing world constantly demands new methods, techniques, habits and routines. Just because something has been effective for a few years doesn't mean that it continues to be so.

If you haven't changed or challenged some habit or routine in the last few years, chances are you are not as effective as you could be.

For example, you could still be writing phone messages down on little slips of paper when entering them into your contact manager would be more effective. This is a simple example of a principle that can extend towards the most important things that we do. Are we using the same routines for organizing our work week, for determining who to call on, for understanding our customers, for collecting information, etc.? There is no practical end to the list.

LACK OF TRUST IN OTHER PEOPLE IN THE ORGANIZATION. Salespeople have a natural tendency to work alone. After all, we spend most of the day by ourselves. We decide where to go by ourselves, we decide what to do by ourselves, and we are pretty much on our own all day long. It's no wonder then, that we just naturally want to do everything by ourselves.

That's generally a positive personality trait for a salesperson. Unfortunately, when it extends to those tasks that could be done better by other people in our organization it turns into a real negative.

Instead of soliciting aid from others in the organization, and thereby making much better use of our time, many salespeople insist on doing it themselves, no matter how redundant and time-consuming the task is. The world is full of salespeople who don't trust their own colleagues to write an order, to source a product, to enter an order in the system, to follow up on a back order, to deliver some sample or literature, to research a quote, to deliver a proposal, etc. Again, the list could go on and on.

LACK OF TOUGH-MINDED THOUGHTFULNESS. Ultimately, time management begins with thoughtfulness. That means a sufficient quantity of good quality thought-energy invested in the process. Good time management is a result of "thinking about it before you do it."

Good time managers invest sufficiently in this process. They set aside time each year to create annual goals, they invest planning time every quarter and every month to create plans for those times, they plan every week and every sales call. Poor time managers don't dedicate sufficient time to the "thinking about it" phase of their job.

Not only do good time managers invest a sufficient quantity of time, but they also are disciplined and tough-minded about how they think. They ask themselves good questions, and answer them with as much objectivity as they can muster.

- "What do I really want to accomplish in this account?"
- "Why aren't they buying from me?"
- "Who is the key decision maker in this account?"
- "Am I spending too much time in this account, or not enough in that one?"
- "How can I change what I am doing in order to become more effective?"

These are just a few of the tough questions that good sales time managers consider on a regular basis. They don't allow their emotions or personal comfort zones to dictate the plans. They go where it is smart to go, do what it is smart to do. They do these things because they have spent the quantity and quality of thought-time necessary.

—Dave Kahle, *10 Secrets of Time Management for Salespeople*, www.davekahle.com

Tags, Inserts, Donuts, Pretzels

By Jeffrey Hedquist

Certain kinds of structures for radio spots can provide inexpensive ways of getting more mileage out of a campaign, making them more immediate. They allow an advertiser, such as a retailer, to update spots almost on the spur of the moment, breathing fresh life into a campaign and yet keeping it consistent. But there may be more creative ways to this than we're used to.

If you have a spot that is to be tagged with specials, then write the tags so they sound like they're a part of the spot and not something that was simply slapped on. If it's a humorous spot, give the tag a flavor of the spot's humor. If the spot is dramatic, create the tag with some of the drama. At least create the tag so it responds to what has preceded it. Your soft-image spot will not be enhanced with a hard-sell tag. Write your co-op spot so it satisfies the requirements of the manufacturer, but sounds like it was done for the retailer.

Another unconventional approach to doing a tagged commercial is to spend the portion of the commercial that precedes the tag or insert introducing it. Build the audience's anticipation for the important information that is about to be delivered. Tell a story with the tag as the punch line. Ask questions that will be answered in the tag. Tell an intriguing story about the person who will be delivering the tag. Create a scenario that explains the value of the tag information in the life of the person listening to the commercial. In other words, turn the whole premise around. Make the tag the entire focus of the spot, not just an add-on.

In a pretzel spot (one containing many inserts), try designing the inserts so they interact with what is on either side of them. Maybe they're read by someone who is commenting on the other characters in the spot. Make the entire commercial a conversation so the insert information becomes part of the dialogue.

SPECIFICS. Want to give your commercials more power? Use specifics. Which sounds more believable: "Hundreds to choose from!" or, "We have 324 of these widgets in our showroom right now." Examine each of the claims that you make in a commercial. Replace the generalities with specifics and you'll have a more believable story.

Instead of saying, "We have great service," describe how when you come into the store our sales consultant will ask you four important questions about how you're going to use this product and then demonstrate a variety of choices for you, explaining the pros and cons of each one. Or you can say, "One week after your purchase, one of our representatives will call you to answer any questions you might have, show you additional ways of using the product and even offer hands-on help should you need it. Why do we do this? Simply so you will have a successful experience with our product. So when it's time for you to buy another one you'll come back to us." Tell the listener why you're offering a benefit.

Yes, it takes more time to paint a word picture of this experience, but you've now given the listener a reason to buy that doesn't sound like a pat phrase. People are so used to hearing generalities like "lowest prices" or "friendly sales staff" that those words have no meaning anymore. Comb through your copy. Take every single phrase and make it come alive by using specifics. And where do you get those specifics? Simply tell the truth in detail.

Your commercial will be more convincing if you tell the truth—in detail. Amazing.

—© 2003 Jeffrey Hedquist, Hedquist Productions, Fairfield, IA, jeffrey@hedquist.com

ate

eads for these once-a-month articles come from many sources: subscribers and other friends, articles we come across on the Internet, trade press, newspapers, etc. Sometimes we just prospect the pages of the *M Street Directory*. That's the case this month. In the "Mississippi" pages we found the name of Ken Hollingsworth at a station 25 miles South of the one we knew him from 15 years ago.



Bob Doll

Like most everybody who ever got a job in a small radio station, Ken decided early, he wanted a radio station of his own.

Ken's first job was at a small station in Hattiesburg, Mississippi where he was attending Southern Mississippi University. After college, he spent a dozen years at various Mississippi stations serving in a variety of positions. By 1980 he was ready to pursue his radio dream of a station of his own. He built a daytimer on 1520 in his hometown of Crystal Springs (population 5,000). He and his radio station were welcomed warmly and enthusiastically. Within two years, he moved his station to a better frequency, 590, which would allow him to broadcast nights as well, with an adequate 203 watts of power.

By 1985, he had his radio station "just about how he wanted it," but a disturbing trend began showing up in his business community. Out-shopping to the Jackson shopping centers and category-killer big-box retailers was accelerating. In 1986, Wal-Mart opened a big store nine miles from Crystal Springs at Hazelhurst. The exodus from Main Street was devastating. He recalls, "Only one of six clothing stores was still in business." By 1990, station ad revenue had slipped to less than half what it had been in the early Eighties. "We just didn't have anybody left to sell."

He could not find a buyer for the station, so he sold off his equipment and surrendered the license to the FCC. At that point, he says, "I was burned out." He left the radio business to become a high school history teacher. "I liked it, but I really missed the radio business. It's hard work and long hours, but there's just nothing like the day-to-day experiences you have with a radio station."

In 1992 a friend from college days, Bill Reynolds, bought WCHJ (AM) and WBNK (FM) at Brookhaven, 50 miles South of Jackson. Reynolds offered Ken the operations manager job. Brookhaven is the seat of a county with 37,000 population and draws retail business from three other counties. It's been a radio town since 1948 and until recently was home to two broadcasting operations since 1955.

WJMB, Brookhaven's original station, left the air a year before Reynolds and Hollingsworth arrived. By the early 1990s, the WJMB studios and tower located near downtown had become very valuable real estate. That property was so valuable that the Walgreen Drug Stores made the longtime WJMB owner an offer he couldn't refuse. But Walgreen's wanted the real estate immediately. Aubrey Felder asked the Commission for permission to go silent while he found a new location for the station. He died during the process and the license was canceled. For the first time in almost 40 years, Brookhaven had just one radio operator.

Ken recalls, "Bill and I didn't operate like we had a monopoly, because in fact, we didn't. Two powerful FMs, also playing Country music (one a 50,000 watt station, the other a 100,000 watt station), were operating within 25 miles, competing with us for listeners and advertising. We took our little 3,000-watt station and got heavily involved in local news, events, sports and promotions. We were local, local, local."

Bill and Ken's approach was successful enough to cause them to make three decisions in 1999. First, they put another FM station on the air, licensed to Bude, a town of 1,000 in an adjoining county. The 25,000 watt station offered listeners an Adult Contemporary format and in addition to its Brookhaven local service it branched out into the adjoining counties offering them local services and promotions. Established radio customers started using the new station and there were a lot of customers "who weren't into country music." WMJU was operated in the same quarters as WBNK, making it possible to run the two stations with an operations staff of three.

At the same time they put their new FM station on the air, they sold the AM daytimer to Charles Tillman, a Black man who had years of experience on the air. He felt like there was a good opportunity for a station that would cater to the area's Black population. Hollingsworth said he was right, adding, "Charles and his radio station have proved to be a real asset. He's done a good job."

Also in 1999, Reynolds decided he wanted to move to the Gulf Shores section of Mississippi where he could engage in other business interests like real estate development. Hollingsworth became manager and a financial partner in WBNK and WMJU.

A year ago, the radio station business diversified into print advertising. Reynolds had thought for years that the local shopper would fit well with the radio business. The *Buyers Guide* had started in 1965. When Reynolds approached him about selling, he said, "I'm not ready yet, but when the time comes, I'll call you." He did.

The purchase of the shopper brought the publication's lead salesperson with it. Ken says, "We told her that in addition to selling shopping ads, she could also sell radio advertising selectively." At the same time, the three radio salespeople could sell shopper ads, selectively. Robbie

Hamilton was put in charge of the combined sales effort. There are no bonus deals or special discounts for buying both radio and print. Each is presented on its own merits at its own rates.

The combination has not adversely affected radio revenues, but the shopper revenues have risen 15%. Hollingsworth believes it's because more people are being solicited than when the shopper was a stand-alone venture.

Interestingly, the newest salesperson has neither a print or radio background. When he sold his retail glass business, he decided (in his early 60s) he was too young to retire. He approached Robbie for a job and was hired. Ken believes he's doing well because while he doesn't have an advertising background, he has the experience of buying advertising: "That may be the most valuable experience of all."

Hollingsworth, who is close to marking his fourth decade in radio, doesn't pine for the good old days or dwell on his hard times in the Eighties. His time away from the radio business, he says, "was valuable because it gave me a real appreciation of how special this business is and how great every day in it can be if you make it that way."

Bob Doll is Editor Emeritus of SMRN. He is the author of Sparks Out of the Plowed Ground and A Perfect Union. Bob can be reached at (830) 379-7549; fax (830) 372-2905; e-mail bobar@sbcglobal.net (note new e-mail address).



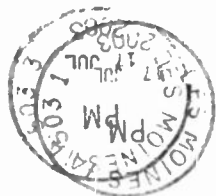
MIAMI AZ 85539
P. O. BOX 292
KQSS
BILL TAYLOR

08/28/2003

FORWARDING SERVICE REQUESTED

Jay Mitchell Associates, Inc.
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
Phone 641-472-4087 • Fax-Editorial 208-730-4363
Fax-Advertising/Production 425-871-7574
E-Mail jay@mitchell.com, greg@radiovillage.com
Web Site www.smallmarketradio.com • July 17, 2003

Small Market Radio Newsletter



Small Market Radio Newsletter

The Voice of Small Market Radio

VOLUME XXI • NUMBER 6 • JULY 24, 2003

LA TOPS IN RADIO BILLING. According to the Southern California Broadcasters Association (SCBA) and the RAB, in May the Los Angeles market did more than \$100 million, the largest single billing month for a single market in history. With more than 60 stations, LA is the #2 American market in population and #1 in revenue. <http://www.scba.com>

COMMISSION ON PUBLIC HOT SEAT. *USA Today* reports that a Pew Center For Research poll shows more than 50% of all Americans surveyed believe that the recent FCC deregulation would be bad for America. That's up from 34% in February. Comments *MediaPost's* John Gaffney, "I'm starting to think that if more information about this issue reached the public when it should have—in January and February—it might not have happened."

<http://people-press.org>

HOUSE COMMITTEE TIGHTENS FCC PURSE-STRINGS. Last week the House Appropriations Committee approved an amendment to keep the Commission from spending any money to approve consolidation that would result in a TV network owner controlling more than 35% of the national audience. The amendment was attached to a funding bill for Commerce, State and Justice and, if voted into law, will effectively roll back the national ownership cap to pre-June levels.

RIAA SHARPENS ITS TEETH. The record industry is actively pursuing and prosecuting downloaders of music files in violation of copyright laws, and downloaders are noticing. According to Nielsen/NetRatings, several popular file-sharing applications have seen a sharp decline in traffic this month: KaZaA declined one million visitors, or 15%; Morpheus also dropped 15%; iMesh was down 16%; and once-popular BearShare didn't even make the cut.

<http://www.nielsen-netratings.com>

RAB ANNOUNCES 2004 PLANNING COMMITTEE. The most diverse group yet will be planning RAB2004, including medium and large market operators, network executives, station reps, international broadcasters—but what about small markets? In our careful examination of the committee members, we found one committee member from an unrated market—Leigh Ellis of WAKE/WLJE, Valparaiso, IN. Otherwise, the roster includes groups (Clear Channel, Entercom, Hispanic Broadcasting, Nassau Media Partners, Regent and Susquehanna); a charity (Children's Miracle Network); two rep firms (Katz Media Group with three members and Interep with two); the Greater New Orleans Broadcasters Association; ABC and American Urban Radio Networks; Radio 2 A/S, Denmark; and lots of rated small, medium and large market stations.

Published by
Jay Mitchell Associates, Inc.
57 South Court Street
P. O. Box 1285
Fairfield, IA 52556
Phone 641-472-4087
Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
Internet www.smallmarketradio.com

Publisher & Editor Jay Mitchell (jay@jaymitchell.com)
Managing Editor
..... Billie Jo Wiley-Gamer (billie@radiovillage.com)
Production Assistant
..... Karen Wetherill (karen@radiovillage.com)
Editor Emeritus Bob Doll
© 2003 Jay Mitchell Associates, Inc. • All Rights Reserved
ISSN 1074-0082
IN OUR 21ST YEAR [Online Jul 5307 Aug 3096]

US & Canada (\$US):
• One Year \$129
• 26 Weeks \$74
International (\$US):
• One Year \$184
• 26 Weeks \$104
E-Mail-Only Edition (\$US):
• One Year \$89
• 26 Weeks \$49

September Business Opportunities

The following businesses report above-average sales in the month of September:

Auto Parts Stores
Auto Repairs
Book Stores

Bridal Market
Building Supply Dealers
Mobile Home Dealers

—*Top 40 Business Survey, RAB*

September Promotional Opportunities

Months

Attention Deficit Hyperactivity Disorder Month
Baby Safety Month
Backpack Safety America Month
Be Kind to Editors and Writers Month
Children's Eye Health and Safety Month
Children's Good Manner Month
College Savings Month

International Self-Awareness Month
International Strategic Thinking Month
Library Card Sign-Up Month
Menopause Awareness Month
Metaphysical Awareness Month
National Biscuit Month
National Hispanic Heritage Month (Sep 15-Oct 15)

Weeks

Sep 1-7—Full Employment Week
Sep 6-12—Building on Faith Week
Sep 7-13—Improve Your Home Office Week
Sep 7-13—National Assisted Living Week
Sep 7-13—National Emergency Preparedness Week
Sep 8-12—Substitute Teacher Appreciation Week
Sep 14-20—Balance Awareness Week
Sep 14-20—National Adult Day Services Week
Sep 14-20—National Farm and Ranch Safety and Health Week
Sep 14-20—National Rehabilitation Awareness Celebration
Sep 15-21—Prostate Cancer Awareness Week

Sep 17-23—Constitution Week
Sep 20-28—Religious Freedom Week
Sep 21-27—Build a Better Image Week
Sep 21-27—Deaf Awareness Week
Sep 21-27—Minority Enterprise Development Week
Sep 21-27—National Dog Week
Sep 21-27—National Farm Animals Awareness Week
Sep 21-27—National Historically Black Colleges and Universities Week
Sep 21-27—National Older Workers Employment Week
Sep 21-27—National Singles Week
Sep 22-26—National Food Service Employees Week
Sep 22-28—National Invisible Chronic Illness Awareness Week

Days

- | | |
|--|--|
| Sep 1— Labor Day | Sep 21—World Priest Day |
| Sep 2—V-J Day, 1945 | Sep 22—American Business Women's Day |
| Sep 3—Do It! Day (Fight Procrastination Day) | Sep 22—Ice Cream Cone Invented, 1903 |
| Sep 4—Newspaper Carrier Day | Sep 22—National Centenarians Day |
| Sep 8—National Boss/Employee Exchange Day | Sep 23—Autumn Begins |
| Sep 10—Swap Ideas Day | Sep 24—National Food Service Employees Day |
| Sep 11— Attack on America, 2001 | Sep 24—National Women's Health and Fitness Day |
| Sep 11—9-1-1 Day | Sep 25—National One-Hit Wonder Day |
| Sep 11—Patriot Day | Sep 27—Ancestor Appreciation Day |
| Sep 12—Video Games Day | Sep 27—Family Health and Fitness Day |
| Sep 17—Citizenship Day | Sep 27—Kiwanis Kids' Day |
| Sep 19—National POW/MIA Recognition Day | Sep 27—Rosh Hashanah (Jewish New Year) |
| Sep 20—Wife Appreciation Day | Sep 28—Gold Star Mother's Day |
| Sep 21—Women's Friendship Day | Sep 28—National Good Neighbor Day |
| | Sep 29—VFW Established, 1899 |

—Chase's 2003 Calendar of Events

HARVEST FAIR. Have local growers and home gardeners enter their produce and compete for prizes. Extend the theme to include local craftspeople and artists who display their wares. Add a cook-off, square dancing and cooking demonstrations. Also include local entertainers of the "street" (mimes, face-painters, clowns) and "stage" variety.

FOOTBALL WIDOWS CLUB. From 5:00 to 8:00 on Monday evenings, members of the club sign up at "Shoppers Stadium" to get a list of special offers and discounts available that evening at participating stores. Members also register for prize drawings. To keep children occupied, there's a "Kids Clubhouse" where (for a small admission fee) kids get dinner and a movie while their moms shop.

TRAVEL OPPORTUNITIES. Older people like to take advantage of Fall travel deals, since they are less likely to have to deal with the whole back-to-school thing. Work with a local travel agent or a bank's senior club to get some folks on the road.

FAN FANS. Give away fans with "I'm a WXXX fan" printed on them. These are great for outdoor events, but also for local indoor venues where it gets hot or smokey.

FALL TUNE-UPS. Work with a local auto repair shop to take advantage of the change-of-season maintenance/repair season. You can have your/their customers register for prize drawings using their license plate numbers. Announce winning license numbers on the air; if listeners hear their numbers and call in, they win. Prizes can include a free tune-up, tire balancing, oil changes for a year, etc.

Ford's Words

Here is a classic reprint of Henry Ford's observations. Many of his statements still have relevance in today's business and sales worlds. We hope these nuggets will start you off this morning on the right foot.

1. "Before everything else, getting ready is the secret of success."
2. "Thinking is the hardest work there is, which is the probable reason so few engage in it."
3. "Whether you think you can or whether you think you can't, you're right."
4. "Money is like an arm or a leg—use it or lose it."
5. "Failure is the opportunity to begin again, more intelligently."
6. "The man who is too set to change is dead already. The funeral is a mere detail."
7. "There are two fools in this world. One is the millionaire who thinks that by hoarding money he can accumulate real power, and the other is the penniless reformer who thinks that by taking the money from one class and giving it to another, all the world's ills will be cured."
8. "If you have an idea, that's good. If you also have an idea as to how to work it out, that's better."
9. "You can have it in any color you want, as long as it's black." (*On his new Model T*)
10. "If you take all the experience and judgement of men over 50 out of the world, there wouldn't be enough left to run it."
11. "Every piece of work in the shops moves. Save 10 steps a day for each of the 12,000 employees, and you will have saved 50 miles of wasted motion and misspent energy." (*On the theory of the assembly line*)
12. "Even a mistake may turn out to be the one thing necessary to a worthwhile achievement."
13. "New York is a different country. Maybe it ought to have a separate government. Everybody thinks differently, acts differently. They just don't know what the hell the rest of the United States is."
14. "Paying attention to little things that most men neglect makes a few men rich."
15. "History is bunk."

—SalesDog, www.salesdog.com

Twenty Steps to a Successful Hire

A Common-sense Approach to Building a Winning Team

By Barbara Bauer

What does it take to attract and hire top talent? By following the tips outlined below, you will make more informed hiring decisions and dramatically decrease the amount of turnover you experience.

1. Develop a new hire checklist. At step number 21, you'll know exactly what it will contain.
2. Identify your needs:
 - a. Can this position be filled internally, temporarily, or not at all?
 - b. Identify the key traits of the job. For example, claims adjusters must be analytical and sales reps must be assertive.
3. Identify traits that **WILL NOT** work in the position.
 - a. Examples: Claims reps who need a great deal of recognition and sales reps who tend to be passive.
4. Decide on recruiting channels. Do not seek only experienced applicants; your preference for experience often leads to the recycling of unsuccessful, yet experienced, individuals.
5. Decide that recruiting is not any one person's responsibility.
 - a. Each supervisor or manager should consider having an ongoing goal that states the following: "Through my own networking, during hiring times, I will solicit and present two viable candidates per month." This is especially true for anyone who has a private office and a door!
 - b. It is easy to get comfortable in your own office; getting out in the community and letting people know you're looking for talent is wonderful PR. The type of position does not matter. Networking can occur whether you're recruiting an executive assistant for yourself, a sales rep or a manager.
6. Get professional assistance if you choose to use online job boards and/or classified advertising on the radio, Internet or newspaper. If you ask for a professional, unbiased opinion about your ad's content, you will get a more qualified response. The more targeted your advertising, the less filtering you'll have to do.
7. Filter your responses using the list of traits previously identified. Watch for "date blending" on résumés, and for those with only years listed.
8. Send "not interested" letters to the appropriate candidates. Remember the rule of thumb: Disgruntled people reach at least ten others. Happy people tell only one or two. This, like networking, is very inexpensive, positive PR.

9. Contact applicants and schedule a five-minute phone/screening interview. Inform the candidates of your process.
10. Interview the candidates in person at least twice on different days. There are many reasons for this strategy. You want to ensure they arrive on time both days, you want to ask a few duplicate questions to ensure consistency, you want to give them a chance to ask additional questions they didn't think of on their first visit.
11. Interview using both traditional and behavioral interview questions.
 - a. Traditional: "How many hours did you work at XYZ Company?" "What is your ideal job?"
 - b. Behavioral: "Tell me about the last time you had to deal with an irate client." "Tell me how you ranked competitively among the local sales team for the last quarter."
12. Have at least one additional interviewer meet each applicant.
13. Have each applicant meet with one of the potential peer members.
14. Have each applicant do a "job preview." By job preview, I mean that applicants should spend two to four hours shadowing someone who does the proposed job now. Incompatibility with the job accounts for 50% of employee turnover.
15. If possible, have each applicant do some type of presentation, role-play. By this, I don't mean "sell me the pen." (By the way, there are three or four great responses to "sell me the pen" in *The Complete Idiot's Guide to The Perfect Interview*.) Instead, while on your premises, have your applicants write a short proposal, a business letter, or do a mock sales presentation, any of which are tied to your line of work. If you're looking for sales reps to sell an intangible product, avoid asking your job candidates to sell you a Bic—it's not job relevant.
16. Evaluate all results using an applicant scorecard.
17. Proceed with a full range of background checks.
18. Author offer letters outlining the position, the expectations, benefits, and the compensation (in monthly or weekly increments). Explain in the offer letters that this is not a contractual agreement. The letters should begin with verbiage such as "pending satisfactory background checks."
19. Ensure a proper employee orientation on the first day. You worked so hard to get them; don't ignore them! If your company's busiest day is Monday, consider Tuesday or Wednesday as the "new employee" day from now on.
20. Manage them. Make sure your new hires get the support, time, etc., they need. Try to be a better boss than the one you answered was your "best boss" when YOU interviewed!

Barbara Bauer is Omnia's former vice president of sales. She is now an independent consultant for the company. Reprinted from Omnia News & Views, www.omniagroup.com.

It's Not Going Anywhere

The Federal Communications Commission is like a car with a broken transmission. The engine runs, the bells and whistles and lights and horn work, all of the occupants are in the car, and everything looks normal, but it just doesn't go anywhere. Somewhere along the line, the Commission's transmission broke down.

In February, over the objection of the chairman, the Commission adopted a Report and Order on its Triennial Review of regulations affecting wireline carriers. To much fanfare, the Commission issued a press release summarizing the report. Since then, the Commission still (at least as of July 3) has not released the text of the action adopted in February.

Why? The item was not drafted when the vote was taken. So you say, well, if the Report and Order wasn't written, and the proposed Rules weren't available to the Commissioners, what did they vote on?

That's a really good question. There are all sorts of laws, regulations and policies requiring that the business of the people be conducted in front of the people (so-called "government in the sunshine"). Yet this Commission has found a way to do everything in secret. The Commissioners have a public vote over a document that doesn't exist, and then they spend four or five months drafting the document and crafting the Rules. The document will be released by the Commission after it has gone through an "editing process," where all five Commissioners haggle with each other, in secret, over the text of the document. The failure to complete this particular Report and Order, however, is an outrage even by FCC standards.

We have a really novel suggestion. Why doesn't the Commission take the draft of the document, sit down in open session and work out the "edits," put in the footnotes, vote on however many parts of the document they need to vote on in order to get a consensus, and let the public see what's really happening? Odds of this suggestion going anywhere: zero.

We see signs of a major change coming.

INDUSTRY NIGHTMARE. Congress has jumped in with both feet, and the NAB has inadvertently loosed a nightmare on the industry. The NAB Television Board thought the best way to fight the new multiple ownership rules was not to appeal the decision to the courts, but to go directly to Congress and seek legislation rolling back the new Rules. They may be successful, but some old Rules are likely to be resuscitated, too. There are proposals to reinstate the Fairness Doctrine, increase by tenfold the forfeiture authority of the Commission, return to the good old days of long-form renewal applications, put additional disclosure requirements on political ads, and to require certain types of programs to be aired. Not all will pass, and the House is still on the NAB's side, but momentum is gaining for a broadcast re-regulation bill.

—Memorandum from Borsari & Paxson, www.baplaw.com

Changes

Change is inevitable, and in our little organization we're experiencing some. Greg Baum, who has served us so ably for the past year, is leaving us to administer a local senior center. Since Greg is a pastor in his other life, this is a good fit for him and we wish him all the best.

I have enjoyed and appreciated Greg's quiet competence, and especially his focus on customer service. We'll miss him.

On the other hand, we're pleased and excited to welcome as our new managing editor Billie Jo Wiley-Garner (billie@radiovillage.com). Billie has extensive business and computer experience, so she'll be a worthy successor. (She's also a very nice person.) With a couple of small kids in the house, our ridiculously flexible work schedule will suit her very well.

My philosophy in our radio business and our newsletter is simple: find really good people and fit their skill sets together to produce a great product and great customer service. It's kind of fun to see in what directions any given mix of people will take us at any given time; it's almost always a move up, in any event.

So farewell, Greg, and welcome, Billie. It'll be fun to see what happens next!



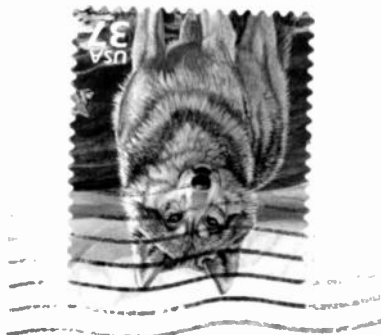
85529+0292 02

MIAMI AZ 85539
P. O. BOX 292
KOSS
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
BILL TAYLOR

08/28/2003

FORWARDING SERVICE REQUESTED

Jay Mitchell Associates, Inc.
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
Phone 641-472-4087 • Fax-Editorial 208-730-4363
Fax-Advertising/Production 425-871-7574
E-Mail jay@mitchell.com, greg@radiovillage.com
Web Site www.smallmarketradio.com • July 24, 2003



Small Market Radio Newsletter


Small Market Radio Newsletter

The Voice of Small Market Radio

VOLUME XXI • NUMBER 7 • JULY 31, 2003

HOUSE VOTE UNWINDS FCC RULE. Last week the U.S. House of Representatives, by 400-21, voted to block the Commission's new rule upping the national television ownership cap to 45% of the nation's population. The House vote goes against Republican leadership and demonstrates massive bipartisan opposition to the FCC actions. (An amendment to invalidate the entire FCC rules change, sponsored by Maurice Hinchey (D-NY), failed to pass by a vote of 254-174.) If the measure passes the Senate as well, President Bush says he'll veto it. Consumers Union's Chris Murray, quoted in *MediaPost*, commented, "This has been a massive shift of the tide. We went from insiders telling us that we were absolutely dead in the House, because the House leadership was going to stand in the way of any changes of the FCC rules. But here we have not just a majority but virtual unanimity in the House. What was supposed to be this enormous roadblock has just been obliterated."

NAB RESPONDS TO FCC RULES. The NAB Joint Board at a special meeting earlier this week voted to leapfrog the Commission's reconsideration process and go right to court over two of the new ownership rules, local radio market redefinition and TV duopoly. The NAB will assert in court that the new rules are "arbitrary, capricious and contrary to law." The Association is not crazy about the hike from 35% to 45% of the population as the national television ownership cap, but will defer to other organizations in that battle. But the board did vote to support legislation designed to roll back the cap, reversing an earlier NAB decision to stay out of that fight because of such legislation might make other changes harmful to broadcasters.

MARCONI FINALISTS have been announced by the NAB. These nominees will be judged and winners chosen by the NAB Marconi Radio Awards Selection Academy and announced at the NAB Radio Show in October. Selected nominees are: **Legendary Station of the Year:** KSL, Salt Lake City, UT; WABC, New York, NY; WBEB, Philadelphia, PA; WLW, Cincinnati, OH; WRIF, Detroit, MI. **Network/Syndicated Personality of the Year:** Blair Garner, Premiere Radio Networks; Bob & Sheri, Jefferson-Pilot Radio Network; Clark Howard, Jones Radio Networks; Rush Limbaugh, Premiere Radio Networks; Sean Hannity, ABC Radio Networks. **Small Market Station of the Year:** KITX, Hugo, OK; KLVI, Beaumont, TX; KQMS, Redding, CA; WCRZ, Flint, MI; WFKX, Jackson, TN. **Small Market Personality of the Year:** Marc Bernier, WNDB, Daytona Beach, FL; Jim Kerr, KNCO-AM, Grass Valley, CA; John LaBarca, WICC, Bridgeport, CT; Ken Lanphear, WQLR, Kalamazoo, MI; Max Tooker, KBGO, Waco, TX. **AC Station of the Year:** KOIT, San Francisco, CA; KSHA, Redding, CA; KSTP-FM, Minneapolis, MN; WJJY, Brainerd, MN; WMGX, Portland, ME. **Country Station of the Year:** KMTK, Bend, OR; KPLX, Dallas, TX; KUZZ, Bakersfield, CA; WFRY, Watertown, NY; WIVK, Knoxville, TN.  www.nab.org

Published by
Jay Mitchell Associates, Inc.
57 South Court Street
P. O. Box 1285
Fairfield, IA 52556
Phone 641-472-4087
Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
Internet www.smallmarketradio.com

Publisher & Editor . Jay Mitchell (jay@jaymitchell.com)
Managing Editor
..... Billie Jo Wiley-Garner (billie@radiovillage.com)
Production Assistant
..... Karen Wetherill (karen@radiovillage.com)
Editor Emeritus Bob Doll
© 2003 Jay Mitchell Associates, Inc. • All Rights Reserved
ISSN 1074-0082
IN OUR 21ST YEAR [Online Jul 5307 Aug 3096]

US & Canada (\$US):
• One Year \$129
• 26 Weeks \$74
International (\$US):
• One Year \$184
• 26 Weeks \$104
E-Mail-Only Edition (\$US):
• One Year \$89
• 26 Weeks \$49

Oops, It's August

You're not the only one trying to figure out how to make August with four days left before going in. In fact, alas, there are those who are still trying to figure out how to make *July*. Them we can't help, but here are some thought-starters for the coming month. . .sparked by the old reliable promotions calendar you can find in the Subscribers Only section of www.smallmarketradio.com.

WOMEN'S SMALL BUSINESS MONTH. How about approaching some female-owned businesses in your community with a salute plan? "Hi, this is Margie Wood from Fairfield Accounting, saluting my fellow women business owners during Women's Small Business Month . . ."

ELVIS. August 16 is the anniversary of his passing, and "Elvis Week" is the 9th-17th. After all this time, do we really have to spell it out for you?

DESERT SHIELD ANNIVERSARY. In these patriotic times, we should remember to recognize those who fought during the first Gulf War. The date is August 7.

TREASURE YOUR CUSTOMERS DAY. Also on August 7, here's an opportunity for you to do something special for your clients, and for them to do something special for theirs.

V-J DAY. August 14, 1945 is the date, and there are still plenty of veterans and their families around who remember it well.

NATIONAL INVENTORS' MONTH. Here might be a contest opportunity to find the biggest, smallest, wackiest, smartest, etc.

CHILDREN'S VISION AND LEARNING MONTH, MAY YOUR READING BE A HAVEN MONTH. Get with your public library and/or school system to come up with a plan to have kids read their special stories on the air.

STAY HOME WITH YOUR KIDS DAY (8/18). How about a contest where the prize is a day off with pay? (August 15 is National Relaxation Day, too.)

NATIONAL AVIATION WEEK/DAY (8/18-24, 8/19). Work with a local flying service to offer free rides that day, and/or broadcast some vignettes that detail the history of flight. Some of your town's most successful citizens are pilots or love aviation; tap into that vein for non-traditional sponsorship opportunities.

What other opportunities might you uncover by brainstorming with your staff, using the promotions calendar as your guide?

Sales Bites

Here, for your Summer reading pleasure, are some odds and ends you'll find profitable:

NEW TOOL FROM RAB promises to be one of the most useful yet for computer-literate sales people and managers. It's the new Radio Sales Assistant (RSA), which combines an updated proposal generation system (PROposal Wizard) with an array of sales tools to help the seller keep track of clients, activity, orders and performance. You can download a trial version at www.rab.com; for more information, visit the web site or call 800-232-3131. *Editor's \$0.02: I took the software for a test drive and brought it on board right away. The cost is quite reasonable (the base rate includes five users), and the benefits are nothing short of awesome. The only speed bump is convincing computer-idiot salespeople of the benefits, but it's really more of a case of showing computer-idiot salespeople that if they don't use it (the computer, the Internet and RSA) they'll lose it (their selling edge, their clients, their j*b). Highly recommended!*

THE SIXTY-SECOND SALE. Recently a business consultant asked me to tell her about my business in 60 seconds. I was just "okay." Then she demanded it again in 20 seconds! WOW, did I learn a huge lesson. Can your sellers tell a prospective client about your product and the service you provide in 60 seconds and cause him or her to want to hear more? Clients and agency buyers don't have time to mess around with long dissertations or to read lengthy hand-outs.

Here are just a few features that every seller should be able to handle with any client at any time in 60 Seconds:

- Why are you there? Why should they give up their time for you?
- What is your business goal for your clients?
- Why should the client consider using your product or service?
- How does it work? Features? Benefits?
- What will the client receive that is so special or unique when they invest in YOU?

Can you cut to the chase and hit the client's or agency's "need" button? You may have only one opportunity—and maybe only 60 seconds!

Suggestion: PPP—Plan, Prepare and Practice in sales meetings your 60-second commercial. Get really good at it! Get excited! Passionate! Enthusiastic! Energized! Then look for every opportunity to broadcast your 60 second message.

—Jerry Frentress, Jerry@JerryFrentress.com

Cell Phone Etiquette

Cell phones are everywhere nowadays, and many people don't know when to turn them off. From weddings to funerals, and everywhere in between, cell phones are ringing in the most inappropriate places.

About 137 million Americans use a cell phone, according to the Cellular Telecommunications and Internet Association. Cell phones are so pervasive because they're cost effective and portable, and people are starting to purchase them in lieu of land lines, says Jacqueline Whitmore, an etiquette expert and founder of The Protocol School in Palm Beach, FL.

Whitmore became the wireless etiquette spokeswoman for Sprint PCS last year as the company launched an effort to educate the public and their customers on the proper use of cell phones.

"We've all been at the movies and been bothered by someone talking on the phone," says Nanci Schwartz, a public relations manager for Sprint.

Cell phones do have their place, Whitmore says. "As an etiquette expert you'd think I'd be against that [using phones in public places]," Whitmore says. "I think cell phones should be used with discretion in public places. But some places are strictly off limits, such as movies, concerts, plays or religious ceremonies," she says. "If you're expecting an important call and can't let voice mail take it, excuse yourself and leave the table to take it."

Whitmore offers these other tips on cell phone etiquette:

- Let voice mail take your calls when you're in meetings, courtrooms and restaurants. If you must talk, excuse yourself and find a secluded area.
- Don't display anger when talking on the phone in public places.
- Put your phone on vibrate or turn it off in movie theaters, religious services and social gatherings.
- Tell companions ahead of time if you must take a call, then excuse yourself when you get it.
- Don't interrupt personal conversations by answering your cell phone or checking voice mail.
- Use discretion when talking on cell phones. You never know who is nearby listening.
- Be responsible when placing calls or talking on the phone while driving. Place calls when the car isn't moving and use a hands-free device to keep your focus on the roadway. Don't make or answer calls while driving in traffic or hazardous conditions.

—Joyce Caruthers, *American Profile*, 6/15/03

M. B. A.

I am coming to realize that managing a radio station—maybe other businesses, too, but I don't know about that—is an art form, not a science. Not every good manager makes a good radio manager, either—which argues the uniqueness of what we do.

There seem to be two aspects to this. The first comes from working in a multiple-market radio company (which almost all are nowadays), and the culture that inevitably results when companies get bigger.

Those managers who are effective at “managing down”—working with and getting results from his or her own staff—may not do a very good job of “managing up”—communicating with and getting results for his or her superiors. (Like it or not, the days of the lone wolves are numbered in our business.)

So the effective radio manager must be good at working with the expectations of his or her boss, and the boss above, and so on.

But there is a second, equally-important aspect, and people who are adept at playing the corporate game are not assured of a comfy berth in our business. In fact, some of the qualities that compose a good radio manager are in direct opposition to the corporate game.

That's because radio stoutly defies any and all attempts to classify and codify behavior and activity. In many industries it is possible to have a play-book that covers most if not all of what happens from day to day. The best manager in that environment is one who is best at following the play-book.

But radio doesn't lend itself to that approach. I think because all radio markets are just different enough, and the relationships that individual stations have to their individual markets are very different, that it is impossible to generalize across markets—which in turn means it's impossible to generalize across a radio company.

This means that a radio manager, while adhering to and excelling at the rules of the company, must also improvise the job from day to day. The higher-ups in a well-run radio company will realize this, and wisely refrain from imposing too many one-size-fits-all strictures.

For example, recently I conducted a strategic planning session for a group with two radio markets. In one, they sell their stations individually; in the other, they cluster sell all their stations. They recognize the differences in markets and stations and feel each approach maximizes that market's potential.

Of all the ways radio is different, though, two stand out: one, to which we alluded above, is the unique relationship each of us has with our markets. Radio done well will never permit the kind

of disconnect suffered by large companies in other industries between the customer and the boardroom.

The other way we're different—which is more pertinent to the subject at hand—is that we are a business of “stars”—real or imagined.

On one side of the hall we have the air talent; on the other side, we have the sales staff. Good performers on both sides of the hall require more care and handling than most non-radio companies feel comfortable with. Yet it is these two types of people—who are basically the same, in truth—that make our business work. (It must be catching: is it just me, or do the other people in a radio station display the same qualities?)

Take, for example, that program director/morning host who is beloved in the market but drops the ball incessantly inside the station. He or she isn't doing an A+ job as PD, but your assessment of whether he or she keeps the job is influenced in no small way by his/her relationship with the market (on your behalf).

Or that salesperson who does a great job with clients and a great job with billing, but can't seem to make it to the morning sales meeting on time and whose paperwork resembles the Dead Sea Scrolls.

These are not people who respond well to rules, discipline, reprimands—all the things that govern behavior in most companies. These are people who require “MBA”—management by attitude. If they are mostly satisfied with their jobs and the treatment they receive, they will be as productive as they're going to be. Taking a punitive approach makes them less productive—and less cooperative.

Of course, you have to assess—sometimes on an ongoing basis—whether any individual is worth having on board. But if that person is productive, honest and fundamentally *good*, then it's worthwhile to cut him or her some slack in the rules department.

A good radio manager is going to create a supportive, upbeat environment in which the best people can do their best work. Even when the chips are down—as they have been for the past couple of years for many—the good radio manager is not going to turn a management problem into a staff problem. The good radio manager is going to understand that the solution to the problem (whatever it is, but usually a sales problem!) is up to him or her, not the staff—although the good manager will most certainly engage the staff in the solution without making it their problem.

Actually, it occurs to me that this “MBA” approach would work very well in other businesses, too, even though they don't have the wacky setup we do. I caught a quote in *OC Metro* in an article about law-firm managing partners: “The catch phrase is that it's like ‘herding cats’ because. . .it's not just a matter of snapping your fingers and people do it; it's a matter of trying to get the pulse of where people want to go as well as turning things in a direction you think will be helpful for the firm.” Maybe radio is not so different after all. . .

Big Changes

Commentary by Bob Doll

If legislators on both sides of the aisle have their way, the way broadcasters conduct their business could be changed adversely. Last week, members of the Senate Commerce Committee floated a bevy of complaints and a host of proposals aimed at the nation's radio and television stations.



Bob Doll

The chair of the Commerce Committee, Senator John McCain (R-AZ), again complained loudly about the high cost of political campaigning and promised to reintroduce his free political airtime proposal. Two Democratic Senators, Dorgan of ND and Lautenberg of NJ, joined McCain in complaining about the high cost of political broadcasting.

McCain announced he wishes to bring the Low Power FM issue back to Congress. He wants to remove the third-adjacent-channel protection for incumbent FM stations. That would, most experts agree, cause interference to established stations and open the floodgates for additional LPFMs to be constructed. Also in the senator's sites: stopping the FCC from relaxing the rule which prohibits newspaper ownership of radio and TV stations in the same market, a change which is approved by both the NAB and Newspaper Publishing Association.

Democratic FCC Commissioner Michael Copps appeared before the Senate committee saying that he does not believe many stations are meeting their public service obligations. He promises to hold hearings in conjunction with station license renewals so the public can comment on the public-service issue.

Not only do license-holders need to support the NAB and their state associations in fending off the attackers, but each station must tell the public what it's doing to earn its place in its community. When you run an announcement or a program that's in the public interest, make sure your listeners know that it's run free of charge as a service to your listening area.

THE CONFUSION at the FCC has aborted the sale of six small market radio stations in Wisconsin. In April, Dave Magnum filed for permission to sell WTMB, WBOG and WXYM, Tomah; WBKY, Portage and WIBU/WNNO, Wisconsin Dells. The buyer was to be the Midwest Family Group, for \$4.33 million. Although his applications were filed in April, Magnum believes that the new criteria announced on June 2 would prohibit certain parts of the sale.

Because of the uncertainties, Magnum believes that his employees and customers will be best off if he continues to operate the stations. Had the sale progressed as both parties fully expected, Magnum planned to enter politics as candidate for a Congressional seat. He says he won't do that now.

IMPROVEMENT. The deregulation of the mid 1990s has definitely improved radio's financial stability. The just released *M Street Radio Directory* shows that there were 309 stations off the

air in ten years ago (1994). The 2 ure is 123—60% fewer. The directory also shows there are now 10,728 commercial radio stations, compared to 10,086 ten years ago—an increase of 642 or 6.4%

RECOMMENDED READING. Wally Mullinax spent almost all of his working life at WESC, Greenville, SC—42 years, with over 30 years as the station's sales manager. A lot of people in this business say, "When I retire, I'm going to write a book." Wally did!

His book, *Tall Tales, High Towers, Simple Ideas 'n' Stuff*, is a history of a radio station which over the years became the city's most popular and most profitable. Wally not only recounts the station's successes, but he good-naturedly relates some of the misfortunes and mistakes made along the way.

In addition to station nostalgia, Wally, without being preachy, imparts some timeless advice on how to be successful in the radio business. He has some station success stories that might be recycled today.

Wally will sell you a copy of his 298-page book for \$25, postage included. You can write to him at: 17 Hiawatha Drive, Greenville, SC 29615. His phone number is (864) 244 4716.

Bob Doll is Editor Emeritus of SMRN. He is the author of Sparks Out of the Plowed Ground and A Perfect Union. Bob can be reached at (830) 379-7549; fax (830) 372-2905; e-mail bobar@sbcglobal.net (note new e-mail address).

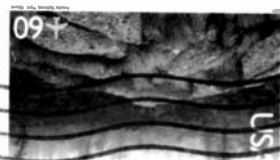


MIAMI AZ 85539
P. O. BOX 292
KQSS
BILL TAYLOR

08/28/2003

FORWARDING SERVICE REQUESTED

Jay Mitchell Associates, Inc.
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
Phone 641-472-4087 • Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
E-Mail jaymitchell.com, greg@radiovillage.com
Web Site www.smallmarketradio.com • July 31, 2003



Small Market Radio Newsletter

Small Market Radio Newsletter

The Voice of Small Market Radio

VOLUME XXI • NUMBER 8 • AUGUST 7, 2003

THE SENATOR IS AT IT AGAIN. The indefatigable John McCain has introduced a new bill to require radio and television stations to broadcast at least two hours of candidate-centered or issue-oriented programming in advance of any primary or general Federal election. According to the senator, his so-called Our Democracy, Our Airwaves Act “is designed to increase the flow of political information in broadcast media and to reduce the cost to candidates of educating the electorate on their candidacy. This study illustrates the pressures on political candidates to raise money because they are forced to gain the public’s attention through the use of costly advertisements. Our democracy is stronger when a candidate’s success is achieved by ideas, not by dollars, and when an electorate is informed by facts, not twelve-second sound bites.” In addition, the act would set up a voucher system, funded from an annual spectrum use fee paid by broadcasters, where candidates and parties could pay for political ads on radio and TV. *See our Last Word on Page 8.*

NEWEST HALL OF FAMER is the RAB’s—and the industry’s—very own Roger Dodson. The 38-year radio vet and current RAB SVP/Training will be inducted into the Nebraska Broadcasters Association Hall of Fame during their annual convention in Lincoln next week. Roger joins a distinguished bunch, including Tom Brokaw, Johnny Carson, Dick Cavett and Gary Fries. *Editor’s Appreciation: Congratulations, Roger, on this well-deserved honor. Your knowledge, experience and straight talk makes our industry a better place.*

AMBER WORKS IN KENTUCKY AND IOWA. The first recoveries of abducted youths by way of the AMBER alert system have been logged in the Kentucky and Iowa. In Kentucky last week, a 16-year-old girl was released when her kidnappers saw her photo on television. The abduction was in the AMBER system and on the media within 16 minutes after the police received the Amber Alert request. In Iowa this week, a 6-month-old baby was found unharmed two hours after her abduction. There were some glitches in this case, however: some Des Moines TV stations never got the alert, and the state web site was late in posting the information.

RMLC AND BMI COME TO TERMS. After years of wrangling, the Radio Music License Committee (RMLC) and the music licensor BMI have agreed on new blanket and per-program licenses for the radio industry. The agreement, covering 1997-2006, concludes a filing in New York Federal District Court that began four years ago. From 1997 through last year, the agreement specifies that the interim rates in effect will be final, with no adjustments. From this year through 2006, a new set-fee formula will take effect, rather than the previous revenue-based model. The agreement also sets fees for webcasting.

Published by
Jay Mitchell Associates, Inc.
57 South Court Street
P. O. Box 1285
Fairfield, IA 52556
Phone 641-472-4087
Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
Internet www.smallmarketradio.com

Publisher & Editor . . . Jay Mitchell (jay@jaymitchell.com)
Managing Editor
..... Billie Jo Wiley-Gamer (billie@radiovillage.com)
Production Assistant
..... Karen Wetherill (karen@radiovillage.com)
Editor Emeritus Bob Doll
© 2003 Jay Mitchell Associates, Inc. • All Rights Reserved
ISSN 1074-0082
IN OUR 21ST YEAR [Online Aug 3096]

US & Canada (\$US):
• One Year \$129
• 26 Weeks \$74
International (\$US):
• One Year \$184
• 26 Weeks \$104
E-Mail-Only Edition (\$US):
• One Year \$89
• 26 Weeks \$49

RAB2004 CONTINUES THE TRADITION of the Radio Wayne Silent Auction, which for the past three years has raised nearly \$80,000 for two charities, The Broadcasters' Foundation (assisting broadcasters in need and their families) and the Roaring Fork Conservancy (protecting an area in Colorado where Wayne liked to fish). The event began at RAB2000, when Wayne himself established a small auction. When he died later that year, the RAB renamed the event in his honor and, spearheaded by Wayne's widow, RAB Convention Marketing Coordinator Wendy Green, made it much larger. The auction will be held during the 2004 event, February 5-8 in Dallas.

SIRIUS GAINING MARKET SHARE as the second-in satellite broadcaster announces deals with vehicle makers. The latest is with motor home manufacturer Winnebago Industries, which will offer Sirius Satellite Radio in most of their 2004 motor homes—standard in their top-of-the-line model, the Ultimate Freedom, and optional in others sold under the Winnebago, Itasca, Rialto and Ultimate brands.

MEANWHILE, THE OTHER SATELLITE BROADCASTER will get a boost from the fact that Delphi's hit (320,000 sold so far) SKYFi receivers will soon be available in all 870 full-line Sears stores. The SKYFi receiver retails for \$129.99; the companion home and vehicle adaptor kits are \$69.99 each.

ONGOING LACK OF DIVERSITY in the newsroom is highlighted in the latest survey from the Radio-Television News Directors Association (RTNDA) and Ball State University. The study says that while the number of minorities working in radio and TV is up in terms of raw numbers, the percentage has dropped—but not in radio. African Americans in radio news rose from 4.1% in 2002 to 4.8% this year, but still below the 5.2% posted in 2001. In television, Blacks make up less than 1% of all news directors, down from 2% last year. Hispanics in TV news fell from 7.7% last year to 6.5% this year.

TALK RADIO UNBALANCED according to *Talk Radio in America: A National Perspective*, a study released by the Benchmark Company. Forty percent of listeners to Talk radio think the format lacks balance and the industry puts the personality ahead of the viewpoints espoused. Seventy-two percent of self-described liberals feel that the format did not provide enough balance in the topics aired. In the survey of listeners in the top 100 markets, 61% say their favorite talk show hosts are local. But nationwide, the highest awareness goes to Rush Limbaugh (93%), Howard Stern (79%), Don Imus (71%) and Dr. Laura (68%). If listeners turn off Talk radio, it's because of more commercials. According to Benchmark CEO and survey author Dr. Rob Balon, "While the number of nationally syndicated shows has grown in the past decade, the driving factor for listeners is talent, not ideology. Rush Limbaugh works because he's a talented entertainer who puts a great deal of effort into preparation so that he hosts a good show. He just happens to be a conservative." The format also lacks growth, the survey showed: since 9/11/01, only 4% say they've become full-time listeners to Talk radio.

Following the Thread

I heard about the first promotion below from our good friend Jim Taszarek. Doing a Google search on “E105.5” unearthed the second, from the local Humane Society, in which the radio station participated. I’ve mentioned this before, but let me say it again: When it comes to promotions, the Internet can be your best friend. . .and Google makes it better. (The URL for the second promotion is <http://www.heartofamericaahs.org/docs/feb2003.pdf>.)

TRUMPING THE COMPETITION. Perhaps you have an in-market competitor who gets them, or perhaps you get out-of-market stations homing in. We’re talking about movie premieres, which are increasingly a hot ticket for almost all demographics (depending on the movie, of course).

Ted Edwards, PD of KFME (E105.1)/Kansas City, MO, discovered that several movie ticket sites will let you buy tickets as early as two weeks in advance. So, for the opening weekend of, say, Harry Potter, he bought some tickets to specific showings and gave them away on the air. The promos claim that the station is sponsoring the movie’s opening weekend.

There’s a way to do even more: buy an extra pair of tickets and give them to a station personality. A few minutes before the previews start, the personality stands up, introduces himself, thanks the audience of coming, mentions the station’s “sponsorship” and tells the folks to listen to the station to win advance tickets to upcoming shows. It’s gutsy, but it’s unlikely that the theater will throw you out!

—Doug Harris, dough@creativeanimal.com, cited in *QuotaBusters*, www.tazmedia.com

A BIG PAWS UP FOR SANTA CLAWS. For three weekends in December, volunteers with the Heart of America Humane Society (HAHS) dressed as Santa and his (or her) helpers to capture people’s pets on film. They nuzzled up to Jolly Old Saint Nick and barked or meowed their wish for catnip and chew toys. On the 14th, 21st, and 28th of December 2002, the Heart of America Humane Society (HAHS) partnered with E105.1 radio during adoption hours at PETS MART.

During the 2002 PETS MART Santa Claws Promotion, people and their pets had their photo taken with Santa Claws for a \$10 donation. Each person received one photograph placed in an exclusive holiday ornament and one photograph placed in a holiday paperboard frame. HAHS receives 50% of the funds raised at the 115th and Metcalf PETS MART location in this very successful fund-raiser.

The hardworking HAHS volunteers took 430 photos, raising more than \$2,100 for HAHS! A big thank you also goes to PETS MART for donating raffle items of two \$25 gift certificates on the air With E105.1.

Unearthing the True Objection

With great respect to all the terrific sales trainers and consultants we have in our industry, I believe that in our rush to arm our sellers with the best responses to the best objections our advertisers throw our way, we've lost sight of the advantages of taking a moment to evaluate whether their objections should be taken at face value.

Let's take a few of our old favorites and delve a little deeper:

THE ECONOMY IS TERRIBLE. If we take it at face value, the standard response to this objection centers on all the reasons why somebody should advertise during the downturn so they'll be well-positioned to take advantage of the upturn.

But the standard response misses the central point: *they are still doing some advertising, just less or none with us.* What the client is actually saying—his or her true objection—is, “I don't consider you to be my most important advertising medium.”

If we understand the true objection, we see that the standard response to the articulated objection is a waste of breath. What we need to do is work on a bold proposal that assumes and justifies that we deserve to be considered *the* primary medium.

I DON'T LIKE YOUR PROGRAMMING. Even the Level 1 seller understands how to respond to this—in a Level 1 sort of way. The typical response is, “Well, our programming isn't really designed for you or me. . .”

But what is the client really saying? *That he or she doesn't have confidence in you or your station—yet.*

What's the real answer to this true objection? A bold, confident play for the business. In fact, why not ask, “What do we have to do to earn your (or more of your) business?” Have there been problems with the account in the past? Has the station let the advertiser down in some way? Find out and make it right, then go from there.

This true objection might manifest itself in other apparent objections; watch out for them.

I'M ONLY SPENDING (I ONLY HAVE) HALF A BUDGET THIS YEAR. This one is a little different, because it is a statement of fact, not an objection. But how do we usually feel when we hear this? We fear a loss, don't we? But as with “The economy is terrible,” we have to be prepared to treat this statement not as an objection but as an opportunity.

It's another opportunity for us to present radio and our stations as the (or a) primary advertising medium. Be strong about it!

IBOC and Other Matters

Herewith, a dispatch from our engineer, Mark McVey, McTronix, Ottumwa, IA:

FCC. I attended a workshop at the Lake of the Ozarks Missouri Broadcasters Association meeting. The FCC had the director of engineering from the Kansas City Field office there. He reiterated the enforcement portion of his job. He said with the current administration in Washington he is getting way more help on the enforcement end of things and they are writing a lot of fines (he sounded proud) for things like EAS, tower painting and lighting, Public File (and soon to be EEO), RF exposure compliance and AM fencing.

IBOC (HD) RADIO. If you have a tube type transmitter on your FM, you would have to employ high level combining, because tube transmitters don't have the necessary bandwidth to pass both the analog component and the digital. Currently the FCC only allows the combination to happen in a combiner; however, Dielectric has just developed the combination to happen in the space field or in the antenna. In the combiner you will combine the analog signal from your current transmitter with the digital from your new digital transmitter. The loss is 10% of your analog signal, so you may have to add a bay to your antenna. The digital transmitter will lose 90% of its signal in the reject load (not a very green thing to do).

With the space field combination method in the antenna, however, there is virtually no loss. You run a separate coaxial cable up the tower. This is nice in the event of an antenna or feed line failure; if the new feed line is sized properly it could act as a backup. The digital component will be substantially less power than the analog.

STL. The whole idea behind this is to get a very good digital signal to the listeners, so an older STL would not work. In that case, you'll have to replace both your STLs. The units need to be uncompressed digital. There are a few vendors doing this; Harris and Moseley are my favorites.

STUDIO EQUIPMENT. I would recommend an engine such as the Wheatstone Bridge, Logitek or Harris. Add to that the "panels" (control boards—the board is basically a bunch of switches and faders that send a signal to the engine/bridge). Every bit of audio in the plant is converted to digital, hopefully at the microphone. All of the analog audio would be converted to digital time-synchronized (like a sync generator in TV) to GPS; all consoles would have access to all data streams and could either switch by hand or the automation system do it. The radio studio will be wired more like a TV studio. When this is done we will wonder how we operated the old way.

ITEMS TO PONDER. The digital signal will take 20-30 seconds, maybe up to two minutes, to process, so the DJ can't be monitoring off air. The plan is to delay the analog signal the same amount, so if the receiver loses the digital signal it will revert to the analog.

When the digital transmitter loses power it will take up to three minutes to reboot. This makes a UPS a must.

TO SUM IT UP. At this point in time I don't think it is practical to implement IBOC out here in the sticks. I think if the Commission would allow us to broadcast two different programs on the analog and the digital, there would be a lot more small market stations doing it.

Old Smudgy Strikes Back

Two articles of interest regarding our old friends (emphasis on *old*) the newspaper, both from *MediaPost* . . .

RICH CONTENT. Since the web has firmly established itself as a primary source of news for so many Americans in these last few weeks, it was only a matter of time before publishers started milking it for all it's worth.

They're not just making their content available online anymore, they're making that content better (at least for those of us with broadband connections.)

According to Canada's CanWest Global Communications' COO Richard Camillieri, CanWest will soon roll out electronic versions of its newspapers with embedded video linked to features including weather pages and advertising.

Camillieri said that the classified advertising section of the newspapers is an area that could benefit from video enhancements, as well as retail advertisers, who could expand their reach by having television advertisements placed directly onto a newspaper page displayed on the subscribers' computer.

The move makes perfect sense for CanWest, which was solely a broadcaster until late 2000 when it bought the chain of daily and weekly newspapers from Hollinger Inc. Cross-promotion and cross-selling have been the cornerstones of the company's convergence strategy ever since. Granted, he was speaking to the Canadian Media Directors' Council, but I'll bet we won't have to wait too long for similar developments in the U.S. Just something to look forward to.

—Masha Geller, 8/1/03

PROMOTIONAL SELLING. Given declining revenues and readership levels at newspapers in the U.S., there are few papers that aren't searching for new ways to cement advertiser relationships and bolster reader allegiance. And while The Virginian-Pilot doesn't claim to have stumbled onto a panacea with its relatively new marketing program, "Reader Rewards," the paper may well have discovered a marketing and promotional model than can be extremely effective in certain markets.

Reader Rewards, which launched in early March, was designed to address areas where many newspapers have been falling short in recent years: strengthening the paper's brand, increasing reader loyalty, forging stronger relationships with advertisers and reducing what the company calls "circulation churn." While Virginian-Pilot Director of Market Development Dale Bowen

says that his company was not experiencing substantial concerns in any of these areas, he thought it was wise to think ahead.

Of course, that required a shift in mind-set among the Virginian-Pilot sales staff. "A lot of people don't feel comfortable with promotional selling - it's a different kind of sell," Bowen notes. "In the past, it seems like radio and television stations were more comfortable with a program like this."

While the thinking behind "Reader Rewards" may not be revolutionary, it has proven quite effective. Following a teaser ad campaign, the program began in earnest on March 6 when the newspaper distributed "KeyCards" to its entire subscriber base via an outside pouch (non-subscribers can specifically request the cards). Every day since then, KeyCard holders have been able to access program-exclusive offers on a Reader Rewards page in the paper; a daily access code allows them to participate in contests for cash, tickets and other prizes. "We give them value that they can't get through other programs," Bowen crows.

What makes this program different from comparable newspaper marketing efforts in the past, according to Bowen, is that it did not require a substantial investment by the Virginian-Pilot ("in fact, it actually made us money," he says). All costs, including a "Welcome Bag" for area newcomers that included coupons, promo goodies and a copy of the newspaper, were covered by the program's five biggest ad sponsors. In exchange for their investment, these advertisers were included in ads touting the program and on the paper's daily Reader Rewards page, as well as given prominent exposure on the paper's website.

As much as Bowen waxes euphoric about the reader-loyalty and branding components of the program, it's clear that the biggest payoff of Reader Rewards has been in capturing the attention of advertisers who had previously been hesitant to deepen their relationship with the Virginian-Pilot. "It's taken [advertisers] who hadn't bought big programs and got them in the door," he says. "In terms of the relationships, that's where we've seen a real difference." Advertisers were consulted before the program kicked into gear, Bowen adds: "We ran it up the flagpole. The response was great."

As for the future, Bowen hopes to expand Reader Rewards indefinitely, though he acknowledges that sustaining the program's momentum could prove difficult. "We have one person who does nothing but graphics for the program," he says. "It's a massive undertaking."

That said, one gets the impression that the Virginian-Pilot isn't about to abandon Reader Rewards anytime soon. "It's done what we wanted to do," Bowen shrugs. "That's all you can ask."

—Larry Dobrow, 8/1/03

God Bless Sen. McCain

Here's a guy who's the Bruce Boxleitner of Congress—he wants desperately to be taken seriously, but he never quite makes the grade. And why is he trying to use our industry as his launching-pad?

“Our Democracy, Our Airwaves”? Sheesh. What planet is this guy from? And he's a *Republican*, for goodness' sake. . .he's supposed to know about—and support—capitalism, even if he's never participated in it.

I just love his point of view on political advertising, which boils down to this: (1) Campaigns are too darn expensive. (2) They're expensive because candidates have to try to out-market one another. (3) The best way of out-marketing the other guy is with ads on radio and television. (4) We regulate radio and television. (5) Let's force them to run our ads for free. (6) Problem solved.

Up to now, people in Congress who really get it—with the help of you and me—have cut McCain off at most every turn. But, speaking of turning, the tide is; it's getting ugly out there, as our industry's real or imagined sins (mostly centering on real or imagined obscenity) come back to haunt us.

As I've said before, we need to clean up our act, and act like the responsible, self-sufficient, self-governing industry we want to be. Only in that way can we sustain the support necessary to compel Mr. McCain to look elsewhere in his quest for legitimacy.



855398+0292 03

MIAMI AZ 85539
P O BOX 292
KQSS
BILL TAYLOR

08/28/2003

FORWARDING SERVICE REQUESTED

Jay Mitchell Associates, Inc.
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
Phone 641-472-4087 • Fax-Editorial 208-730-4363
Fax-Advertising/Production 425-871-7574
E-Mail jay@mitchell.com, greg@radiovillage.com
Web Site www.smallmarketradio.com • August 7, 2003

Small Market Radio Newsletter



Small Market Radio Newsletter

The Voice of Small Market Radio

VOLUME XXI • NUMBER 8 • AUGUST 14, 2003

LOCAL REVENUES FLATTEN OUT for June, according to the monthly RAB report. National increased 16%, but local was flat, combining to produce an overall 4% gain for the month over last year. Year to date, national was up 7%, local was flat, combined was 2%.

Editor's Note: Our anecdotal survey of small markets shows that business is still volatile. As one reader put it, "We have a great month and think we've got something going, and then the next month falls apart."

DIFFERENT REGIONAL MEDIA STROKES are reported in a new Interep study of media usage. In radio, for example, three formats—CHR, AC and Country—are on top in five of the seven American regions analyzed, although in a different order in each. But in New England, News/Talk and Alternative bump Country and CHR out of the top three; and in the Mid-Atlantic, All News bumps out Country. In each region a different format comes to the top: News/Talk in the New England and West Central regions; All News in the Mid Atlantic; Country in the East Central states; All Talk in the Pacific; Urban in the Southeast and Hispanic in the Southwest. In other media, TV is used more in the East Central and Southeast regions, and less in the New England states; Magazine and newspaper readership is highest in the Mid-Atlantic and New England regions and Internet usage is highest in the New England, Mid-Atlantic and Pacific regions. *(We'd give you the Interep web address but their site is terrible, including annoying animation and interactive elements that freeze your computer.)*

FROM OUR "UH-OH" DEPARTMENT. Paul J. Gough of *MediaPost* points out that "an unintended application of satellite radio broadcasting could morph into a new form of media—satellite video. . . While satellite radio developers don't have any immediate plans to add video channels to the hundred or so audio channels they currently feed, at least one confirmed it is in talks with major kids' TV programming purveyors such as Cartoon Network, Nickelodeon and Toon Disney to stream their video content to satellite radio subscribers equipped with TVs. 'We are being pushed, quite frankly, by the car manufacturers to provide video in vehicles, particularly in the back seats of Dodge minivans,' Joe Clayton, Sirius' president and chief executive officer, told analysts during a conference call."

RADIO HALL OF FAME TO INDUCT FIVE. The "Class of 2003" includes Gene Autry, syndicated personality Jim Bohannon, LA's longtime talker Michael Jackson, Infinity's Mel Karmazin and Tribune Networks farm broadcaster Orion Samuelson. The selection process includes ballots from radio executives, broadcast historians and Radio Hall of Fame members. The induction ceremony will be broadcast live at 9 p.m. (Central), November 8, from the Radio Hall of Fame in the Chicago Cultural Center; Larry King, himself a member of the Hall of Fame, will host. If you're planning to attend, tickets for the black-tie affair will set you back \$500 each.

Published by
Jay Mitchell Associates, Inc.
57 South Court Street
P. O. Box 1285
Fairfield, IA 52556
Phone 641-472-4087
Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
Internet www.smallmarketradio.com

Publisher & Editor . Jay Mitchell (jay@jaymitchell.com)
Managing Editor
..... Billie Jo Wiley-Garner (billie@radiovillage.com)
Production Assistant
..... Karen Wetherill (karen@radiovillage.com)
Editor Emeritus Bob Doll
© 2003 Jay Mitchell Associates, Inc. • All Rights Reserved
ISSN 1074-0082
IN OUR 21ST YEAR (Online Aug 3096)

US & Canada (\$US):
• One Year \$129
• 26 Weeks \$74
International (\$US):
• One Year \$184
• 26 Weeks \$104
E-Mail-Only Edition (\$US):
• One Year \$89
• 26 Weeks \$49

From Our Archives

One of our most popular features is riffling through back issues to unearth classic promotions that stand the test of time. Sometimes the originals seem a bit quaint today, but they can be updated—and that's why they're classics!

RENT-A-MAID. With today's lack of time in multi-earner households, it was inevitable: maid-service franchises. A uniformed team clean-sweeps your house for around \$50. There's rapid growth ahead, so check the franchisers to see whether they're operating in your city. You can sell them, and you can make deals for great prizes. Here are a couple:

- Mini Maid Service Co., <http://www.minimaid.com>
- Merry Maids, <http://www.servicemaster.com>

LINE EXTENSIONS. Marketers call it "line extension"—taking an established product and moving it (or its name) into new areas, like Diet Coke or Extra-Strength Bufferin.

In radio, line extension means moving your on-air product into other media or moving your sales efforts into other media. Here are some line-extension tricks for listeners and one for clients:

- **Best-of Cassette.** Put the best moments of your most popular personality's program on cassette.
- **Joke Collection.** Publish a collection of your most popular personality's favorite jokes, original or submitted by listeners.
- **Recipe Book.** Publish a compilation of the favorite recipes in your market, or the best recipes from your on-air recipe show, or a one-subject cookbook published under the name of your most popular personality.
- **Tips Books.** Publish handy hints for consumers, gardeners, conservationists, weather watchers or home repair hobbyists.
- **Funniest News Stories.** Publish a book full of local oddities compiled by your news department.

—Pinpoint Marketing & Research, <http://www.pinpointresearch.com>

IF YOU'RE DOING A GAME make it interesting and fun for non-players as well as players. No more than 3% of the population will ever play a game or enter a radio contest.

THE BEST PRIZE IS CASH. The huge state lottery jackpots pale the prizes any radio station can give away. Best action: get a lot of winners at \$50.00 or \$100.00 each. Everybody, regardless of his or her financial status, would like to have an unexpected \$50.00 or \$100.00 bill.

“What’s Next?”

By Warren Wechsler

The best way to learn how to ask obligating questions is to think about the phrase, “What’s next?”



Warren Wechsler

Why is that so important, you might ask? When you are at any part of the sales process—whether you’re talking to somebody for the first time, or you’re trying to figure out how the company makes decisions, or you’re trying to get an appointment with that person, or you’re trying to ask the right questions and make sure you’re getting the right answers, or you’re presenting a solution, or what have you—your job as a salesperson is to move the prospect or the client to the next level of the sales process or the sales pyramid.

If you’re thinking, “What’s next; where do we go from here?”, then the obligating question will become evident. Let’s say I’m talking to a prospect on the phone and I’ve established who the decision maker is, my next step, my “what’s next,” is *get the appointment*. So an obligating question would be, “I’m going to be working in your area next week. How about Wednesday morning, or if that doesn’t work, what about Thursday afternoon?” That’s using what’s called alternative choice.

Another way to use the “what’s next” phrase or the “what’s next” technique is at the end of the sales process. You’ve demonstrated all your features and benefits; you’ve offered the right solution for the potential client. Now what’s next in your mind is, “I want to find out if this person is going to buy from me or not.” So you ask the obligating question. What’s next is, Where do we go from here? Have we agreed that these features and benefits meet your needs? Can you move into this space? Would you like to buy this particular automobile? Does this watch fit your image? Would this diamond impress your fiance?

If you practice “what’s next?” you will then learn how to become a more effective obligating question asker. And once you do that you’ll see your sales skyrocket.

TRUE SALES STORIES. Catherine had more ambition, made more calls, and had seven times more accounts than any other sales person in her organization. She was also below average in sales revenue and income.

Why? Because Catherine had no idea what the big picture was. She mistook busy work and any activity with the proper and prioritized actions that a total sales person would understand after studying and applying the principles of Total Selling. After learning and integrating the components of a sound sales plan into her selling career, Catherine stopped calling on two thirds of her accounts, worked less, earned more, and had more fun.

National sales trainer and keynote speaker Warren Wechsler can be reached at warren@totalselling.com

The Latest Scam?

Several readers, and we ourselves, have received an “Important Information Bulletin Regarding Your Two-Way Radio License Renewal” from a company called Federal Licensing, Inc. of Gettysburg, PA. It calls attention to “companies that are soliciting to assist in the renewal process on licenses that do not expire for up to a year and a half prior to the actual expiration/renewal date.” Federal Licensing, Inc. promises to “contact you in a timely manner regarding the actual renewal of this license.”

The letter warns, “Be aware of these premature solicitations. One company mailing these solicitations is being confused with the ‘Universal Licensing System’ of the FCC. . . Based on the number of complaints/misinformation, Federal Licensing, Inc. has reported this situation to the FCC.”

The company goes on to list some “Facts Regarding Your Two-Way Radio License Renewal”:

- Know your license and know your license renewal date.
- The FCC Automated Renewal Program Mailer was discontinued in 1999.
- It is the sole responsibility of the licensee to prepare or have prepared all renewal forms.
- *Completed renewal forms cannot be submitted to the FCC prior to 90 days [in advance] of the renewal date.*
- The renewal preparation process should not take longer than 180 days, including coordination.

Personally, I have never used a license-preparation service, so I don’t know whether the costs are justified. But I do know that there are a lot of vendors who misrepresent the facts, and it seems that many of them are in the license-preparation business. I cannot speak for the quality or integrity of Federal Licensing, but their warnings are well placed.

AMBER URGENCY. Reading your August 7 *SMRN* about the success of the Amber Alert systems in Kentucky and Iowa made me want to write to you. In Wyoming, where we operate 11 stations, we have bought the equipment, talked at length with our people about how to handle an alert and the reasons for promoting this service to our listeners. However, the state police are charged with triggering this alert and they are not yet compliant with the Amber Alert system. I understand that Wyoming is one of five states not yet operational with this system.

What better public service could we offer than the instant ability to help return an abducted child to safety? Every broadcast station in a state where the Amber Alert is not yet functioning should use its airwaves to question the governor, the attorney general, the commander of the state police or whoever else can help make Amber Alert a reality quickly. We need to serve our communities and listeners first. NAB and state associations should help us fight to make the Amber Alert

program a national service quickly. If we can save even one child, it is worth whatever its cost or effort.

—Larry Patrick, Patrick Communications/Legend Communications,
Ellicott City, MD, larry@patcomm.com

WEATHER UNATTENDED. *Editor's Preface: The following is a rather—in the writer's own words—shameless plug for a commercial service to broadcasters. Further, my motives for publishing this letter can be questioned because the company in question advertises in SMRN. But I do believe it's a worthwhile service, and as far as I know it is unique. I would like to hear from other readers if there are other solutions available. . .and anyone who has had experience with the product in question.*

I noted your commentary regarding severe weather and the need to step in and take care of business. Only thing is, many of us small-market guys operate with a very small staff, and when severe weather breaks out at 1:30 a.m., there's nobody available to come to the station and sit around monitoring the weather and airing bulletins. In some areas of the country, severe weather situations can go on for days, which will wear out even the most hard-working radio guy around.

The solution? (Shameless promotion mode on:) Digital Weatherman! When the NWS issues a severe thunderstorm warning, a tornado warning, or any other warning you choose to relay, the Digital Weatherman can interrupt programming on your station and air the bulletin in a real human voice. Of course, you can program your EAS system to relay the warnings from NOAA weather radio, but the synthesized voice is often hard to understand and the warnings are written in “governmentese.” More often than not, the Digital Weatherman will have the warning on-air even before NOAA weather radio airs it.

Digital Weatherman can be programmed to interrupt programming for watches too, if the station so desires. Just today, we had two severe thunderstorm watches for our area and both made it on-air simultaneously at all six of our radio stations without any human intervention. Try doing that with a live operator!

—Larry Fuss, Delta Radio, Inc./Digital Weatherman, LLC, lfuss@deltaradio.net

AUCTION/SHOPPING SOFTWARE. A few months ago I read in *SMRN* about the lack of programs to run on-air auction/shopping shows. Our station worked with Scherer Development, Inc. of Springfield, MO to come up with an Auction/Shopping Show computer program that is very versatile; you can use it on the air and you can network it so the person in the front office can sell the merchandise or certificate to the listener right away. The great part is the price—under \$500.

—Dan Massman, KDWA, Hastings, MN, 651-437-1460

Editor's Note: I am following up with Scherer Development and hope to test-drive the software in the near future. I'll keep you posted. If you're interested, you can also contact Scherer Development at 417-886-8674.

The McKinsey Mind

McKinsey & Co. is one the world's most successful strategic consulting firms. Its problem-solving is based on a six-step model which salespeople can apply to their own situations:

1. **IDENTIFYING THE NEED.** Isolate the core problem facing the customer or prospect.
2. **ANALYZING.** The problem-solving process begins with framing the problem in a way that defines its boundaries, breaks it down into its component elements and suggests possible solutions.
3. **PRESENTING.** The solution is presented to the customer or prospect in a way that gains acceptance. The presentation must be clear and concise in order to generate buy-in for the solution.
4. **MANAGING.** The salesperson must be able to keep the client informed, involved and inspired.
5. **IMPLEMENTATION.** Once a solution has been identified, the salesperson must respond in a timely way to any obstacles to implementation. The salesperson must reassess the effectiveness of its implementation and make additional changes as necessary.
6. **LEADERSHIP.** The salesperson must help the customer implement the solution.

Framing the problem. Just take what you know about the problem, combine that with your gut feelings and imagine what the most likely answers will be. These answers may not be correct, but they are a great place to start.

Designing the analysis. To start the analysis, find the key drivers by drilling down to the core of the problem, instead of looking at everything separately. Look at how solving this problem fits into the big picture and don't waste time trying to analyze every aspect of a problem.

Presenting your ideas. You must present your solutions in a way that your client understands and can accept. Use the elevator test, which means you should be able to explain your solution clearly and precisely during a 30-second elevator ride. Keep any charts simple; communicate a maximum of one message per chart. Think of your charts as the basis for getting your message across, not an art project.

Selling your solution. Think of your presentation as selling your solutions. The greatest presentation is worth nothing if the customer rejects your solution. Your only goal in making a presentation should be getting buy-in to your recommendation.

—Adapted from *The McKinsey Mind* by Ethan Rasiel and Paul Friga (McGraw-Hill)

50 Years Later

By Bob Doll

She had been out of high school for just two years. She had completed a business school course and was working in the accounting department of a department store in Johnson City, Tennessee. Cleo Reed says now, "I had no ambition to be in radio. I liked the idea of going to work for WBEJ in Elizabethton because it was twelve miles closer to home and the office had windows. The department store office didn't have any."

She found out about the opening at the local radio station from a family member. Frazier Cochren, who was managing WBEJ for its founder, Bob Rounsaville, was a friend of the Reed family.

Cleo's job at WBEJ was writing commercials and helping the other girl at the station "get the bills out, and from time to time type the station log." While other longtime radio people "yearn for the good old days," Cleo doesn't. "Radio is a lot easier now. Putting out the bills and typing the log took hours of hard work. The computer does most of that now." She also remembers the announcers reading most of the commercials live—"a lot of them back in the Fifties when they cost a dollar and a dollar and a quarter each."

Cleo kept the mainly-copywriting job for 30 years. In 1983, when the bookkeeper left, she moved up to that job. Then, four years later, when the longtime general manager left, she was offered that job. She holds it today and has no plans to retire.

Unlike most radio people, Cleo has never had ambition to be a star. She has seldom been on the air. She also says, "I'm not a salesperson. We've always had people here who were a lot better at that than I'd probably be." But, according to an associate, "Cleo is a very disciplined person who keeps things large and small from falling through the cracks."

While she's not on the air or calling on customers, she is now, and has been from her earliest days at the station, a hardworking, high-profile worker in her town's civic and church life. For Cleo, the radio station is more than a place where she works. For her WBEJ is a treasure.

Example: On her own she has kept scrapbooks about the station. There are now eight volumes. On the very first page of the first volume is the telegram from the FCC giving the station permission to begin broadcasting in 1946.

Those scrapbooks reveal that WBEJ is a remarkable station. During its 67-year history it has had only three owners and only five managers. None of the owners were owner-operator entities. The first, for 12 years, was legendary station builder Bob Rounsaville. The second, for 26 years, was local banker Raymond Tarrentine and his family. The present owner, Don Crisp, bought the station in 1982 and is in his 21st year of ownership.

Cleo says that stable ownership has been largely responsible for the low turnover of the station staff. She points out that sales manager Barten Eden's association with WBEJ is over 25 years long. The number two salesman, Hobe Hydson, has been with WBEJ since the mid-Nineties. The program director, David Miller, has over 10 years of service at the station. News director David Brackman has been there for over three years.

Cleo claims WBEJ staffers, including herself, stay for long periods of time, "because Elizabethton is a beautiful, nice place to live and the station is a nice place to work. Everyone of our owners and managers has worked hard to make that so."

Cleo was on vacation the first week of August. When she returned to the station on August 10, she says, "I was shocked at the number of messages I got congratulating me on my anniversary here. Two daily newspapers and a TV station have interviewed me already today.[August 10]."

At 70, when most of her contemporaries are retired, Cleo says, "I haven't even thought about that." She credits her 50 years with WBEJ. The station is still in the same building where it was when it started in 1946—on Elk Street, the main street in Elizabethton.

It is now, as it always has been, located on the second floor. Cleo recounts a recent visit to her doctor, who complimented her on her excellent physical condition. She says, "There are 25 steps up to our second floor offices and studios. I make that trip a dozen or more times every day."

Bob Doll is Editor Emeritus of SMRN. He is the author of Sparks Out of the Plowed Ground and A Perfect Union. Bob can be reached at (830) 379-7549; fax (830) 372-2905; e-mail bobar@sbcglobal.net (note new e-mail address).



85533940292 03

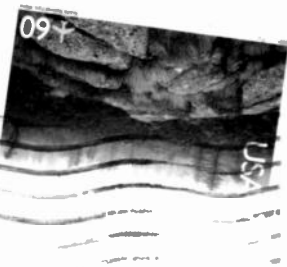
08/28/2003

BILL TAYLOR
KQSS
P. O. BOX 292
MIAMI AZ 85539

FORWARDING SERVICE REQUESTED

Jay Mitchell Associates, Inc.
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
Phone 641-472-4087 • Fax-Editorial 208-730-4363
Fax-Advertising/Production 425-871-7574
E-Mail jay@mitchell.com, greg@radiovillage.com
Web Site www.smallmarketradio.com • August 14, 2003

Small Market Radio Newsletter



Small Market Radio Newsletter

The Voice of Small Market Radio

VOLUME XXI • NUMBER 9 • AUGUST 21, 2003

BLACKOUT OF 2003 LETS RADIO SHINE. The power outage that left most of the Northeast without power last week gave radio an opportunity to do what it does best—serve the public during extraordinary circumstances. Most of the operators with whom we spoke had backup generators—vestiges of Y2K preparation in many cases—and continued broadcast during the emergency.

NEWSPAPER SPENDING HITS \$11+ BILLION. The Newspaper Association of America reports that newspaper ad spending in the second quarter of 2003 was a little over \$11 billion, up 1.6% over the same period last year. National advertising led the charge, led in turn by telecom and automotive, with a 12.8% gain over last year. Retail is coming back, but slowly—up 2.1%. But classifieds, the highest-margin category in print, declined 3.9%, largely due to the sluggish job market, with an assist from online job sites.

ET TU, CABLE? Preliminary reports from publicly-traded cable companies would indicate that the second quarter of this year was stronger for that medium than expected. The financials released by cable networks of every size show double-digit increases in ad sales.

OUTDOOR HOT AGAIN? Outdoor advertising, the world's oldest mass advertising medium, is big again, thanks to a variety of factors. Leading the way is "communications planning," in which what's important is when and where the consumer is exposed to the ad, and what his or her mindset was at the time. Another key factor is technology: Arbitron's people meter, along with global positioning systems (GPS), promise to revolutionize measurement of outdoor advertising. And outdoor is a hot topic again because people are spending more and more time out of the home, which marketers consider to be a more clutter-free environment.

NAPSTER RESUSCITATED by Roxio, makers of the popular Easy CD Creator software, has acquired the "Napster" name and web address and plans to relaunch it as a paid music download service, competing with Apple's iTunes and MusicMatch, MusicNet, pressplay and Rhapsody. Struggling online giant AOL plans to offer a similar service later this year as well. The downloading sites use a variety of revenue models, including monthly fees for unlimited downloads and fee-for-song, along with restrictions on how the songs may be used or how long they'll be listenable. The iTunes service is taking off, despite the fact that it's just for Apple users, because it comes closest to an ideal price point: 99 cents per song for unlimited use. (Industry experts feel that the sweet spot is 79 cents.) The stumbling block, as always, is the intransigence of the record labels, who are reluctant to license their songs or eager to impose unrealistic use restrictions, fearing, as always, widespread copyright infringement.

Published by
Jay Mitchell Associates, Inc.
57 South Court Street
P. O. Box 1285
Fairfield, IA 52556
Phone 641-472-4087
Fax—Editorial 208-730-4363
Fax—Advertising/Production 425-871-7574
Internet www.smallmarketradio.com

Publisher & Editor . . . Jay Mitchell (jay@jaymitchell.com)
Managing Editor
Billie Jo Wiley-Gamer (billie@radiovillage.com)
Production Assistant
Karen Wetherill (karen@radiovillage.com)
Editor Emeritus Bob Doll
© 2003 Jay Mitchell Associates, Inc. • All Rights Reserved
ISSN 1074-0082
IN OUR 21ST YEAR [Online Aug 3096]

US & Canada (\$US):
• One Year \$129
• 26 Weeks \$74
International (\$US):
• One Year \$184
• 26 Weeks \$104
E-Mail-Only Edition (\$US):
• One Year \$89
• 26 Weeks \$49

Budget Time

Not only is it time for *your* budgeting process for calendar 2004—see our Annual Budgeting Issue next week—but it's time for your clients to do the same. Here are some ideas for your small and large advertisers, and for those who have no earthly reason to advertise in your market.

THE BIG GUYS. Some, but not all, of the larger businesses in your community have a budget process that is involved and formal. The good news is, if you are included in the process, you are in the way of discretionary dollars that usually fall out during the year. If you're not on the board, though, you have a difficult time springing dollars loose later on.

As so often, the best approach is the direct approach: "When do you start your budgeting process for next year, and what do you need from me?" Generally the response will call for some kind of proposal, and you know how to do those, don't you? (Have I mentioned yet this issue how much I like the new Radio Sales Assistant from RAB?)

THE SMALL GUYS. Most of your smaller advertisers, and some of your bigger ones, have a much less formal budgeting process. Even those with no budgets will not be offended if you ask the question.

ANNUALS. This process is a great opportunity to present big annual contracts. Use a formal presentation (have I mentioned the Radio Sales Assistant?) and "financial sizing"—you know, three options, "aggressive," "moderate" and "conservative." Since about 80% of those presented with three choices will choose the middle one, make your middle option what you think the advertiser will invest—and then bump it 10-20%.

RENEWALS. Most of us have long-term accounts that renew from year to year that we haven't touched in a long time. If you have somebody who's been on a plan for three or more years at the same rate, it's time for an improvement.

DON'T FEAR THE PHRASE. I will be very surprised if during your budget discussions you don't hear "We're going to cut back" several times. Rather than letting that phrase strike fear in your heart, understand it for what it is—a *negotiating ploy*. The advertiser has learned from experience that this magical phrase immediately and automatically puts him or her in control. Don't let that happen to you. Respond with something like, "I'm glad to hear you say that, because lots of people waste part of their ad budgets. I look forward to helping you get more bank for your advertising investment."

NON-ADVERTISERS. Think about the myriad manufacturers and distributors in your market who do no local business and have no business advertising locally. *Au contraire!* They have two good reasons to invest in local exposure: community goodwill and employee recruiting. On the former, bundle all the little telemarketing opportunities you do in the year into one level-billed plan. On the latter, gather all the compelling evidence about radio as a recruiting tool.

Making Prospecting Win-Win

When is prospecting a win for you and a win for your prospect? When your product or service is a perfect fit for their needs, of course! So how do you determine if you're a good match, and let your prospect know it? Read on for some advice from the sales consultants of The Par Group.

Of all the competencies associated with superior sales skills, prospecting is the weakest link. Most salespeople despise prospecting. "I'm too busy," "I don't have any prospects," "I've tried and that doesn't work" are just a few of the excuses you hear—or may have said yourself.

Yet effective prospecting is a vital part of successful campaigns to gain new business. Becoming a master prospector can spell the difference between being a merely competent salesperson and a stellar one. So what holds us back and how can we succeed more often?

The reality is most salespeople fear prospecting because they are set up for failure. If you consider a call that ends with "no" a losing call, you will inevitably lose far more often than you win. Instead, try to see prospecting as a systematic gathering of information in a "win-win" atmosphere.

The truth is that out of a thousand possible buyers, perhaps only a few hundred are willing to talk with you and able to buy. Prospecting is trying to find them without wasting today trying to sell the other eight hundred.

Think of it this way: Instead of trying to push your product or service, you are trying to uncover needs and problems that your product or service can help solve. This respectful approach is more likely to spark a prospect's interest. And it helps you. After all, if the prospect has no need for or interest in what you're selling, why waste your time with that person?

Here's how to open a conversation positively and determine if you have a qualified prospect: First, begin with a confidently stated and respectful opening statement. Good opening statements contain:

- A confidently stated business reason for the call
- An invitation to talk about the prospect's business and an openness to improvement options
- An acknowledgment that the prospect is a decision-maker who is in control

Following a well presented opening statement, prospects will open up. Once they are willing to talk, the mission then shifts to whether they're able to buy. To find out, sound business questions must be used to qualify:

- The potential need, opportunity or problem your product or service can address
- The decision making process and who is involved
- Resources available including time, money, space, and technical expertise

Ask these questions with respect and listen to the prospect's responses for both factual content and emotional attitude. This will help you read the prospect's responses accurately and determine if you have a qualified prospect.

Trying to talk unqualified prospects into becoming qualified is as futile and as frustrating as trying to talk rocks into becoming gold. Instead, spend your time searching for the gold. If a prospect says no, consider that a win rather than a lose. Because the truth is, the faster you get someone to disqualify him or herself, the faster you can move on to someone else who is willing and able to buy. The right attitude, strong opening statements, good qualifying questions and respecting your prospects' decisions, whether yes or no, will result in greater cooperation and more positive and successful prospecting.

—The Par Group, www.thepargroup.com

2003 Regulatory Fees

Well, it's that time of year again. . . here are this year's fees as released by the FCC; numbers in parentheses are the Commission's payment type codes.

| Population Served | AM Class A | AM Class B | AM Class C | AM Class D | FM Classes A, B1 & C3 | FM Classes B, C, C1 & C2 |
|---------------------|--------------|--------------|--------------|--------------|-----------------------|--------------------------|
| 25,000 & Under | 600 (0317) | 450 (0323) | 325 (0329) | 400 (0335) | 475 (0341) | 625 (0347) |
| 25,001-75,000 | 1,200 (0318) | 900 (0324) | 475 (0330) | 600 (0336) | 950 (0342) | 1,100 (0348) |
| 75,001-150,000 | 1,800 (0319) | 1,125 (0325) | 650 (0331) | 1,000 (0337) | 1,300 (0343) | 2,025 (0349) |
| 150,000-500,000 | 2,700 (0320) | 1,925 (0326) | 975 (0332) | 1,200 (0338) | 2,025 (0344) | 2,650 (0350) |
| 500,001-1,200,000 | 3,900 (0321) | 2,925 (0327) | 1,625 (0333) | 2,000 (0339) | 3,200 (0345) | 3,900 (0351) |
| 1,200,001-3,000,000 | 6,000 (0322) | 4,500 (0328) | 2,450 (0334) | 3,200 (0340) | 5,225 (0346) | 6,250 (0352) |
| Over 3,000,000 | 7,200 (0379) | 5,400 (0380) | 3,100 (0381) | 4,000 (0382) | 6,650 (0383) | 8,125 (0384) |

Other Regulatory Fees

| Fee Type | Fee (Pmt Code) |
|---|----------------|
| AM Construction Permits | 455 (0315) |
| FM Construction Permits | 1,850 (0316) |
| TV VHF - Markets 1-10 | 57,650 (0353) |
| TV VHF - Markets 11-25 | 43,225 (0354) |
| TV VHF - Markets 26-50 | 30,125 (0355) |
| TV VHF - Markets 51-100 | 18,075 (0356) |
| TV VHF - All Remaining Markets | 4,450 (0357) |
| TV VHF - Construction Permits | 4,625 (0358) |
| TV UHF - Markets 1-10 | 15,850 (0359) |
| TV UHF - Markets 11-25 | 12,875 (0360) |
| TV UHF - Markets 26-50 | 8,075 (0361) |
| TV UHF - Markets 51-100 | 4,975 (0362) |
| TV UHF - All Remaining Markets | 1,425 (0363) |
| TV UHF - Construction Permits | 8,300 (0364) |
| Satellite Television - All Markets | 1,000 (0365) |
| Satellite Television - Construction Permits | 515 (0366) |
| Low Power TV, TV/FM Translators & Boosters | 365 (0367) |
| Broadcast Auxiliary | 10 (0369) |
| Earth Stations | 210 (0374) |

Daily Exercises

By Jeffrey Hedquist

Creativity. It's like a muscle. You can increase its strength and flexibility by alternating activity and rest. Those of us who create advertising, especially radio advertising are often asked to be instantly creative. Like an athlete who may be called upon to perform extraordinarily, with very little notice, keeping that muscle in shape is your best preparation.

This regimen has worked for me and for many others engaged in the business of creating: Every day, spend a few minutes writing. This writing can take the form of a journal, a diary, a series of observations, comments, poetry, songs, plays, a novel, letters to yourself, people you know, or to an imaginary someone. The key here is to get used to the practice of writing daily.

One of the best descriptions of this technique is from *Writing Down the Bones* by Natalie Goldberg (Shambhala Publications, www.shambhala.com). Simple rules. Dramatic results.

1. Keep your hand moving. (Don't pause to reread the line you have just written. That's stalling and trying to get control of what you're saying.)
2. Don't cross out. (That is editing as you write. Even if you write something you didn't mean to write, leave it.)
3. Don't worry about spelling, punctuation, grammar. (Don't even care about staying within the margins and lines on the page.)
4. Lose control.
5. Go for the jugular. (If something comes up in your writing that is scary or naked, dive right into it. It probably has lots of energy.)

Good radio writers are good storytellers. Try spending the five to twenty minutes you have set aside to do your writing each day and create a different kind of story. Write a drama, a sports story, an adventure, a humor piece, whimsy or a fairytale. Try writing a first person account, a third person account, a news story. The possibilities are almost endless.

Practice writing from different points of view, just as you write commercials for different representative audiences. You might get as specific as writing a 60-second commercial a day for an existing or imaginary client, but that's not the purpose of the exercise. The purpose of the exercise is to strengthen your creative muscles.

Keep your daily writing in a safe place, even organized by subject, because at some point in the future you are going to need an idea or a concept or an idea-starter or a way to break writer's block. And this repository of daily ideas and creations can be your source of inspiration, a place you can go, a bank of work that you can draw upon.

The inspiration from your daily writing can come from anywhere: your health, the weather, an idea that came to you in the shower; something you saw in the newspaper, or heard on radio or TV or saw in a movie; a book you've read, or a comment someone may have made; an email you may have gotten, or a conversation you had with a friend; a remembrance or recognition of something from your childhood. Again, it doesn't need to be more than five to twenty minutes, but it should be a period of concentrated writing. And, by writing I mean putting the pen to paper, and not stopping, simply writing just to get the flow of words going.

—Jeffrey Hedquist, Hedquist Productions, jeffrey@hedquist.com. © 2003 Hedquist Productions

The Click-Through Debacle

In the dark ages before ad serving, I had to count online ad impressions by hand from a log file. Of course, I had no idea how many unique people were actually being reached by these impressions. Nor did I know anything about the demographic makeup of that audience. Yet I couldn't escape the feeling that this represented the future of advertising.

The next day, my boss would ask me how many gross impressions we generated with our online ads. Another few hours of log-crunching and I would be able to tell him exactly how many times each ad was served. It wouldn't be an approximation, or a projection. It would be a specific number, and the only way that number could be off is if I had miscounted along the way.

A couple of years later, this specificity was being touted as one of the big selling points for online advertising. Clients were wowed with the notion of knowing exactly how many impressions they served, as well as how many times their ads were clicked. We never suspected that accountability would come back to bite us, so we used the specificity and accountability of online advertising to sell in more campaigns. "Soon, all advertising will be accountable," we said. "This is going to revolutionize the entire ad business."

At the time, I found that easy to swallow. Hook, line and sinker. That stance didn't strike me as particularly arrogant until it was too late. Did we seriously think we were going to revolutionize a multi-billion dollar industry overnight?

Of course, as more advertisers rushed to the web, users became accustomed to ignoring banners, and page clutter made breaking through with a message exceptionally difficult; accountability and specificity became curses rather than blessings. But even after the initial rise and fall of dot-coms, I am still intrigued by the specificity of interactive media.

As interactive media evolve, we are going to have the chance to get actual usage metrics for things we never considered measuring with such a degree of specificity. Consider the following:

- An Internet radio station has the potential to know more about its listeners than an offline station ever could. It could do this by simply requiring that listeners fill out a basic demographic questionnaire before they can tune in. Same goes for video content. Not only does this make Internet broadcasting an attractive advertising opportunity, but think for a minute about how insights gleaned from actual usage data will impact offline broadcast communications. We can learn so much more from actual consumption data than we can learn from projections and assumptions.
- Online research companies can build research panels more quickly and easily online than they can in any other medium. Everyone knows that if you need to interview some teens to get their perspective on a new ad or a new product, you send an account planner to the mall with a clipboard. But what do you do when you need to talk to niche audiences? How does

one execute a study against vintage automobile enthusiasts or moms with kids who play sports? You could try buying an expensive direct mail list, but it's not likely to generate the volume of respondents you're looking for. It's easier to reach and address niche targets online.

- Video on demand is going to give us information about what people watch when they have the capability to watch almost anything they want to. Can you imagine how this information will shape content programming in the future? It boggles the mind.

In the coming years, we are going to be presented with more opportunities to leverage specificity and accountability. Let's just not mess it up this time. Let's not be arrogant and presumptuous about taking over the future of the media business. Instead, let's learn more about how people consume media and how different audiences relate to one another. Let's use the data to make existing media businesses more efficient. But for heaven's sake, let's not subject ourselves to another click-through debacle.

—Tom Hespos, *MediaCom*, 2/11/03

EDITOR'S COMMENTARY. As one of the radio bunch who has embraced the Internet and is actively selling ads on our web site, I am often backed into a corner by local buyers, most of whom don't remotely understand how Internet (or, as we like to say nowadays, "interactive") advertising works.

"You can set up a link from my ad to my web site, right?" Yes, we'll be happy to do that for you.

"And you can tell me how many times people click on that link, right?" Yes, we can—the ad-serving company we use, AdButler (www.adbutler.com) will give us that information specific to your ad. But it's a meaningless number, and ridiculously low, besides.

"But you can give me the exact number of clicks, right?" Yes, we can. But I can tell you right now it's going to be some small fraction of one percent of the people who see your ad.

"But you can give me the exact number of clicks, right?" Yes, we can. But you see, when someone comes to one web site and sees an ad for something that attracts them, they're still at that web site for a reason, and they're not going to go tottling off to another web site.

"But you can give me the exact number of clicks, right?" Yes, we can. But that's not the true value of your online ad. Think of it as a billboard—you have a few seconds to create an impression of who you are and what you do.

"But you can give me the exact number of clicks, right?" Yes, we can. But really, it's a case of "Just because you can, doesn't mean you should." Advertising, unfortunately, is still a black box, even when you can throw hard data at it. Until we figure out a way to get inside someone's head, literally (Heaven forbid), advertising will continue to be a black box. After all, what matters to you is not the clicks or the eyeballs or the eardrums or the ratings (Heaven forbid)—it's whether people ring your cash register. Period.

Fire Sales and Commodities

In my travels as publisher of this fine publication and as a consultant, I run smack into the things we do today to make our numbers. It's not always pretty.

Probably the most infamous is the "fire sale" method of making the month. Apparently somebody in the loop wakes up on Monday of the last week of every month, notices the numbers for the month and sounds the call to action—"Do whatever it takes to make the month!" Advertisers, ever quick on the uptake, quickly figured out that if they waited until that last week, deals abounded. Competitors, ever letting their advertisers train them, soon figured out that in order to snare business for themselves they had to do what the other guys were doing.

What is noteworthy about this is that everyone seems to know this is a foolish course. But we follow it anyway. I can understand doing some short-term things out of necessity—hey, I've been there, where you do what you have to do to make payroll—but I don't understand a solid, profitable company forsaking principles and setting our industry back decades to make stretch goals month after month.

But then, we've always had rate whores—always the other guys, of course—and maybe this relatively new spin doesn't set us back all that much. But it sure doesn't move us forward.



85539+0292

BILL TAYLOR
KQSS
P. O. BOX 292
MIAMI AZ 85539

08/28/2003

FORWARDING SERVICE REQUESTED

Jay Mitchell Associates, Inc.
57 South Court Street • P. O. Box 1285 • Fairfield, IA 52556
Phone 641-472-4087 • Fax--Editorial 208-730-4363
Fax--Advertising/Production 425-871-7574
E-Mail jaymitchell.com, greg@radiovillage.com
Web Site www.smallmarketradio.com • August 21, 2003

Small Market Radio Newsletter



" 12 'BEST' SELLERS" -

Articles on \$ale\$ from

SMALL MARKET RADIO NEWSLETTER

275 19th Street

Otsego, Michigan - 49078

TEN TRUTHS ABOUT ADVERTISING

1. The market is constantly changing.
2. People forget fast.
3. Your competition isn't quitting.
4. Marketing (advertising) strengthens your identity.
5. Marketing (advertising) is essential to survival and growth.
6. Marketing (advertising) enables you to hold onto your old customers.
7. Marketing (advertising) maintains morale.
8. Marketing (advertising) gives you an advantage over your competitors who have ceased advertising.
9. Marketing (advertising) allows your business to continue operating.
10. You have invested money that you stand to lose if you quit advertising.

(Jay Levinson - former Creative
Vice President, J. Walter Thompson)

A BUSINESS MUST ADVERTISE

1. The average business loses 20% of its customers every year: A competitor steals them; They move away; Their needs and wants change; They die. A BUSINESS MUST ATTRACT NEW CUSTOMERS.
2. Mobility and non-loyalty are a fact in an increasingly competitive retail marketplace. A business must advertise to protect its customer base. Present customers must be reassured constantly that they're doing the right thing by doing business where they are.
3. People postpone buying. They take days, weeks, months in making buying decisions. To get the business, an advertiser must keep his/her message before the buyer.

4. His/her competitors are advertising. At any given time there are only so many customers "in the market." He/she must advertise to get his/her share.
5. An advertiser must always make a specific offer and ask for action. Loss leaders or low margin items are advertised because for every 10 items people plan to buy, they buy 3 impulse items - items they didn't plan to buy, while visiting the store.
6. If the business is open, it has overhead (rent, utilities, payroll etc.) CUSTOMERS MUST BE ATTRACTED EVERY BUSINESS DAY.
7. A business must maintain a positive image to keep customers, add new ones, and maintain good morale among its employees.

(Radio Advertising Bureau
and Other Sources)

WHY LOCAL RADIO?

1. 96%+ of all households have a radio. The LOCAL radio station is available to newcomers - THEY DON'T HAVE TO SUBSCRIBE.
2. The local radio station is the most inexpensive way for an advertiser to keep his message before his customers between visits to his/her store.
3. Unlike other media, a 30-second message from a small advertiser has just as much impact as a 30-second message from a larger advertiser.
4. On local radio, the advertiser can create an image (personality) for his/her business at a very reasonable price. Unlike other media, attractive production is available at little or no extra cost.
5. Specific offers can be made on a timely basis to reflect last minute weather changes, merchandise arrivals, and competitive changes. As "people to people" communication, radio advertising is the ideal media to "ask for the business."
6. Most research says, a prospect must receive an advertising message 3 times, before he or she will take action. Local radio is the most inexpensive way to attain this magic figure.
7. The local radio station provides not only entertainment, but important services to its community. An advertiser whose messages are heard regularly on the station, gets an extra benefit of being part of something that's worthwhile and important in the local community. It's a continuing, positive statement, that makes and keeps friends and customers.

FOUR KINDS OF CUSTOMERS

Sales experts Anthony J. Allesandra and Jim Cathcart, in an article in "Farm Store" magazine, divided sales prospects into 4 groups:

- 1.) Socializers
- 2.) Directors
- 3.) Thinkers
- 4.) Relators

The "socializer" is described as exhibiting such characteristics as animation, intuitiveness and liveliness. Generally, this kind of person is an idea person - a dreamer - who is fast paced, who makes quick decisions without being concerned with facts and details. The socializer thrives on involvement with people. The socializer talks a lot about himself/herself and his/her operation. The socializer has a lot of friends and belongs to a lot of organizations.

The authors advise, in dealing with a socializer, allow him/her to talk. Meet him/her boldly. Don't be shy. Study his/her dreams and goals. Propose your solutions with stories and illustrations that relate to him/her and his/her goals.

Avoid arguments or disagreements with socializers. They are motivated by opinions and intuitions.

The "director" is described as a person who exhibits firmness in his/her relationships with others, is oriented toward productivity and goals, and is concerned with bottom line results. Expect a degree of stubbornness, impatience and toughness. Directors tend to take control of other people and situations. They like to move at a fast pace and are impatient with delays.

The director expects you to tell your story quickly, and very likely will stop you in the middle of your presentation with questions, "but what's the cost?" You probably won't get into see the director unless you have an appointment.

In dealing with the director, be prepared and organized, fast paced and to the point. Do not waste time. Keep things professional and businesslike. Don't try to develop a personal relationship with this type of person. Study their goals and objectives, what they want to accomplish, what is happening now and how they would like to see change. Propose solutions with clearly defined consequences and rewards that relate specifically to their goals.

Remember in dealing with a "director" to use facts. Provide him/her with options to let him/her make the decision.

The "thinker" is a persistent, systematic problem solver. He/she may appear to be aloof, picky, and critical. The thinker is security conscious and has a high need to be right. The thinker will ask a lot of questions about specific details. Thinkers are extremely cautious.

Look for the thinker to operate in a neat, intellectual work environment. Expect him/her to be skeptical and to expect to see things in writing. If you've got a customer who consistently says "show me" and puts off a decision, you're probably dealing with a thinker.

In dealing with a thinker, plan to be cordial, but get to the point. Be prepared to answer a lot of questions. Study the thinker's situation in a practical, logical manner, supporting his/her organized, thoughtful approach. Ask a lot of questions. Make sure your questions show a clear direction. Propose logical solutions to his/her problems. Document the how and why of your proposition and why it is the logical thing to do.

Finally, the authors call the 4th type of prospect, "the relator." The relator likes to feel as if he/she belongs to "the group." On the plus side, the relator is described as warm, supportive and reliable. Negatively, the relator is thought to be compliant, soft-hearted and acquiescent (consenting without protest). The relator is slow to take action or make a decision.

Before a relator takes action or makes a decision, he/she has to know how other people feel about it. Relators are the most people oriented of the 4 personality types. They listen well. One of their most important objectives is to have close, personal relationships with others.

A relator is generally a natural counselor, someone everyone goes to with problems. The relator probably belongs to many organizations - but, unlike the director, he/she is probably not the president. A relator will ask how your family is doing and genuinely care about your answer.

In dealing with the relator, get to know him/her personally. Take an interest in all aspects of his/her life. Move along at an informal, slow pace and constantly show the relator that you are actively listening. Do not debate facts or logic. Discuss personal opinions and feelings. The relator likes guarantees that any new action will involve a minimum risk. Offer personal assurances of support. Provide guidance, but try not to rush the relator.

Take time to get the relator to spell out what is really important to him/her. Show the human side of your proposal, how it affects him/her and others.

I hope you share my enthusiasm for the beliefs of Allesandra and Cathcart. Webster's Dictionary describes "empathy" as "intellectual or emotional identification with another." Will Rogers said, "I never really knew a man I didn't like." People are different. Getting to know them, understand them, and like them is the real satisfaction and opportunity of selling.

ADVERTISING AS A % OF SALES (AVERAGE)

| | | | |
|---------------------------------|--------------------|---|-------------------------|
| Appliances, Radio, TV Dealers | 2.3% | Insurance Agents | 1.8%(of premium income) |
| Auto Accessory and Parts Stores | 0.9% | Jewelry Stores | 4.4% |
| Auto Dealers | 0.8% | Laundromats | 1.2% |
| Auto Repair | 0.9% | Liquor Stores | 0.9% |
| Bakeries | 0.7% | Lumber and Building Materials | 0.9% |
| Banks (Commercial) | 1.3% (of deposits) | Men's Wear Retailers | 2.8% |
| Beauty Shops | 2.0% | Mobile Home Dealers | 2.0% |
| Book Stores | 1.7% | Motion Picture Theatres | 5.5% |
| Camera Stores | 0.8% | Music Stores | 1.8% |
| Children's and Infant's Stores | 1.9% | Office Supplies Dealers | 0.7% |
| Computer Stores | 2.8% | Paint, Glass and Wallpaper Stores | 2.4% |
| Credit (Personal) | 2.4% | Photo Studios and Supply Shops | 2.4% |
| Department Stores | 2.8% | Real Estate | 3.6% |
| Discount Stores | 2.4% | Restaurants | 0.8% |
| Drug Stores - Chain | 1.7% | (The % for all restaurants. Promotional restaurants run about 3.2%) | |
| Independent | 1.3% | | |
| Dry Cleaners | 1.7% | Savings Banks (Mutual) | 1.5%(of deposits) |
| Florists | 2.1% | Savings and Loan | 1.5%(of deposits) |
| Food Stores | 1.1% | Shoe Stores | 1.9% |
| Furniture Stores | 5.0% | Specialty Stores | 3.0% |
| Gasoline Service Stations | 0.8% | Sporting Goods Stores | 3.5% |
| Gift and Novelty Stores | 1.4% | Tire dealers | 2.2% |
| Hardware Stores | 1.6% | Travel Agents | 5.0%(of commissions) |
| Home Centers | 1.3% | Variety Stores | 1.5% |
| Hospitals | 0.6% | Womens Stores | 2.6% |

WHY SALESPEOPLE FAIL

1. Laziness - The salesperson has to be enthusiastic in dealing with a customer. Energy is infectious. Enthusiasm rubs off on others.
2. Failure to ask questions - People don't want to be sold, they want to buy. Only by asking questions can a salesperson find out what a customer needs or wants.
3. Failure to listen - An interesting statistic: Good salespeople spend up to 80% of their time listening. The customer wants questions answered. Listening involves hearing, watching, and caring about what the customer is saying.
4. Talking Too Much - The customer doesn't really care about how smart or successful the salesperson is. He/she is not interested in what the salesperson needs - only what he/she needs.
5. Condescension - The customer should never be made to feel awkward or uncomfortable. The customer should always be treated to feel that he/she knows more, not less than he/she does.
6. Not knowing what they are selling - Many salespeople aren't effective because they don't believe in what they are selling. They don't believe, because they don't know. Customer benefits must be the main focus of sales training.
7. Failure to accomodate the customer - People buy to solve problems (needs) or realize opportunities (wants). The salesperson should always ask himself/herself, "Why am I here?"
8. Pushing the customer too hard - Most businesses depend on repeat customers. High pressure sales techniques may be effective in making a one time sale - they rarely create long time customers.
9. Failing to ask the customer to buy - After the questions are answered and the product/service to fill needs or wants is presented, it's time to "Ask for the order!" Closing doesn't mean pushing. But, if the customer is not asked to buy, he/she will probably make no decision - and that means no sale.
10. Arguing with the customer - The customer is always right. It is his/her right to say "yes" or "no." The good salesperson knows when to quit. If he/she can't be sold on that call, the good salesperson wants to be able to try again.

ANATOMY OF A SALES CALL

1. Are you calling on someone who can say "yes?"
2. Be prepared! Does he or she need or want what you have to sell? Never open a prospect's door unless you can answer this question, "Why am I here?"
3. Talk yourself into the sale. Think about how good you're going to feel when he/she says, "Yes!"
4. Ask questions (from your preparation in step #2). Remember, he/she does not want to buy radio time. What he/she does want is to solve a problem or realize an opportunity.
5. In making your presentation, use something "visual" for him/her to focus on e. g. an outline of the program or promotion you're presenting, a proposed "ad" schedule, a station promotional piece that show how your station can fill his/her needs or wants.
6. In making your presentation:
 - a.) Tell him what your going to tell him.
 - b.) Tell him.
 - c.) Remind him you told him.
7. Ask him/her to do something. Phrase your request to prevent a simple "no" by offering him/her a choice of ways to say, "yes" e. g. "Should we start tomorrow?", or "Should we lead off with --- or --- is --- more important?" or "I can --- or would you rather I ---?"
8. Never ask him/her to "sign," instead, "you can 'o. k.' this here (POINTING TO THE PLACE ON THE ORDER HE/SHE SIGNS).
9. Leave! After you've gotton the order, don't talk yourself out of it. People are comfortable doing business with busy, successful people. If you have time to "visit" after you've completed your business, the customer will immediately wonder if he/she did the right thing.

(Source: Various and a lot of personal experiences.)

TELEPHONE SALES

Some radio stations use telephone selling on a regular basis. In many this selling is carried on by one person who offers campaigns promoting civic causes and events exclusively. In other stations the regular sales department members are called upon to sell holiday greetings or a special event via the telephone.

Although most sales people, accustomed to "face to face" selling, don't like this type of chore, it is often necessary and offers a real benefit to the business offered it. It gives that business an opportunity to be associated with something worthwhile. Selling some things by telephone is necessary, because the small amounts of money involved and the urgency of the program make in person calls impractical.

Selling such campaigns is a task oriented effort. The more calls made, the more accounts will be sold. The number of sales per number of calls completed will depend upon the appeal of the event or cause being promoted.

Telephone sales should be worked from a written "pitch" delivered in a conversational manner. A description of the event or cause should be followed by a sample announcement, including the prospects business name, address, phone number, and his/or/her name (if possible). At this point an offering should be made. To avoid a simple "no" give the prospect a choice, "May I include you in 10 announcements for \$30.00 or 5 announcements for \$20.00?" Generally speaking it's best to take a "no" after you made a good presentation. Trying to "switch" a "no" is usually not worth the time and the likely "bad will" high pressure phone selling generates.

CLOSING THE SALE

You can improve your closing ratio by:

1. Determining the prospect's readiness to act with a "green light" question e. g. "Do you have any questions about what we've discussed?"
2. Pave the way for action by quickly reviewing the key benefits of what you're offering.
3. Recommend the action to be taken. "We can get you started --- if you'll give me your o. k. today," or "Why don't you give me some items --- ?"
4. Ask an either or question based on a minor detail, "You're open 'til 6. We should schedule at least 1 'ad' after 5:00 P. M., don't you think?"
5. Confirm the decision to act with additional detail e. g. "This is a pretty good time for me to see you each week isn't it?"
6. Thank and assure the prospect that he has made a wise decision: "Thank you for letting us help you. I know this is going to do a real job for you."

ADVERTISER FACT SHEET

Advertiser: _____

Advertised Location: _____

Telephone Number (Is it used in advertising?) _____

Contact: _____

Other principal(s): _____

What does the business sell? _____

Leader item/or/service: _____

Customer benefit: _____

Best profit line: _____

Customer benefit: _____

Prospective Customers: _____

Men _____

Women _____

Teens _____

Children _____

Age or Other Characteristics: _____

Best Prospects: _____

Least Likely: _____

From what geographic area does the business draw its customers: _____

When business occurs (Best and Worst):

| | | | | | |
|---------|-------|----------|-------|-----------|-------|
| January | _____ | February | _____ | March | _____ |
| April | _____ | May | _____ | June | _____ |
| July | _____ | August | _____ | September | _____ |
| October | _____ | November | _____ | December | _____ |

Days of the Week:

Sun: _____ Mon: _____ Tue: _____ Wed.: _____
Thurs: _____ Fri: _____ Sat: _____

Hours of the Day:

6A to 9A _____ 9 to 11A _____ 11 to 1P _____
1 to 3P _____ 3 to 6P _____ 6 to 9P _____
9 to 12M _____ All night: _____

The advertiser in relation to his/her competition:

Major competitors are: _____

Competitor's advantages (prices, lines, location, parking etc.):

The advertiser's major promotions/events:

1stQ: _____

2ndQ: _____

3rdQ: _____

4thQ: _____

Co Op Available: _____

Other Media used:

Other radio _____ Outdoor _____
Newspaper _____ TV (or cable) _____
Shopper _____ Direct Mail _____

Monthly Expenditures on your station (This year/last year):

Jan.: _____ July: _____
Feb.: _____ Aug.: _____
Mar.: _____ Sep.: _____
Apr.: _____ Oct.: _____
May: _____ Nov.: _____
June: _____ Dec.: _____

RADIO ADVERTISING - MAKING IT WORK

On earlier pages of this collection of sales articles, we have talked about why the business should advertise, why he should use a local station, and how to sell him. What happens after you sell him?

Very often the process breaks down here. It doesn't have to. If your station has listeners, the advertiser and you want them to do something. The advertiser has not purchased radio "spots." The merchant has purchased the opportunity to deliver a message to the people who listen to your radio station.

In his cassette course, "How To Write Selling Copy," Chris Lytle says, "In most radio stations we have, the salespeople don't spend enough time gathering information. We have the process upside down. We spend 80% selling the advertiser and 20% gathering information. We should spend 20% selling and 80% of the time and effort on gathering information."

Lytle says, before writing a piece of copy, the writer should think about why the advertiser has purchased the time in which the copy will run: "To sell more goods or services than he/she would have sold, if the 'ad' were not being run."

Ideally, all radio "ads" should contain the following 5 elements:

1. A specific offer to sell something should be made.
2. The offer should be priced.
3. Spell out a benefit. Another writer makes the very good point: "A person doesn't buy a drill - he buys the hole the drill will make."
4. Ask for a specific response. TELL THE LISTENER WHAT YOU WANT HIM/HER TO DO. Give the "ad" a sense of urgency by stating a time or quantity limitation.
5. Include a "hook" or "theme." Tell the listener why the offer is being made.

In writing copy, most experts agree: "big words" are for reading, not speaking. Fairfield, Iowa station consultant comes up with some interesting facts: Research shows that 1/2 of all adults are incapable of following a spoken sentence longer than 13 words. Speech rates of more than 2-1/2 words per second (150 words per minute) significantly reduce comprehension.

Stay away from overused words like: "fantastic, unbelievable, fabulous." They've been used so often in radio "ad" copy listeners either don't hear them or "tune them out." Dollar amounts are more effective than percentages when describing savings. Bookmakers and oddsmakers think in percentages. Most other people don't.

A CHECKLIST FOR ESTABLISHED SALESPeOPLE

1. Do you try new methods and techniques with customers?
2. Do you try to become top man (person) in your organization?
3. Are you constantly trying to beat your own record?
4. Do you keep up your personal habits at a high level.
5. Have you thought of ways to improve or revise your presentation?
6. Do you manage to take away a buyer from a long time competitor?
7. Does your presentation reflect improvements in your product?
8. Do you occasionally perform a special service for a customer?
9. Do you come up with creative ideas in selling?
10. Can you honestly say, "I'm not resting on my laurels?"

(George M. Kahn,
Sales Consultant)

My first boss told me, "If we have the sales, we can afford everything else." That was a few years before I got into sales myself.

More recently, one of our SMRNewsletter subscribers thoughtfully asked the question in a story about his station, "Which comes first, 'the chicken or the egg?', a good radio station or a good sales effort?" The answer, in these very competitive times and times of high interest, would seem to dictate the following answer, you have to do both at the same time. You have to run a good radio station and a good sales effort at the same time, "Like love and marriage, you can't have one without the other."

I have read articles by and attended classes and seminars conducted by great sales trainers. I've worked for several. These few pages are no substitute for the information that has been and will continue to be assembled on the subject. They are rather a collection of things I've come across which I hope will be helpful and wet the reader's appetite to learn more about this profession called "Selling."

In our free enterprise society, it is probably the most important profession of all, because, "Nothing really happens until the sale is made."

PUBLISHED BY SMALL MARKET RADIO NEWSLETTER, INC. (Bob Doll, Publisher and Editor), 275 19th Street, Otsego, Michigan - 49078 - (616) 694-9357. PLEASE FEEL FREE TO COPY PARTS, BUT, BE KIND ENOUGH TO GIVE US CREDIT. OUR WEEKLY NEWSLETTER IS \$109.00 PER YEAR (PAID IN ADVANCE) WRITE TO THIS ADDRESS.
