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World Radio History

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Special Report: The Flavors of Talk Radio ▼

Talk Radio has become an entire spectrum of formats more akin to the term "music" Radio, than to simply another singular form of music Radio. A look at talk Radio's unlimited opportunities and challenges.



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◀ Interview: Tom Leykis

Leykis discusses talk Radio's future, doing whatever it takes to get listeners, and his responsibility to affiliates and advertisers.

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January 30

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Cover photo by Jeff Kravitz

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Circle Reader Service #103
World Radio History

PUBLISHER'S NOTES

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Newt Gingrich is looking for ways to cut federal spending. At press time, it looks like one of the casualties will be the Public Broadcasting System (PBS) and the Corporation For Public Broadcasting (CPB). Though federal cuts are necessary, the loss of PBS on Radio and television would be a national tragedy. Thousands of jobs would be lost, but, most importantly, America would suffer a great loss with respect to intelligent educational and arts programming. In a world of ratings-motivated financial pressures, the balanced programming of PBS is needed more than ever. Arts and education are of critical importance to our country. I, for one, would hate to lose *All Things Considered*, *Morning Edition*, *Fresh Air*, and many of the other National Public Radio programs. How many families with kids would want to get along without *Sesame Street*? Would programs like these exist in their present form if they were produced only to generate ratings and income commercially?

Since: 1) the FCC is looking for a spirit of cooperation from broadcasters; 2) children's programming quality is an issue with television; and, 3) we're facing more spectrum taxes to help fund the budget, it's time we, as Radio and TV broadcasters, took over CPB, and saved PBS.

If commercial broadcasters funded

CPB, we would be able to improve the quality of programming, run the organization more efficiently, and create more jobs. Additionally, these new jobs would serve as training opportunities for minorities and women entering the industry. CPB should remain a non-commercial entity, with the public interest in mind. Because of the excellent services being provided by broadcasters, a non-commercial entity might just take some of the pressure off all of us at the FCC level.

Spearheaded by *Radio Ink* and Barnstable Broadcasting's president David Gingold, we've spoken with broadcasters who feel this could be easily accomplished, without adding a financial burden to the industry. Many have said they are willing to participate. Advisory boards could be set up, with assurance given to various civic organizations that their agendas would be heard and served. A board of bipartisan broadcasters would become the board of directors, and much of the PBS structure would remain intact.

Imagine the benefits to Americans, and the incredible service that broadcasters would be providing if this concept were to become a reality.

A precedent of this type already exists. CSPAN's two channels are currently funded by the cable industry. Public Broadcasting, then, should be funded by the broadcasting industry.

Fast action will be necessary to save PBS. If you're interested in being a part of this movement, please fax your suggestions to: 407-995-8498. Although I would prefer that this not become an NAB-operated entity, I do encourage Eddie Fritts, as well as other NAB Radio executives, to get behind this effort, and help us spearhead it. The "brotherhood" of Radio and television now has the opportunity to save a national institution. Let's not let PBS die.

Eric

READER LETTERS



Sowing the Seeds of Talent

I recently read your editorial [Oct. 17-30] on finding and cultivating air talent. I, too, began my career at an early age. It was my 15th birthday, and the Sunday morning shift was mine on WBCH in my hometown of Hastings, MI.

When I went to college, I looked for a program that had a campus station where I could develop skills. I was fortunate enough to choose Central Michigan University, equipped with two carrier currents and an FM. Our goal was to operate WMHW as close to a commercial station as possible.

Many of our alumni have garnered great jobs in the industry — Danny Clayton at WKTJ, Don London, Suzanne Berg (Elektra), Marty Wall (former Z-100 promotions director), Tom and Lorri Roberts (KDRK), Jeff Thomas (WOLL) to name a few.

Now, I'm managing WPGU-FM,

one of a handful of commercial Radio stations run by college students. We are affiliated with the University of Illinois, but owned by a not-for-profit corporation that also publishes the student newspaper. The station recently took honors by having the highest 12+ share of any modern rock station in the spring Arbitron. Our graduates get hired right out of college in markets as large as Chicago.

These two examples are what college Radio should be about. I wish there were more stations like these to be the farm clubs of the future. The free-form college stations do a disservice to future Radio talent.

Brad Fuhr, GM
WPGU-FM
Champaign, IL

I was so happy to read your Publisher's Note on "Plant Seeds Now To Grow Future Talent." My first year out of college, I sent my resume to tons of Radio/TV stations ... but to no avail. I received tons of processed letters saying

"not enough experience" — even though throughout my four years of college, I worked on our campus Radio/TV station and completed three internships for Radio in New York City, Columbus and Canton, OH.

A year later, I am the commercial director and traffic director at WZKL-FM Canton. I have my sights set high and, even though I am in a small market, I am getting the extra experience that I need, and am taking advantage of anything that I can get my hands on at the station. As a college student, I found it extremely difficult to get a job in the broadcasting field. However, my advice to others is to not give up!

Kimberly Sarchione
WZKL-FM
Alliance, OH

ADDRESS ALL LETTERS TO

Reader Letters, c/o Radio Ink, 8000 N. Federal Highway, Boca Raton, FL 33487. Or fax to 407-995-8498. Each letter should include your full name, address and telephone number, and may be edited for clarity or space.

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PEOPLE IN INK™

Where's the Party?

What do a punk rocker, peppy personalities, a popular pianist and a presidential impersonator all have in common? They all made some holiday parties very memorable by appearing, performing or impersonating for the '94 season.

In the Big Apple there was the Z-100 (WHTZ-FM) Acoustic Christmas at Madison Square Garden raising money for the Lifebeat Aids organization and American Suicide Foundation. Chart-topping '90s Punk Rocker *Green Day* frontman **Billie Joe** showed up and showed all (at one point he was nude) along with **Melissa Etheridge**, **Courtney Love** (Kurt Cobain's widow) of *Hole* and "fun" girl **Sheryl Crow**.

Over in Beantown KISS-FM (WXKS) had its 4th annual Matty KISSMAS Breakfast (raising about \$5,000 for the Children's Happiness Foundation). Among the merrymakers were KISS Morning Man **Matt Siegel**, **Gina** from *Sesame Street*, **Mr. Roger's Neighborhood** Speedy Delivery Man **Mr. McFeely** and **Schemer** from *Shining Time Station*.

Out in LaLa Land **Rick Dees** and his gang at **KIIS-FM** had their 2nd annual Rick Dees KIISMAS Party with Mr. big shot **Harry Connick Jr.** tickling the ivories while his supermodel wife **Jill Goodacre** told everybody what **Victoria's** secret was. KIIS's **Ellen K.** hung out with Island Recording group 4 PM (don't ask), and everybody else? Well, they just had a good time.

If you were at the IRTS Foundation Christmas Benefit in New York, you might have thought you saw ... **President Clinton**? Actually it was eerie lookalike "The President" (aka **Tim Watters**) who took some time to — just do one heck of an impression. You know, he probably never has a problem getting a good table.

And pulling out all the stops this year was **The Interep Radio Store** who not only had a holiday party, they were the holiday party. Forty or more of Interep's closet hoofers got together to present "Puttin' on the Ritz: A Tribute to **Fred Astaire**" at New York's Webster Hall. Move over *Cats* here comes the *Dancin' Salespeople!*

—Shawn Deena

1. Z-100 marquee 2. **Billie Joe** of *Green Day* 3. **Melissa Etheridge** 4. **Courtney Love** of *Hole* 5. **Sheryl Crow** 6. KISS-FM's **Matt Siegel** and **Gina** of *Sesame Street* 7. **Siegel** and **Mr. McFeely** of *Mr. Roger's Neighborhood* 8. **Siegel** and **Schemer** from *Shining Time Station* 9. **Harry Connick Jr.** 10. **Harry Connick Jr.**, **Jill Goodacre** and **Rick Dees** 11. l-r **Ray Pena**, **Larry McFarland**, **Ellen K.**, **Marty Ware** and **Roberto Pena** 12. front l-r KIIS's **Bruce Vidal**, and **Charlie Walk** and **Dana Kheil** of *Columbia Records*, KIIS Music Director **Tracy Austin** and winner of the meet and greet with **Harry Connick Jr.** contest, **Sean Wright**. back l-r KIIS's **Vic Jacobs**, **Jill Goodacre**, **Harry Connick Jr.**, **Rick Dees**, *Columbia's* **Dave Forman**, KIIS's **Anita Dominguez** and *Columbia's* **Greg Phifer**. 13. l-r **WINS-AM** VP/GM **Scott Herman**, "The President" (aka **Tim Watters** appearing courtesy of *Comedy Central*) and **WNEW-FM** VP/GM **Kevin Smith**. 14. **Interep's** assembled cast of employees of "Puttin' on the Ritz: A Tribute to **Fred Astaire**."

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JANUARY 16 - 29, 1995



Behind The Creation of the FCC's New Emergency Alert System

by Barry Skidelsky

Recently, the FCC formally established the Emergency Alert System (EAS) which will replace the existing Emergency Broadcast System (EBS); and, which requires broadcast stations to install and operate new equipment, as well as comply with new procedures and rules.

Background

By way of background, Section 706 of the Communications Act grants communications-related powers to the president. Thus, the Act authorizes the president to take control of any and all stations within the FCC's jurisdiction, for example, to address the entire nation on very short notice because of war or other national emergency.

In 1951 President Truman established CONELRAD (Control of Electromagnetic Radiation) as the first national alerting system. Under CONELRAD, AM Radio stations were required to broadcast only on 640 or 1240 kHz during an emergency alert to the public, so that enemy missiles could not use transmissions from broadcast stations as a guide for their targets.

By the early 1960s, the development of missile guidance systems made the two channel limitation obsolete. Thus, in 1963, President Kennedy established the Emergency Broadcast System, which allowed stations to transmit on their normal frequencies during an emergency; and, which required broadcast stations to install and operate then new equipment, as well as comply with then new procedures and rules.

EBS has basically remained unchanged since; but, today exhibits significant drawbacks. For example, much of the analog EBS equipment at stations is now decades old, which even if operating properly, requires live operators to monitor and relay audio alerts. Given the risks of delay or other failures, especially in the face of modern digital technologies, EBS is now seen by many as unreliable and obsolete.

Modernizing EBS

Since 1991 there have been four separate Commission actions examining the modernization of EBS. The first, solicited comments on new technology and equipment that would improve EBS. Others focused on updating the technical and operational aspects of EBS.

In December 1992, 11 equipment manufacturers participated in a demonstration at the Commission, showing newer technologies were available for more advanced emergency communications. Subsequent field tests were conducted in Denver and Baltimore, involving more than 60 representatives from government, industry and manufacturing.

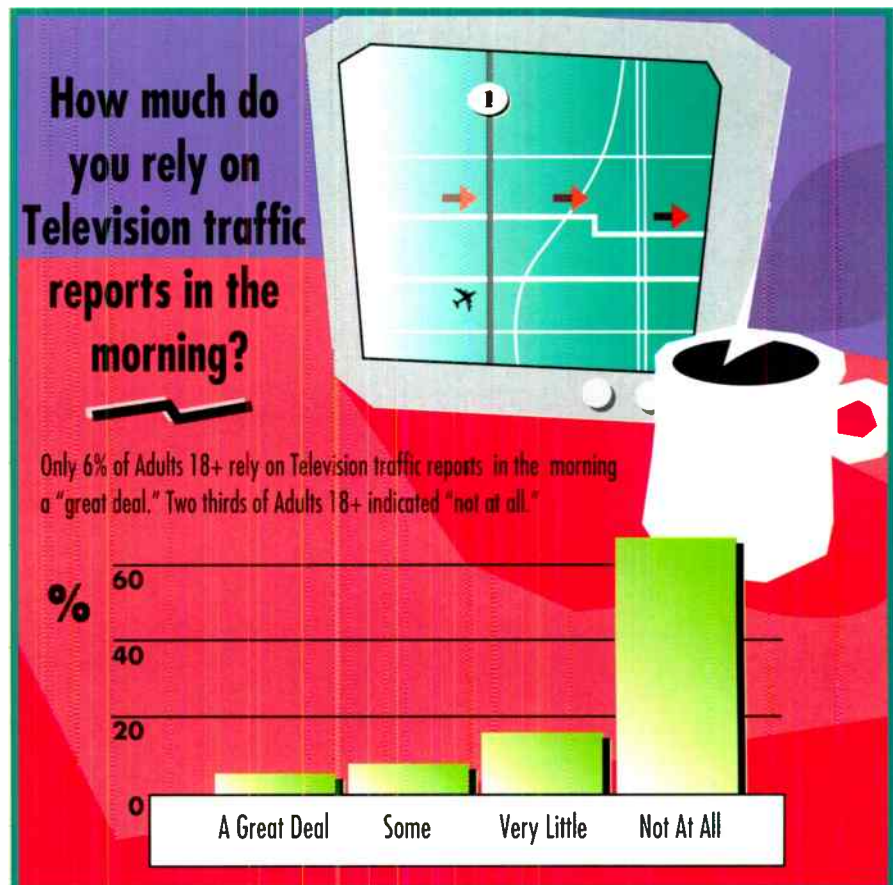
The test data demonstrated reliability and redundancy via a variety of

transmission means. It was shown that small geographical areas could be alerted without affecting other areas; and, that equipment could automatically receive, store and forward alerts and messages.

Tests also showed how a consumer's Radio receiver could be made to turn itself on from an off position in response to a broadcaster's digital signals. Among these, Radio Broadcast Data System (RDBS) signals, which can be used by Radio stations to transmit and display readable text, are of particular benefit to people who are deaf or hard-of-hearing; and, portend much more.

In sum, the field tests clearly showed that the current EBS was of limited utility compared to the capabilities of-

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

Source: Radio Ink—Vallie/Gallup Radio Poll of 1011 adults, margin of error ± 3%

◀ 9
ferred by the new generation of digital equipment. Moreover, subsequent growth and improvement in emergency alert technology has been significant, as was evidenced in a recent demonstration at the FCC during a press conference announcing the new EAS rules.

Emergency Alert Systems

Thankfully, President Clinton has not had to use EBS for its originally intended purpose, to warn us of war or other national emergency. Instead, EBS has been most frequently used on a regional, state or local level to warn of weather related danger, most likely to result from a tornado, hurricane, flood, storm, high wind or other natural phenomena.

EAS seeks to improve the effectiveness and timeliness of such warnings, in order to further reduce loss of life and property. To do so, the new EAS mandates the use of more flexible digital equipment using common technical protocols.

The new EAS regulatory scheme also permits automation, reduces de-

pendency on single station monitoring, reduces audible on-air testing, and shortens the audio alerting signal broadcast. A key provision permits stations which target Spanish or other non-English audiences to the EAS alert in their primary language.

Monitoring of multiple EAS sources will be required, which should eliminate problems of the existing EBS daisy chain of single source monitoring. EAS also modifies current weekly EBS tests, which to many have become nothing more than a nuisance reluctantly done by broadcasters and disregarded by the public.

All EAS participants will have the option to continue performing weekly tests with their on-air messages; or, to perform three of the four weekly tests in an unobtrusive testing mode, which should be unintelligible to listeners.

Assuming that your station adopts the latter approach, audible on-air tests will become monthly. Tests in odd numbered months should also occur between 8:30 a.m. and local sunset; and, tests in even numbered months should

occur at other times. Test schedules will vary and must be logged.

In addition, the audio attention signal broadcast will be shortened to a minimum of 8 seconds and a maximum of 25 seconds. However, in the case of an actual emergency alert, the FCC encourages the use of a signal lasting 20 to 25 seconds.

Each EAS participant may also determine whether to use automatic or manual operation to send or receive alerts; and, in a companion item adopted concurrently, the Commission proposed rules to permit the unattended operation of broadcast stations. In all cases, security and safeguards are required to avoid sabotage, misuse or other problems.

Rather than command stations to use specific equipment, the rules require EAS equipment which is capable of performing certain functions. These include, without limit, automatic operation, the ability to address specific geographic areas (as small as the county level or possibly even smaller); and, the ability to display the originator, event location, valid time period of the message and the time the message was sent.

Estimates of costs to purchase new EAS equipment vary from a reported \$600 to \$3,000. Noting the possible burden to small stations, the FCC claims that the cost to replace or repair current analog EBS gear is comparable; and, that operating costs for EAS may actually be lower than for EBS due to automation.

In any event, the FCC concludes that the costs of EAS are more than offset by the anticipated savings to, and of, people and property. EAS equipment manufacturers are now seeking to have their products approved by the FCC for sale to stations.

Implementation Timetable

Nonetheless, the FCC has developed a timetable to phase out existing analog EBS equipment; and, to phase in the new digital EAS equipment. Although FCC timetables are subject to revision, the first deadline demands your attention now.

By July 1, 1995, all stations must have equipment in place capable of decoding the shortened 8 second signal. Existing EBS equipment may be modifiable to meet this requirement. Check with the manufacturer or your engineer.

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EAS equipment, including both EAS decoders and encoders, no later than July 1, 1996. After that date, there will be a one year overlap or debugging period during which the old EBS equipment must be retained and kept operational.

Thus, by July 1, 1997, EAS will be fully implemented; and EBS will have gone the way of CONELRAD. Further details are spelled out in the new rules; and, this action should also serve as a reminder that each station is required to have and maintain a complete and current copy of the FCC's rules. ☒

Barry Skidelsky is an attorney and consultant who specializes in Radio. He may be reached at 212-832-4800.

Radio Pioneer and Former NBC Radio President Dies

Jack Thayer, former president of NBC Radio, died of a stroke over the New Year's weekend in Providence, R.I. Thayer got his start as an air personality in Rapid City, S.D. and later, while working at WGAR-FM, he discovered now famous personality Don Imus whom

he hired. He is also credited for pioneering talk Radio at KLAC-AM Los Angeles. While president of NBC Radio (1974-79) he introduced a News and Information service, attempting probably for the first time in network Radio to provide news round-the-clock. Thayer later managed WNEW-AM New York, reviving big band music in the early '80s. He was 73 years old.



Jack Thayer

Paul Medina, ABC/SMN's director of on-air promotions, died last month after suffering a stroke. The 37-year-old joined Satellite Music Network in 1990 and was later promoted to promotions director. Medina is survived by his wife Kim, son Chris and daughter Ashley.

Our condolences go out to Rusty Walker, president of Rusty Walker Programming Consultant Inc., whose 9-year-old son was killed accidentally earlier this month. Rusty may be reached at Box 191, Pleasant Hill Road, Iuka, MS 38852.

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\$1.2 M: KCKI-FM TULSA (HENRYETTA), OK; SELLER: BOULDER BROADCASTING INC.; BUYER: TULSA GREAT EMPIRE BROADCASTING INC.; BROKER: BLACKBURN & COMPANY

\$1 M: WFXX-AM/WZXR-FM SOUTH WILLIAMSPORT, PA; SELLER: PAC COMMUNICATIONS INC.; BUYER: SOUTH WILLIAMSPORT SABRECOM INC.

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If money were no object, how would you double your billing in one year?



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Amy Waggoner, GSM
KQRS-AM/FM & KEGE-AM
Minneapolis, MN



Debbie Whitaker-Platt, GSM
WIBM-FM/WJXQ-FM
Lansing, MI

With money no object whatsoever, I would focus on creating a truly marketing-driven sales department. I would begin by creating a telemarketing/direct marketing department that would infiltrate all categories of businesses that fit the profile of the station. This department would promote and market all facets of the station, while at the same time create top-of-mind awareness within the market. The outcome of this investment would be highly targeted and pre-qualified leads for my sellers.

Next, I would build an expansive station database. This database would be a marketing medium all to itself. A director would be in place to oversee all aspects of the telemarketing and direct-marketing/database development and sales.

Since our station does not trade, nor are we promotional driven, I would have a substantial merchandising budget. This would allow us to offer our clients premium promotional incentives for either off-air or in-spot promotions.

Lastly, I would have a team of highly qualified sales assistants in place. ☐

Presented with an unlimited pocketbook is every sales manager's dream. As an industry, we've allowed ourselves to be squashed into that ugly cost-per-point box. Is it any wonder that even in a banner year for Radio, only the top three or four stations in a market are doing well?

The real winners are getting out of that box and finding ways to increase billing through what I call "new media." There are millions of marketing/advertising dollars available that aren't even considered for Radio. The key is in becoming marketing specialists.

I'd put 10 more aggressive reps on the streets. Their entire focus would be direct/event marketing. I'd spare no expense in collateral support. Every station's core audience is a priceless asset, with incredible spending power! Find out everything you can about them. Talk to them, give them a reason to listen, to shop XYZ retailer. Radio has enormous power to influence.

Don't forget... Bill Clinton was elected by only four out of every 10 voters. Now that's knowing how to influence. ☐

Our stations adhere to the programming driven philosophy rather than the sales driven one, so the first thing I would do is give my programming department a large chunk of change to beef up their advertising budgets for each station thus ensuring hefty year-round exposure. Getting and maintaining big ratings means bigger rates which yields more billing.

Then I'd use some of the money for internal sales incentives for our two sales staffs. Contesting would emphasize both new business and new revenue from current advertisers.

Lastly, I'd buy an unlimited supply of tickets to sporting events and every rock concert that came into town. We'd use these for entertaining and servicing our customers.

What I wouldn't do is buy business from our clients by spending more on merchandising. We sell results via advertising; we're not a merchandise mart. The key to growing our billing is consistent programming and promotion, smart selling and positive relationships. ☐

I do not believe there is a direct correlation between unlimited money power and doubling the station's billing in one year. Doubling one station's billing in one year requires fine tuning of many other ingredients that we as managers can control. We must be sure we are working as a team and everyone is participating.

We need to make sure the sales team is working at 100 percent potential. Be sure the rates we are using are truly based on supply and demand... not on ratings. Find ways to extend and utilize your total inventory, not just prime parts. Require 100 percent attainment of sales goals to be the norm. Anything above is recognized and rewarded. We need to utilize promotions to the fullest for additional sales revenue. Look at new co-cop and vender programs. In my opinion, these are just a few examples of ways to double your billing in one year. "Money being no object" will not, alone, achieve long-term revenue success. ☐

IF YOU WOULD LIKE

to respond to a Forum question, call Shawn Deena at 407-995-9075.



by Sharon Crain,
Ph.D.

Managing Your Time Effectively

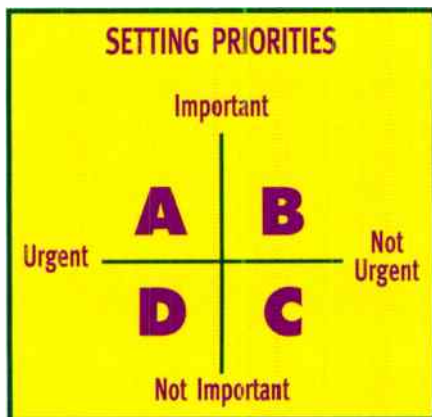
Do You Do The Wrong Things Right?

The benchmark of successful people is their ability to use time effectively to accomplish the right things.

Urgency & Importance

Our understanding of how to best manage our time can be greatly facilitated by using the two basic time dimensions that determine our priorities: urgency and importance. When we place these two dimensions on a perpendicular axis, we create four distinct categories of time use. Our success can be determined by the amount of time we spend in each category.

As you can see in the diagram, Quadrant A is defined by those activities that are both important and urgent. Any important crisis, like, for example, an equipment breakdown, obviously fits into this category, as does an unexpected request



for a proposal from a large advertiser. Important daily or routine activities that have external deadlines also make up this category. An insightful exercise would be to list your daily activities that fall into this category, with an eye toward removing those that are urgent, due only to a lack of planning.

Quadrant B is defined as encompassing those activities that are important and not urgent. *This is the time category that separates the winners from the losers.* Think about how many of the genuinely important aspects of your job aren't urgent, in the sense that they do not have a "concrete" deadline. For example, does the project that you believe will offer your station a definite competitive edge — if only you could find time to do the basic fact-finding on that project — fall into the urgent category?

This is the kind of activity that will really make the difference both in your station's success and your own professional success.

Becoming Pro-Active

These Quadrant B activities require that we be pro-active, and initiate action without a critical deadline. When we have allowed ourselves to become reactive to deadlines, it becomes a serious challenge to break free and initiate action, without a time crunch.

List all of the current Quadrant B activities you wish to undertake.

Old Routines

Quadrant C includes those tasks that are not urgent and are not important. While most intelligent managers wouldn't consciously choose activities that make up this category, many managers unknowingly become trapped in the category, nonetheless. Usually, the cause is being stuck in old routines and busy-work kinds of activities. Bravely list all the Quadrant C activities in which you now recognize you are involved.

Quadrant D includes those activities that are urgent, but not important.

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- Using time effectively to accomplish the right things is the benchmark of successful people.
- The two basic time dimensions of urgency and importance can be used to greatly facilitate our understanding of how to best manage our time.

It's easy to get lulled into this category because of the urgency factor. Examples include attending useless meetings or spending time in any function that, if you stopped and viewed it objectively, you would give a low priority. While Quadrant D activities are sometimes unavoidable, we should guard against them. Again, bravely list the Quadrant D activities in which you engage.

Reworking Priorities

The next step in this time awareness exercise is to assign a percentage of time representative of the amount of time you find yourself spending in each category, based on the activities you have listed. If you find that you're spending little time in Quadrant B, where the real payoff is, you will want to re-work your priorities. This includes Quadrant B planning of ways to avoid crises in Quadrant A situations, as well as diligent observation of old Quadrant C processes and routines that could be more effectively handled another way, or dropped altogether.

If we don't take tight control of our priorities, the best we can hope for is to be an efficient manager — which, in our present ever-changing era, often means, doing the wrong things right.

Dr. Sharon Crain is an industrial psychologist and a pioneer in the field of biofeedback to manage stress. She may be reached at 602-483-2546.

CASE STUDY



Dwight Case

One of your talk show hosts demeans your biggest advertiser on-air.

They're calling you to cancel. Now what?



Michael Packer, VP/GM, WXYT-AM, Detroit, MI

Confirm that it was, in fact, your station. It is not unusual for the format leader to get the credit and sometimes the blame for on-air events that actually occurred on a competing station. *Determine what actually aired.* Often the host gets blamed for remarks made by guests or callers. Listen to the tape and find out who said what. *Know the context.* A client may feel mistreated, even though the issue was handled within a bona fide news story or newsmaker interview. Although management must protect the station's news image and the host's credibility, it is important to make sure the segment was handled fairly. Was the client notified and given an opportunity to respond? Was the segment conducted in a responsible manner by the host. It gets trickier if the event occurred in a comedy

segment. Hosts use parodies and satirical bits to put a humorous spin on situations. Occasionally, a bit may upset a client. If you overact and muzzle the talent, you risk sterilizing the show and destroying its entertainment value. However, if the host is using the station as a personal forum to air private grievances, then you may have a personnel problem to solve.

Meet with the client. Listen, emphasize and resell the benefits of news/talk Radio. Bring the PD along to discuss how news issues, controversial topics and humor are handled on some talk shows. Reinforce the positives of the personalities and the unique values of your station. ☐



Fred J. Webb, GM, WGUN-AM, Atlanta, GA

First, we would listen to the angry advertiser's remarks ... making sure they had ample opportunity to get all of their pent up rage out. Then, we would tell them how sorry we are that this happened. Very softly, we would try to explain how we all knew that this talk show host was sometimes a loose cannon ... that's what made his audience so large — they loved the unexpected. This translated into store traffic, sales and profits for the advertiser.

We would also interject into the conversation that we had met earlier with the talk show host, and that he, too, was very sorry that his diatribe was construed as demeaning ... and that he apologized for everything, etc. If this approach did not reconcile the hurt feelings, we would move to "plan two" — set up a direct meeting with the advertiser. This is a very ticklish situation to find oneself in, and you must use all the tact you can muster to cool things down. ☐

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Circle Reader Service #107



by Rob Balon

When the Numbers Go Down

Guarding Against the “Wobbles” in the Ratings Game

We've all witnessed, or heard about, the rather disturbing scenario of the station that drops from a 7.1 to a 5.1, fires the program director, and then sees the new program director become the recipient of a 7.3 book. The fired PD generally talks mournfully about the station, and subsequently announces a consultancy. Why was he or she let go at all? Because we measure our broadcast lives from one book to the next, and we often allow outsiders to force us to do so.

Reasons for the Decline

Three of the most important reasons numbers decline are: 1) People have made a conscious decision to stop listening to your Radio station; 2) A disproportionate number of your listeners did not get a diary, did receive one but did not return it, or refused to be interviewed by telephone and, therefore, did not report their listening; and, 3) Your listeners did get a diary or did get interviewed, listened to your station, but were unable to recall, with any degree of accuracy, the amount of listening they did, or your station's call letters.

When People Stop Listening

People stop and start listening to Radio stations, at the secondary level, virtually every day and every hour on a temporal (or time-based) premise. Let's suppose your station, KAAA-AM Kingman, AZ, stops twice in each final quarter-hour, in order to accommodate its 50-minutes-an-hour-of-music approach. Listeners soon become aware of this, and avoid KAAA during the quarter hour, or find themselves changing the station more often during that time period, stopping and starting temporally.

As a rule, this practice is normal, and doesn't necessarily translate into disaster for a Radio station. It is when listeners consciously stop listening that can lead to station disaster. Generally, conscious movement away from a Radio station occurs when a listener thinks you've done something just awful, and/or just doesn't like the way you sound, any longer. That could be a literal translation of the aforementioned example, where the station went from a 7.1 to a 5.1. What went wrong? Did the station actually lose 28% of its listeners over a three month period? Chances are, short of an absolute programming disaster, it's highly unlikely.

Diary Distribution

That leads to the second possibility. We must acknowledge the fact that Arbitron's diary distribution/return rate is inconsistent from book to book. It's entirely possible that the 7.1/5.1 downturn could have been caused by the station's key zip codes not being sampled sufficiently enough to build a framework for that particular Radio station. Solutions to this problem, and major steps in guarding against “wobbles,” include larger sample sizes and one-to-a-household diary distribution.

Into the Wrong Hands


Another reason why the numbers could have dropped from a 7.1 to a 5.1 is that, though the diaries were equally and evenly distributed, they happened to fall into the hands of KAAA listeners who were not top-of-mind-aware of the Radio station. No two listeners are alike in their ability to keep a diary. It doesn't take much (given sampling inconsistencies and survey error) to get diaries into

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- We measure our broadcast lives from one book to the next, often allowing outsiders to force us to do so.
- Three of the most important reasons numbers decline are: 1) People have made a conscious decision to stop listening to your station; 2) A large number of listeners did not get a diary; 3) Your listeners got a diary but could not recall the listening they did.
- The best way to guard against “wobbles” is to be as consistent as you possibly can.

the hands of people who are simply not coherent regarding your Radio station.

Guarding Against the “Wobbles”

The best way to guard against “wobbles” is to be as consistent as you possibly can. Don't load your promotional armaments into one book. Try to maintain visibility throughout the year. Try to make your station sound consistently good from day to day, and endeavor to remind your listeners, at every possible juncture, when and how often they've listened. Build benchmarks. Every “lost cumer” you can convert during the year will be one more hedge against the dreaded “wobbles.” It is also important to get all station personnel, particularly air talent and salespeople, to share in the four-book mindset. This tends to alleviate the feast-or-famine syndrome that occurs each time a book is released. At year-end, if your four-book average is up, you, indeed, have cause to celebrate.  Rob Balon is president/CEO of The Benchmark Co. in Austin, TX, which specializes in open-ended perceptual research for Radio. He may be reached at 512-327-7010.



by Philip J.
LeNoble, Ph. D

Teen Trends

Selling the Bop Generation

The excitement of the *Baby Boom Generation* (those born between 1946 and 1964) continues, as more and more consumer spendable income comes from this burgeoning group. Today, according to the Labor Department, this segment controls up to 67% of all consumer spending, or \$300 billion. Behind them, in terms of spending volume, is the *X Generation* or *Baby Bust Generation* (born 1965-1976), who represent another viable market with \$125 billion.

The Teeny Boppers

Now the most global market of them all is the teen or *teeny bop generation*, a segment born between 1976 and 1981. This exciting new unifying force has amazing similarities in taste, language and attitude, worldwide. Dancing to Red Hot Chili Peppers, filling mosh pits while grooving to alternative groups like Concrete Blondes, and Porno for Pyros, Asians, African Americans, Europeans and Latinos are zipping up their Levis, and punching into the cyberspace of Internet on their PCs. There is no market more challenging than this one in terms of billions of dollars available for spending.

What Boppers Buy

This super global bopper market is the same when it comes to buying preferences, whether boppers are living in New York, Mexico, Los Angeles, Denver or Tokyo. BSB Worldwide, a New York City advertising agency, conducted an experiment videotaping teenagers' rooms in 25 countries. The agency discovered closets overflowing with staples like hip-hop clothing, Levi's baggy or Diesel jeans, teddy bears, wallets crammed with

condoms, brands of shoes like Converse, Doc Martens and Timberland, NBA jackets, soccer balls and basketballs. The largest beneficiaries of this consortium with similar taste buds are U.S. companies. In 1992, U.S. teens bought 27% of all videos and 25% of all movie tickets, for a total of \$6.6 billion. According to Simmons Research Bureau, New York, they spent \$1.5 on jeans and \$3 billion on sneakers.

Reaching Boppers

To reach this affable and growing segment of America's economy, malls and merchants must cater to the mentality of this curious, thrill-seeking, adventurous, and highly impatient segment. Today, teens are embracing the worldwide popularity of multi-cultural music and foods, like reggae and salsa.

According to a research article in *Fortune*, May 16, 1994, the most unifying and powerful global advertising force is television. Within this medium, the most popular network is MTV, a Viacom unit that has multiplied its global teen audience to 59 million households. There are currently 700,000 more MTV viewers worldwide than in the U.S. alone. Additionally, teens can be reached through specific programs that they watch, like Fox's *Beverly Hills 90210* and *Melrose Place*. In addition to television, Radio is the next most powerful advertising force in the United States with which to reach teens. Teen music sparks buyer motivation for clothing, shoes, jewelry, computers, video games, movies, concerts and sports attire.

Mall Madness

While the sight of teenagers may strike fear in the hearts of mall managers, without them, shopping malls would be a lot more


QUICKREAD™

- **Baby Boomers control up to 67%, or \$300 billion, of all consumer spending, with the Baby Bust Generation close behind, spending \$125 billion a year.**
- **The teen or teeny bop generation, born 1976-1981, is the most powerful global market of all, with worldwide similarities in taste, language and attitude.**
- **Merchants at malls and shopping centers should open their creative minds and, with Radio's help, have "No Fear" finding more ways to attract this segment.**

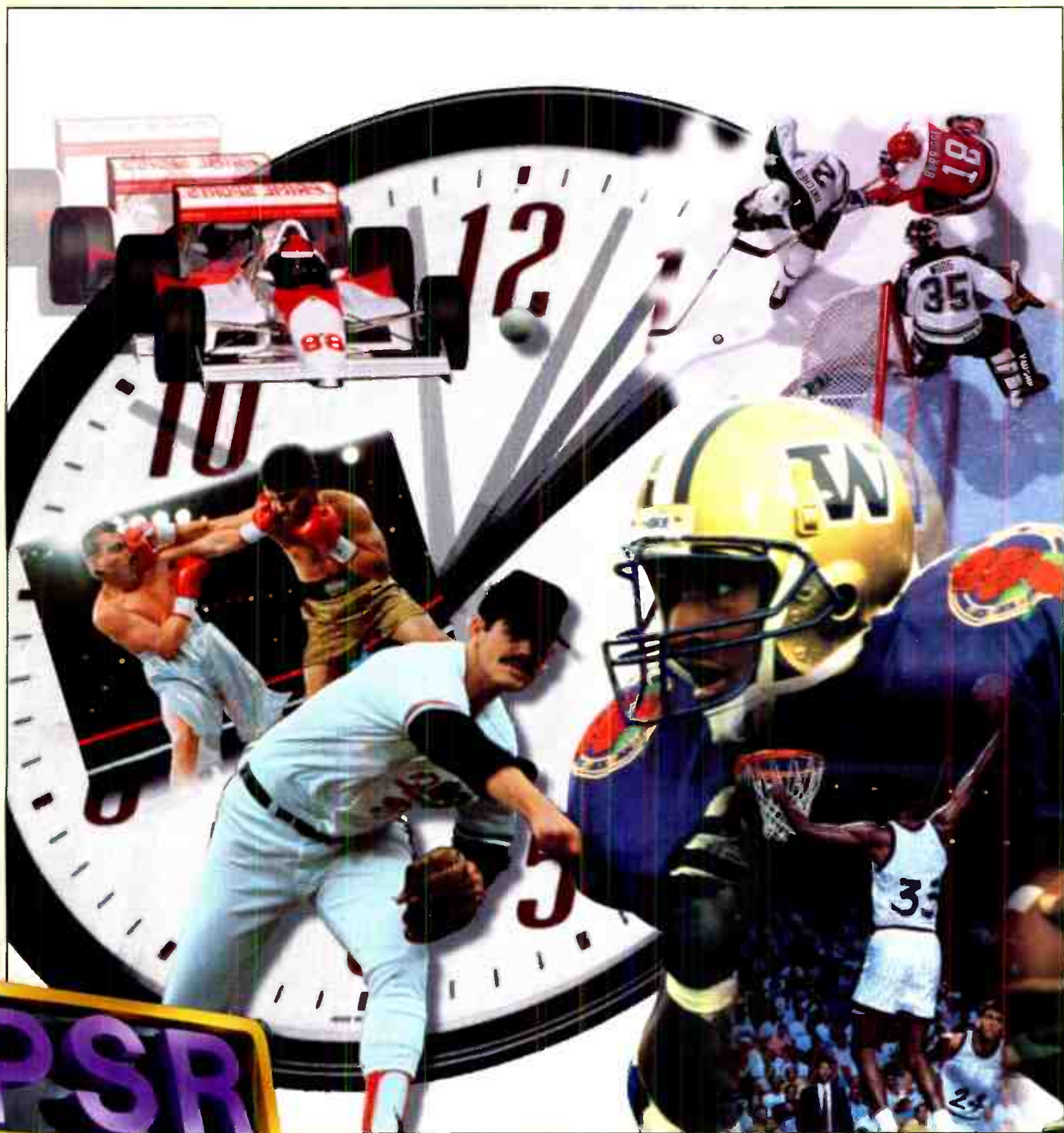
deserted and much less profitable

According to Britt Beemer, chairman of America's Research Group of Charleston, SC, nearly nine in 10 teens go to the mall with the intention of shopping. While at the mall, teens spend an average of \$32.68 per visit. Younger teens spend less than \$10 while middle-teens average \$16 to \$40 and older teens spend \$41 to \$50 per visit.

While most teens cited clothing stores as the number one reason they go to the mall, younger teens named sporting goods stores, computer stores, video game stores and video arcades. Other reasons teens listed for frequenting the mall are: it's the place to see styles and trends in fashion; they like shopping with friends; and, it's a safe place to have fun.

The teen shopper is a growing, dynamic market. Merchants at malls and shopping centers should open their creative minds and, with Radio's help, have "No Fear" finding more ways to attract this segment. 

Dr. Philip J. LeNoble is chairman of Executive Decision Systems Inc. in Littleton, CO, and publisher of Retail InSights. He may be reached at 303-795-9090.



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Circle Reader Service #108
World Radio History





by Cliff Berkowitz

The Art of Smoke & Mirrors and Playing By The Rules

"I love the smell of Napalm in the morning. It smells like ... Victory!" This line was lifted from the award-winning film, *Apocalypse Now*. Although horrifically graphic, it clearly and succinctly sums up the emotions of a particular moment in the film, and further defines the character delivering the line. Good Radio promotions do the same thing — they summon up feelings, emotions, and images for a Radio station.

Description of a Good Promotion

Good promotions are carefully-crafted entities. They are skillfully teased and finessed, building a sense of anticipation in the listeners. Hours of brainstorming go into every nuance of a promotion. The appropriate verbiage is painstakingly chosen, word by word, for each promo and liner. And, all personnel are fully briefed on all aspects and subtleties of the promotion, so that they all share the same vision. This is the formula for magical promotions. Yes, it's a lot of work, but it's this attention to

details that separate great stations from also-rans.

One of the best examples of this kind of promotional Radio magic is "The Last Contest," a legendary promotion at KCBQ-AM San Diego in the early '70s. Listeners got the impression that the station was giving away the world. The station's elaborately crafted promos listed prize package after prize package in exquisite, fantasy-inspiring detail, focusing on the central theme of wish fulfillment. The fact is that only one prize package, albeit a good one, was given away. But, no one felt cheated. All listeners got to share in the fantasy.

Another good example of an exceptional promotion occurred just a couple of years ago, when a local car dealer wanted to do a car giveaway. KKXX-FM Bakersfield, CA seized this opportunity, and turned it into a creative, fun, and innovative station promotion. They got the dealer to agree to put 30 cars up for grabs. The promos and liners described, in detail, all 30 cars, and what it would be like to be behind the wheel of each and

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- Successful, attention-getting Radio promotions are accomplished through creativity, drama, and anticipation, not lying and cheating.
- Hours of brainstorming go into preparing every nuance of a great promotion.
- Radio must abolish two dangerous trends: apathetic promotions and promotions that rely on cheating and lying to accomplish their goals.
- Creativity is the only cure for apathy and dishonesty.

every one. Only one of the 30 was, of course, awarded, but talking about all 30 upped the excitement level 30 times over. The station also upped the creativity factor by awarding the car through a game of musical chairs.

Dangerous Trends in Promotions

These are the kind of fun-and-games/smoke-and-mirrors promotions that drew me into Radio. It's still alive, but I am afraid it's becoming a dying breed. In its

19 ▶

E-Z UP Instant Shelters Every Station's Favorite :60

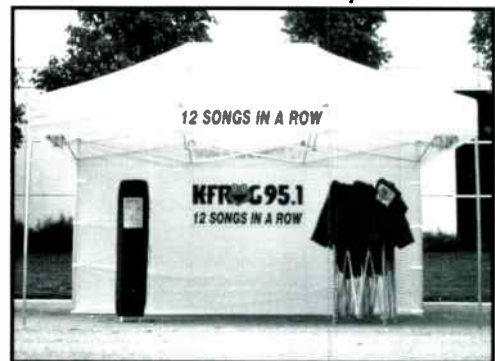
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Circle Reader Service #109

place are two dangerous trends in promotions that need to be exorcised from the industry. The first is apathetic, lack-luster promotions. The same old "fifth caller" qualifies for a drawing, or register-to-win contest, or any one of a dozen standard yawners.

The other is a less creative, yet more mean-spirited way of achieving the more-for-less concept: Cheating. There is a growing generation of broadcasters who has taken the smoke-and-mirrors concept and twisted it into deception. I have heard of stations sending their van out with envelopes of cash, telling listeners that they could win up to \$1,000 every time the van goes out, but never once carrying that much cash in their run. Another station was recently caught hand-selecting their "randomly drawn" winners to assure getting winners of the "proper" ethnic demographic.

Questions to Ask

Ask yourself these critical questions: "Are our promotions imaginative and creative, or standard pat formulas?"; "How much thought is being given to our promos and liners?"; "Do they inspire "theater of the mind?"; "In stretching our promotional dollars, are we also stretching the truth?"; and, "Is there any outright fabrication taking place?"

Before you say to yourself, "Not at my station!" take a good, honest look. Today's promotional pressures can lead to this kind of conduct and can corrupt the best of us.

The Cure

There is only one cure for this promotional malignancy besieging our industry... creativity! With creativity comes more responsibility from management. First, management should encourage creativity and allow the time necessary to get loose and imaginative. Next, cheating should never be tolerated. Stay alert for any actions or phrases that could be construed as fraudulent.

Radio was founded on creativity and will be an integral part of the future fabric of this country, as long as this creativity is nurtured and encouraged to flourish. ☐ *Cliff Berkowitz is president of Paradigm Radio, a Radio promotions and marketing consultancy. He may be reached at 707-443-9842.*

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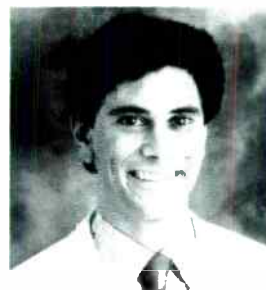
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by William P. Suffa

Setting Goals for 1995

Plan Now To Make Engineering Part of Your Business Team

With 1994 and the holidays quickly fading from our minds, it's time to think about setting some New Year's resolutions for your facility. From a manager's viewpoint, this means sitting down with your engineer and setting some plans and goals for 1995. Do this now, and you will be in fine shape when the spring book rolls around.

Lack of Planning

The lack of careful planning that goes into the engineering functions at Radio stations never ceases to amaze me. Managers frequently complain about things "not getting done," and engineers complain about the workload and last-minute tasks. Plans and projections are made for the station revenue stream and financing, aren't they? Why can't the same approach be taken when it comes to engineering?

Levels of Planning

So, what plans should be made?

Advocate several levels of planning. The first is goal setting. What are the goals of the station? Up time? Audio quality? Audience share? Format change in three months? Profit level? Are you going to actively pursue remote broadcasts this year? Virtually all goals of the

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- Advance planning of engineering work will make life easier for station staff & management.
- Contingencies for emergencies should be built into any plans.
- In today's competitive world, it makes more sense than ever to make engineering part of the business team.

station require engineering to be part of the team. Engineering goals should be set in consultation with your staff engineer or consultants.

The second step is to identify the resources necessary to accomplish these goals. How much of a demand is placed on the station's engineering staff to accomplish the goals? What technical equipment changes will be necessary? What is the time line going to be? Will outside assistance be required to accomplish the goal? How will the internal coordination be handled? Are there ego problems with talent or engineers? Bad feelings between the two?

The third step is to determine, based on available resources, which goals can be successfully accomplished, in what time frame. This involves doing an economic or cost-benefit analysis of the options. The decisions reached in this step will conform to the capital and operating budgets for the year, or, may identify the need for allocation of additional resources to engineering tasks.

The fourth step is implementation. This is the easy part. Your engineering staff is tasked to accomplish the plans in the time frame that has been established.

The final step, important and often overlooked, is evaluation. I can think of several good reasons for doing a post-mortem on any project. ... It gives important feedback to management about the problems encountered, and it lets the engineer know that management recognizes his/her efforts. Hopefully, the feedback from this evaluation will be considered when setting the next set of goals.

Defining Priorities

An important point to consider in


the process is the interdepartmental coordination. It's easy for each department to set priorities based on their perceived needs. And, it's well-known that many station engineers do not communicate well. The role of the general manager of the station is well defined: define the priorities within each department to ensure that everyone is playing with the same sheet of music.

If you look carefully, you'll notice that there is nothing magic about operating a station engineering department. The steps are the same basic steps you might follow for any other business-related department of the station. Sales is a good example: sales goals are established, resource needs are identified (how many salespeople at what cost), the decisions are made, the sales force hits the streets, and an evaluation of the effectiveness is made on a periodic basis.

Involvement of Engineering

Of course, none of this will work unless the engineering manager (or, in a small station, the engineer) is involved in every step of the process. In fact, it may well be appropriate to task the engineering staff with providing a well-justified list of goals, resource needs, and decision criteria.

There is no reason why these criteria should be applied only to large projects. Why not follow this procedure on a quarterly basis for routine maintenance and operations?

In today's competitive world, it makes more sense than ever to make engineering part of the business team.  William P. Suffa is principal engineer for Suffa & Cavell Inc. in Fairfax, VA. He may be reached at 703-591-0110.



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by Holland Cooke

The Sound of Great Radio News Improve Your News, Increase Your Ratings

Fact: Regardless of your format, if your newscasts sound different than what listeners hear elsewhere, your ratings will go up.

Why? Arbitron doesn't measure what listeners actually listen to ... but what they remember. Sure, your PIs may come three stations per week. But, listeners will remember the station with the most distinctive newscasts, above the rest. Always keep in mind that your news product is more uniquely you — your "stationality" — than any other program element.

News Matters

If you're a news/talk AM, news is your lifeblood. And, news matters more to music FMs than most realize. You're careful when choosing the playlist, so don't overlook what's between the tunes. Indeed, the less news you do, the more carefully crafted it should be. One way to make your news pop out of the dial: great sound. Air the voices making news, man-on-the-street bites about how The Big Story affects people right there in your city, and the actual sounds of what's happening (to accompany your newscaster's succinct, interesting copy).

If you're an ABC, CBS, CNN Radio, or Mutual affiliate, you already get actuality

feeds, coverage of breaking stories, presidential addresses, etc. And, to localize big national stories, don't forget C-SPAN's "three minute rule." They'll let you clip up to three minutes, as long as you credit C-SPAN on the air. If your senators' and representatives' flacks are doing their jobs, they'll alert you as to when their members are due to speak.

A perfect lead-in would then be: "And here's what our own Congressman Jones said about it on the floor of the U.S. House Of Representatives in Washington just a few minutes ago. ..."

A Free Source

When it comes to gathering local sound, you've probably got fewer news folks today than five years ago. But, there's a free source for more local tape than a whole staff of Les Nessmans could gather, and it's right under your nose. Secure permission from a TV station to lift their newscast audio, in exchange for on-air attribution.

For example: "... And Springfield business leaders told channel 22 that Governor Weld better put his money where his mouth is!" attributes a great quote to the TV station that actually covered the news event. What a resource!

Radio can't afford to be everywhere, and why should it? TV already is. So, let's hitchhike. Lifting a TV station's newscast audio is a great promotion for the TV station. It gets the station's name all over Radio, positions it as the market's TV news authority, and extends its reach where only Radio goes: the car.


Using a VCR

Suggestion: When you roll tape on local TV newscasts, use a VCR, rather

than audio reel or cassette. If your newscaster didn't see the TV show live, they can tell who spoke from the supers. Even fancy VCRs with easy-edit jog wheels are now inexpensive. And, it would also be a good idea to spring for the extended warranty. With this duty cycle, an extended warranty will pay for itself several times over. When one machine wears out, swap it for a new one.

Make sure cable or TV audio comes up on all consoles, so you can join the TV station for live coverage of breaking stories. It's compelling Radio when your anchor says, "Now let's go live to channel six reporter Marilyn Scott, downtown. ..." Joining and leaving TV audio in-progress sounds incredibly live. Anyone listening in the car would feel very plugged-in. Even extended periods of natural sound are very visual when you narrate over TV audio, describing what's on the screen. This relationship opens the door for other cross-promotional opportunities. Offer to feed the TV station material that Radio's better suited to produce. This will, in turn, create great exposure for you.

Reusing Your Own Air

One more source for great local sound that many stations overlook is their own air. Reuse sound bites from your talk shows. Why get only one play from that product? Whenever one of your hosts has a newsmaker in-studio or on the phone, roll tape and lift actualities for later newscasts, attributing the show. After all, it's exclusive audio. And it implies that news is made on your air.  Holland Cooke is a Washington, DC-based programming consultant specializing in news/talk and full-service AM. He may be reached at 202-333-8442.

QUICKREAD™

- Your ratings will go up, regardless of your format, if your newscasts sound different than what listeners hear elsewhere.
- One way to make your news pop out of the dial is through the use of great sound.
- Free sources for unlimited local tape are TV stations.
- Offer to feed the TV station material that Radio's better suited to produce. This will, in turn, create great exposure for you.

Do you think political talk will continue to dominate talk Radio?



Mark Caesar • Program Director • KLBJ-AM • Austin, TX

I believe politics will continue to be a dominant force in talk Radio for two reasons. First, politics encompasses many of the key issues affecting the lives of people who listen to talk Radio. Those issues range from the new sex education policy in the schools to the debate about whether to save endangered species at the expense of jobs. Talk Radio listeners have a large appetite for news about these kinds of issues and they also want to be part of the forum in which they are discussed.

Second, talk Radio is presenting a point of view that until recent years has not been widely available in the mass media. It is the view that the government has failed to serve the citizens properly and has become too big and powerful. Listeners who hold this view turn to talk Radio as a source of information and inspiration. They are somewhat distrustful of the major television networks and publications. Talk Radio is now their trusted source for news about politics. ☒

Drew Hayes • Program Director • WLS-AM/FM • Chicago, IL

The conventional wisdom is that politics dominates the airwaves on talk Radio, creating a government-in-exile for the disenfranchised. The conventional crystal ball envisions a continued growth and strength of talk Radio as an electronic soap box dominated by political debate.

As usual, conventional wisdom is in the ballpark, but in the cheap seats. It is true that talk Radio has become a powerful political force but the best talk Radio stations are dominated by an even more potent and often related force: *entertainment*. Talk Radio is first and foremost a "personality" medium, driven by entertaining, engaging, compelling hosts, talking about the issues and the personalities that affect the listeners. Successful talk stations transform politics into a Radio Planet Hollywood: Bill and Hillary with all the fun of Michael and Lisa Marie. Bill Clinton as Elvis. Healthcare as Super Bowl. ☒



Kris Olinger • Program Director • KOA-AM • Denver, CO

I don't buy the premise that "political talk" is dominating talk Radio today. With the exception of Rush, few of the political talkers are setting the world on fire, especially when pitted against local hosts who are talking about the hot local topic of the day.

Rush is a phenomenon in talk Radio. Few of the new political talkers who have recently thrown their hats into the ring have the entertainment value that Rush has to go along with their political talk. And if they're not entertaining, they won't be around long. Ranting and raving about politics day after day just isn't going to cut it with today's talk Radio listener. Talk Radio listeners are far more concerned with what is going on in their own backyard than what is going on in Washington D.C. and they want a healthy dose of entertaining talk Radio every time they turn their Radio on. The mission has to be to do entertaining talk Radio not to sell the listener on the liberal or conservative political agenda. Not many of the new political talkers seem to understand that. ☒

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INTERVIEW

ON THE CUTTING EDGE

TOM LEYKIS

Touted as the man who's "changing the face of today's talk Radio," Tom Leykis, host of Westwood One's alternative talk program, *The Tom Leykis Show*, brings a unique, cutting-edge style to a format that's drawing a new and younger audience. His show airs in afternoon drive from 6-10 p.m. (EST), and originates from Los Angeles.

Leykis, 38, is a native New Yorker known for his energetic story-telling about his personal life, who often provokes his listeners with his opinions. He is characterized as combative, abrasive, humorous and entertaining.

A self-described "computer fanatic," Leykis, in addition to taking calls from across the nation, communicates with his listeners via computer networks. Subscribers to *Prodigy*, *Compuserve* and *America Online* have the opportunity to "talk" to the on-air personality by posting E-Mail messages to him during his show.

Leykis' Radio broadcasting career has taken him to some of the country's largest markets — Los Angeles, Boston, Miami and Phoenix. In his earlier days, he worked on the air in Albany, NY and Staunton, VA.

He moved to Los Angeles talk Radio outlet KFI-AM in 1988, where his afternoon drive show was the highest-rated talk program in its time slot. Boston became his home in 1993, where his mid-day show on WRKO-AM boosted the station's Arbitron ranking from No. 12 in the summer to No. 2 in the fall. A year later, Leykis found himself back in Los Angeles at Westwood One studios, where he is gathering steam particularly with listeners in their 20s and 30s.





INK: There is a legacy of sorts that you've left behind related to KFI and your dismissal there. Can you talk about that?

LEYKIS: All I can really say about it is that I was kind of surprised to be fired and replaced with Darryl Gates.

INK: I guess L.A. should have made you the police chief.

LEYKIS: It just seems to me that in this business, sometimes you get the feeling that, unless you have a criminal record, or are a notorious individual, it gets harder and harder to get a talk show on the Radio.

INK: How would you explain your style? Some would call it exhibitionist, show-boating, shock Radio, or tabloidesque.

LEYKIS: I do what it takes to get the maximum number of people to listen to the Radio at the time I'm on. We don't do shock Radio. What is shocking about the show is not dirty language, or situations, but the style of show in the genre of talk Radio. It is very fast-paced and energetic. The callers are much younger than who you are accustomed to hearing on Radio. The calls are shorter. We never hold a caller over a break. We don't talk about arthritis, GATT, social security, lost pets, weather, or so many other staples in talk Radio.

RADIO & POLITICS

INK: Do you feel that talk Radio has become too political? It seems like the majority of talk programs these days are focusing on the political side of things.

LEYKIS: Well, it is not that we don't talk about politics but, if you talk about it to the exclusion of everything else, the fact is that you are going to exclude women under 45. I've worked at stations where you do that. Look at the demographic breakdown, and you'll see men 25 to 64 and women 50 plus. There is a reason why Oprah Winfrey and Ricki Lake are successful and popular. It is because they talk about issues that the target demographic really cares about. I don't see Oprah or Ricki Lake talking about Rwanda or GATT.

THE FUTURE OF TALK RADIO

INK: Where do you see talk Radio going?

LEYKIS: The same thing is going to happen with talk Radio that happened with adult contemporary. You're going to see talk Radio for young women, talk Radio for young men, sports talk Radio, and

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SIDELINES

◆ Leisure activities: Computers, hockey spectator (all levels ... NHL, IHL, AHL, college), travel, alternative and jazz music, and (even) Radio listening!

◆ Recommended reading: *Marketing Warfare* by Trout and Ries. How can you be in this business and not find this book fascinating?

◆ Mentor or role model: My mentors are agent Don Buchwald, and Larry Barnet (station owner when I worked at WQBK-AM/FM Albany, NY). My role models are Dan Ingram, Don Imus, Jean Shepherd, former New York talk show host Leon Lewis and Johnny Carson.

◆ The most interesting person you know is: My wife, Susan.

◆ If you were granted one wish, what would it be? That I could go back in time to a small market Radio station and find the excitement of doing Radio for the first time again ... or, that I could rip open the EBS envelope and finally see what that authenticator word is.

◆ Whom did you listen to on the Radio when you were growing up? Jean Shepherd, Long John Nebel, Dan Ingram, Ted Brown, Big Wilson, Don Imus, Murray the K, Cousin Bruce Morrow.

◆ What did you want to be when you grew up? A WMCA Good Guy (I guess I'm too late ...)

◆ What is your pet peeve with Radio? So many Radio people complain of a shortage of talent, yet small market stations give young air personalities so little room to learn this craft.

◆ The most embarrassing thing that ever happened in my career was ... In my early days, I referred to an accused murderer as a "murderer" ... and I didn't know the difference. The listeners and the station gave me one hell of a civics lesson.

◆ What has been your most elusive goal? To stay in one market for the rest of my life.

◆ Of what achievement are you most proud? After years of trying to convince stations that there's a market for younger talk Radio, it's happening. And, our Westwood One show is getting ratings for stations.

◆ As a listener, what is your favorite format? Alternative ... young or "hot" talk.

◆ What advice would you give someone who wants to get into Radio? You'd better really want it because this is very hard work, and very life-disrupting! Be prepared to move a lot ... be prepared to lose a friend or two and a spouse or two ... and be prepared to be fired at least once.

INTERVIEW

◀ 25

business Radio. You're already seeing that happening. Because there are so many general interest talk Radio stations, and many of them with large shares like KGO in San Francisco, or WABC in

talk. There are talk stations on FM, which I won't name, that sound lousy. They sound like AM Radio stations on FM. They don't bother with production values. They don't bother to tap the potential for a stereo signal. They don't bother to put production elements in, or take advantage of being on FM. Unlike music

so far. People haven't flocked to it the way they would to a new CHR, an AC, or urban station. I really think that it is less important for talk than it is for other formats.

AN AUDIENCE AT ANY PRICE?

INK: You talked earlier about not being a shock jock. You, however, said that you would do whatever it takes to get audience. At what point does one need to draw a line of responsibility?

LEYKIS: My responsibility is to affiliates and advertisers. Frankly, those are the top two in my mind. The listeners are, and nobody wants to admit this, but I will, number three. Clearly, we want to have as many affiliates as we can on board. We want to have advertisers be happy with what they are getting. We are doing a balancing act all the time there. Clearly, if you are going for younger demographics, affiliates and advertisers generally do understand that you are going to have to do things that you might not do if you were appealing to, let's say, Paul Harvey's audience. They are aware of it. Let us face the facts — any of the FM types on FM talk shows, like Jonathon Brandmeier, Kevin Matthews in Chicago, or Stern — are essentially talk Radio, even though nobody really likes to call it talk Radio. They have major advertisers. The advertisers understand that the reason for the content on these shows is to draw the younger audience. The same thing, I think, is true of affiliates. They know that when they are sitting on the AM dial at 1480 AM, with a 0.4, they are going to have to do something to get attention. The whole idea of, "this might not be tasteful,"

or, "it might offend a certain group in the community," has pretty much gone out the window. This is a business now where a five share can make you number one. Stations can't afford to be a 0.4 or a 0.6. The station that worries all the time about consistently being tasteful, and is obsessed

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Leykis celebrating his birthday with *The Tom Leykis Show* staff. (L-r): associate producer, Mike Dooley; producer, Erik Braverman; engineer, Steve Thrap; Leykis; and technical director, Ron Harris. Leykis in the Los Angeles Westwood One Entertainment studio.



Courtesy of LA Radio Guide

New York, you're going to see people chipping away at those shares by specializing in certain interests. It is no different than any other format in Radio. AM audience erosion has stopped. People are actually enthusiastic about the talk aspect of AM Radio. If you're talking about all the things that your competition is talking about, the one with better marketing, a better track record, or better personalities is going to win. The way for new competitors to come in and get some success is by doing things a little differently.

COMPETITION FROM FM STATIONS

INK: There is the fear that AM talkers will move competitive formats to FM, which will essentially kill the AM talkers. Do you have any feelings about this?

LEYKIS: I don't agree with that. The reason an audience moved from AM to FM in the '70s was a matter of fidelity. Fidelity matters when it comes to music. It really doesn't matter when it comes to

anywhere for it. I think one thing Rush has done is taught people under 45 to come the AM dial. Something that an entire generation has gone without doing. It has made it possible for shows like mine, and others, to come on the air and get people to come AM. There just aren't enough talk stations on FM. Frankly, there are definitely not enough good talk stations on FM for it to be a concern. The FM station that will win out over an AM is one that has great production values and takes advantage of the stereo sound. For example, miking a studio, so that when you sit in your car, you feel like you're sitting in the middle of a conversation with one guest coming out of the left channel and one out of the right channel, and maybe the host coming straight down the middle. Unfortunately, the stations don't do that. There really are no benefits to being on FM other than the come factor. Even then, using WLS-FM as an example, the station has an 0.8



Leykis with Westwood One's CEO Mel Karmazin (l) and KROQ's Dr. Drew, at the NAB convention in L.A.

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World Radio History

with being responsible, is going to be beaten by people who are doing entertaining Radio. Entertainment is number one.

INK: There are those who would argue that some of the things that people are choosing to do on the air, though they actually can be very funny and entertaining, may also be damaging in some respects, at least to certain audiences.

LEYKIS: Well, I'm always surprised how people talk about responsibility. If their primary concern is responsibility, then they wouldn't subscribe to Arbitron. My responsibility is to the station owner who spent his shareholders' hard-earned bucks to buy a property, and the station is languishing. They need to put more dollars into the till. That is my responsibility. NPR is incredibly responsible, but who's listening? I'm not saying irresponsibility is the key to success. I am saying that entertainment is the key to success. Energy, tempo, excitement, host and personalities who make news — that is responsibility.

INK: One of the things that our industry is going through is a lack of talent. There is a whole generation of people out there who do not know how to be good personalities. That is one of the strengths of the networks who provide good talent. What is the alternative?

LEYKIS: First of all, we have a problem. It used to be that in small and medium markets, you had program directors who



Leykis with Jim Ladd (l) and Jeff Pollack on the air for a debate on the commercialization of rock 'n' roll during the NAB show in L.A.

had been on the air. Either they had been in the market for many years and on the air there, or they had been in a larger market but later looked for a place to

settle down. Nowadays, when you're coming into either small or medium markets, it varies between number crunchers who can sit in front of a spreadsheet program and try to make every demographic cell look good, or a glorified board operator with the title "program director" who literally runs the board one or two shifts a day for syndicated programming. What I would like to see happen is for big companies that are complaining about this to do what major-league baseball does: Buy a station in Portland, Maine, or Fresno, and teach people how to be personalities. Let them go on the air, make mistakes broadcasting to small audiences, just as I had a chance to do. I was in Staunton, Virginia at one time making a lot of mistakes. I was in Babylon, Long Island, making mistakes. I made mistakes in Albany. I had the chance to go on the air and be bad. It is the type of situation that comedians went through for many years. There was no place to go and be bad. When television came along, they didn't have the comedy clubs like they have now. These guys needed a place to work and be bad.

CHANGING FORMATS

INK: What was the transition like for you going from music to talk?

LEYKIS: I was talking less and less. As a result, I kind of got into talk, because I really didn't get into Radio to push buttons and read liner cards. I didn't find it all that interesting. I worked with someone else at a Radio station where they played music primarily, but they had changed formats to Top 40 and lost some programming as a result. So, there were four hours to fill and the station said, "fill it." What ended up happening was that we started taking calls between the records. Eventually, we were taking more and more calls and playing less and less records.

INK: And, you got more and more audience?

LEYKIS: All of a sudden, the station had this big bulge in one daypart of listeners who liked the talk more than the music. It was at that time that I saw that young people like to talk as much as anybody else. They like to listen to talk as much as anybody else. There is potential for talk on FM. A lot of what happened later in my career had to do with the experiences I had back then.



Leykis at a live remote at AM 1070 WTSO in Madison, WI.

KEYS TO SUCCESS

INK: What would you like to say to all the Radio managers, owners, or PDs?

LEYKIS: The biggest problem I see in talk Radio is that many of the stations still sound like 1976. Also, everybody is trying to be Rush. Everybody doesn't have to have the same politics. If you need evidence of that, look at all the conservative talk show hosts who don't have any ratings. Nobody has the number of affiliates and the kind of national impact that Rush has ... nobody. There are plenty of nationally-syndicated shows where people with conservative politics have not been that successful. Rush Limbaugh is successful because he is a Radio guy. He knows formats. He knows how to entertain and sustain the audience. He knows how to do quarter-hour maintenance. He understands all of the basics of Radio. They didn't find Rush Limbaugh by combing through the Republican National Committee files, or going to a Republican convention. This guy is a Radio guy. That's why he is good, and successful. It has very little to do with his politics. People will listen to a Radio show that is compelling, entertaining and interesting. The politics of the host are not as important as Rush Limbaugh says they are. The problem we have is that Rush has the entire talk Radio industry beginning to believe that the most important thing is the politics of the host. Therefore, if a host is not a conservative, he won't get an audience. It's just not true. In Sacramento, which is where Rush Limbaugh was discovered, we're on KSTE, which did not even exist when Rush worked in Sacramento. We started with a 0.9 last spring. We have a 2.9, 12 plus. This is within six months of being on the air. In the 25 to 54 group, we

started with a 1.0. We're now up to a 4.0 with 25 to 54. This is up against the station that Rush is still on to this day. In Norfolk, Virginia, the home of Pat Robertson, WNIS has the highest 25 to 54 nighttime numbers that they have ever had in the history of the Radio station. If what Rush said is true, how in the world did this happen? If the show is fun to listen to, it doesn't matter what your politics are. And, you could put anybody on, if they are good in Radio.

INK: Parting thoughts?

LEYKIS: Frankly, I think the next five years are going to be very exciting for talk Radio. I think the share of the total audience for talk Radio is going to expand. You're going to see new formats and new approaches. You're going to see an expansion of FM talk. I think the expansion of the AM band is going to be good for syndicated Radio. I think that the only way this format is going to develop is to develop more talent, letting people have more license to try things on the air, and to have more of a diversity of hosts and political points of view. They need to try out some people they might not have tried, and to go to some sources that they might not have thought about trying.

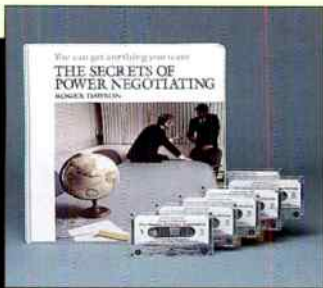
INK: Do you feel as though stations should try and be all conservative, or all liberal, or should they mix it up?

LEYKIS: Again, there is too much emphasis of what the politics of a Radio station are. There are some stations that have raised race-bashing to an art form. Frankly, I think those stations would be a lot more interesting if their hosts expressed some opposing points of view. Mostly, I just hear, on a lot of stations, a succession of hosts that just sit there and preach to the choir. Frankly, the most interesting talk Radio station I ever worked for was in Miami. It was WNWS in the mid-80s. This station had a gay host, a black host, a Cuban host, and a communist host. You had such a wide variety of hosts that you could have the same topic on that station for three days, and never get bored listening, because everybody had a different perspective. I think talk stations that have more approaches and hosts are going to be more successful than stations that decide to go all-conservative because Rush Limbaugh is a conservative. ☐

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the FLAVORS of TALK RADIO

by Michael Harrison

First, there was Radio. Then, there was talk Radio.

Although industry observers have long considered "talk" to be just another Radio format like classic rock, country, adult contemporary, or oldies, talk Radio is emerging as something quite different, quite larger in the mid-1990s.

Though many of its potential forms are still in the process of developing (with many yet to even be conceived), talk Radio is an entire spectrum of formats more akin to the term "music" Radio, than to simply another singular form of music Radio.

Unexplored Frontier

Considering that so much of this vast programming and marketing territory remains unexplored frontier, broadcasters who have already arrived will certainly attest to the fact that talk Radio is where the action is.

As syndicated talk show host Alan Colmes of Major Talk Network observes, "With all this satellite delivery and digital phone line technology, it won't be long before every man, woman, and child living in America has their own Radio talk show."

Colmes might not be that far from the truth. Whereas music Radio has consciously suppressed the concept of personality within its programming fabric, talk Radio has become a haven for it. While the role of the disc jockey or Radio announcer has been subjugated to rather marginal status within the contemporary cultural scheme of things, the Radio talk show host has emerged on the landscape as a modern-day populist hero actively involved in the thick of everyday issues and events,

championing causes, and uttering the feelings that everyday people think but, perhaps, dare not speak ... until now.

An Attractive Medium

No wonder the medium is proving attractive as the land of milk and honey to not only the talkative refugees from music Radio (jocks who resent being told "shut up and play the music"), but also to a growing array of public figures and celebrities from all walks of life looking to expand their show business or political careers.

Talent is discovering that talk Radio has become another "networking" vehicle to jump aboard.

The list gets longer by the day. David Brenner. Richard Simmons. Mike Walker. Ed Koch. G. Gordon Liddy. Jerry Brown. Jim Hightower.

Now, there's talk of Mario Cuomo and Oliver North getting into the act.

Even Ross Perot is using talk Radio as a means of maintaining his high profile as a populist spokesman. The former independent presidential candidate is now syndicated nationally by Tribune Broadcasting, hosting a one-hour Sunday night program cleared on more than 100 stations across the nation, including, as Perot describes, "a bunch of 50 thousand watt clear channel gorillas."

Perot says he likes Radio better than TV, and credits Radio with having "played far more of a significant role in igniting the huge public interest in him during the 1992 campaign" than was recognized by the mainstream press.

"Radio is far more challenging than TV," Perot states. "I was talking to Larry King about this and even he agrees. You really have to put your mind in gear on Radio."

He adds that the most important thing about talk Radio is that it really does give the people of this country a voice, "much more than talk TV, and certainly more than any of the other mass media."

Mass Immigration

Not everyone in talk Radio is thrilled by the mass immigration of big name "outsiders" to the medium. For example, consultant Valerie Geller, president of Geller Media International warns, "I do get concerned at the

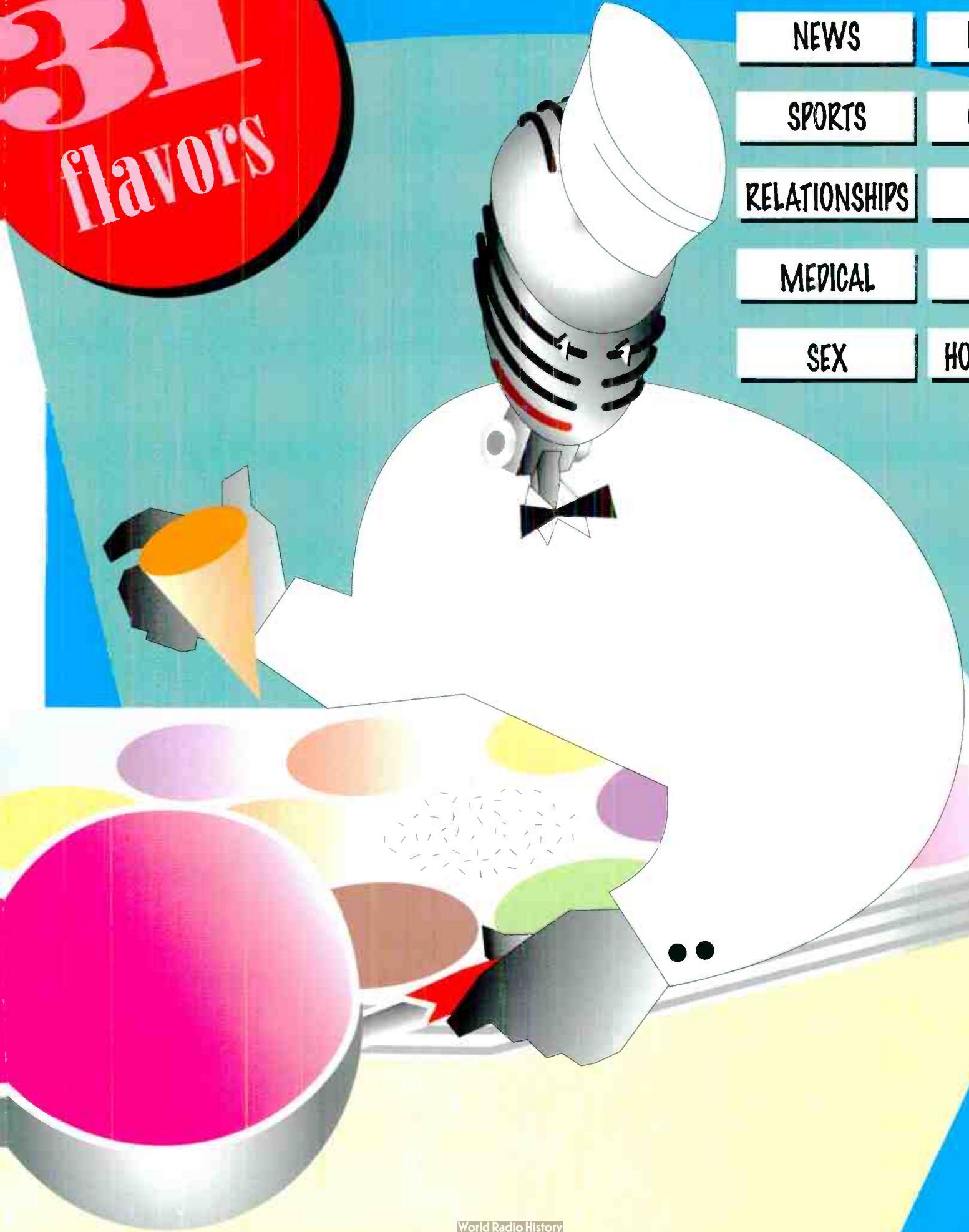
QUICKREAD™

- Talk Radio in the '90s is emerging as more than just another Radio format.
- According to Ross Perot, Radio is far more challenging than TV.
- The proliferation of talk television shows has developed as a result of the popularity of talk Radio.
- The boundaries that separate the target audiences in talk Radio are not as neatly defined as they are in music Radio.
- Dr. Laura Schlessinger and Dr. Joy Browne are not just shining examples of the power of relationship-talk on Radio, but also reflect the tremendous advances made by women in talk Radio.

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trend toward using big names, right now, to host talk shows. Executives make these decisions based on the name recognition, not whether the person has the talent or ability to be a communicator.

"The biggest names in talk Radio, both local and syndicated, were people nobody had ever heard of, who then developed for years on local stations. Rush (Limbaugh) and Howard Stern come to mind. These are people you feel you could have over to your house, and hang out with. Can the same be said of David Brenner, or the worst debacle, Deborah Norville? Networks, beware ..."

Proliferation of Other Media

In the meantime, the popularity of talk Radio has inspired the proliferation of talk television shows and entire cable networks using Radio as a guide. This proliferation marks a distinct change in the relationship between the two media. There was a time, not that long ago, when television wouldn't be caught dead taking a cue from Radio, particularly talk Radio, because of the medium's lack of those all-important production values that TV producers seem to worship. Talk Radio, however, is showing television that content counts as much as, if not more than, sizzle. Viewers don't mind looking at talking heads, as long as those heads are saying something worthwhile, and the viewers get an opportunity to

television talkers Phil Donahue, Sally Jessy Raphael, Jerry Springer and Rush Limbaugh (the TV show), is going one step further to emulate talk Radio with the launch of its 24-hour cable operation, "The Talk Channel."

Executive producer Rose Mary Henri openly admits that talk Radio is Multimedia Entertainment's guide.

"Our typical programming day is evolving to contain extended programming segments," she explains. "In other words, we will not program unrelated stand-alone shows. Rather, the segments will have 'continuity,' be mostly live, and will be appropriately dayparted. Most important, the key to the Talk Channel will be its interactivity with the viewers. While phone call-ins are now a standard staple of many talk shows, The Talk Channel will also deploy call-outs, faxes, voice mail, E-mail and enhanced phone video technology."

In addition to the above, The Talk Channel, as well as the other TV talk operations, is regularly turning to Radio talk show hosts as guests and guest hosts to capture the flavor of talk Radio.

Radio & Politics

And, what exactly is the flavor of talk Radio? Well, it's highly political, for starters. According to the research conducted by *TALKERS* magazine, the number one topic of conversation in 1994 on the nation's more than 1000 generalist talk Radio stations was politics; the number one event was the mid-term election; and the most talked about personality was President Bill Clinton. (NOTE: The term "generalist" is used here to describe the current state of talk Radio's evolution, equivalent to old music Radio's grabbag format known as "top 40.")

As a matter of fact, it has been talk Radio's involvement in politics — particularly in reading the mood of the public, playing to it, reflecting it and amplifying it — that has contributed, in large part, to the medium's high profile within the larger media marketplace. It has also led to talk Radio being the butt of an onslaught of criticism from the mainstream press, and from many in the po-

litical establishment (particularly those who are severely "bashed" by talk Radio) for being irresponsible, divisive and unfair. However, the parade of allegations that talk Radio's seemingly-conservative Republican style over the past several years has reflected a biased listenership and played to a small radical fringe of the general electorate, were doused by the 1994 election.

But, these allegations have now led to the somewhat exaggerated impression that talk Radio was the causal agent that resulted in the recent Republican congressional landslide.


This is the same thing as saying that top 40 Radio "caused" the Beatles to happen — a point most recently illustrated when Rush Limbaugh was invited to address the freshman Republican representative-elect orientation in Baltimore. At that time, he advised the group to stick to their values, and not sell out when "liberal" reporters such as Cokie Roberts came around wanting to take them to lunch.

Limbaugh has certainly gone through an evolution from the days in 1990 when he flatly stated in the trades that his involvement in politics and activism went no further than entertainment value. He made it a point to separate himself from talk hosts who cross over the line and actually tell people what to do. Some observers cite George Bush's 1992 White House invitation to Limbaugh as the turning point in the broadcaster's metamorphosis from opinionated showman to partisan operative. At that time, the president reportedly carried Limbaugh's suitcase and offered him sleeping accommodations in Lincoln's bed.

No wonder the Democrats have responded to the election by working feverishly to strengthen their "promotional" ties with talk Radio! These efforts have given rise to rumors that they are actually looking to recruit or create a liberal Democrat counterpart to Rush Limbaugh.

However, as high-profile electoral losers such as Mario Cuomo from the left, and Oliver North from the right, will quickly discover, Democrats are entering the medium as a means to maintain their political viability.

Talk Radio's audience is not primarily composed of over-served Republican and/or under-served Democrat partisans. It is, rather, a largely disenfranchised



'Talk Radio is a significant groundbreaking medium of the 21st century's interactive society, and offers unlimited future opportunities and challenges.'

actually participate in the conversation.

Now, with the obvious success of Larry King's CNN show (which is basically a talk Radio program conducted in front of a television camera), and the emergence of such entities as CNN's *Talk Back Live*, CNBC, the "America's Talking" channel, and others, talk Radio's impact on television is apparent.

Even Multimedia Entertainment, the New York-based firm that syndicates

chised, independent segment of America's middle ground that could go either way, including in the direction of a third party.

According to legendary talkmeister Jerry Williams of WRKO Boston, one of talk Radio's quintessential veteran muck-rakers, "the Republicans haven't got a clue if they think the listeners are all a bunch of Republicans

"The election of '94 was a massive populist revolution," Williams contends. "If the Republicans really understood that concept, you wouldn't see Republican Governor William Weld here in Massachusetts endorsing a 55 percent pay raise for the state legislature as a payback for their favors immediately following the election." Williams, who bashed Democrat Michael Dukakis while his star was still rising nationally, is now beating up Weld on the aforementioned pay raise issue.

The other thing about talk Radio that many of the political newcomers will quickly discover, according to consultant Valerie Geller, is that there is a lot more to talk Radio than politics. This is a fact that the medium's top political talkers realize and deal with effectively. First of all, it has to be entertaining. Secondly, the talk show host has to be able to talk about a wide spectrum of topics, from the economy to popular flavors of ice cream.

Radio's Hot Topics

Within the realm of generalist talk Radio are the hot topics of race and gender relations, crime, education, social values, arts and entertainment, health, sex and the entire range of pop culture. From this wide range, talk Radio is fractionalizing into different "formats" that target various marketing segments of the population utilizing different methods of approach. There's hot talk, youth talk, issues talk, news/talk ... the list goes on. What makes it challenging is that the boundaries that separate the target audiences in talk Radio are not as neatly defined as they are in music Radio.

And what makes it interesting is that there is no uniform conventional wisdom among programmers as to what works and what doesn't.

For example, consultant Walter Sabo, president of Sabo Media encourages his clients "not to talk about Bosnia,"

but to "focus on the things people talk about around the dinner table, like their personal relationships." Others feel quite the opposite — that the strength of talk Radio lies in its handling of the hot news issues of the day. Programmers such as Gary Burns, operations manager at WRC Washington, D.C., feel that it is a delicate balance of the two, stating, "People want to talk about the issues, especially here in the nation's capital, but they also want to have relief from politics while still being plugged into their talk Radio station."

Like many astute talk Radio programmers, Burns practices the art of balance in his line-up at WRC. In addition to the regular fare of generalist-issues talkers, the station is reporting great success with its own daily home-grown medical show, hosted by Dr. Gabe Mirkin, and with the use of Dr. Laura Schlessinger as an effective non-political counterprogramming element to Limbaugh on WMAL and G. Gordon

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Both are not just shining examples of the power of relationships-talk on Radio, but also reflect the tremendous advances made by women in talk Radio.

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LOGGANS ON LAW
LEFT TO RIGHT
THE ALAN COLMES SHOW
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COPY CLIPS

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SPORTING GOODS

:60 BROOKWOOD SPORT

Vc. 1: We're here today at Brookwood Sport, Rt. 146 in Rexford talking to ... Vc. 2: Billy Bob Bibble ... my friends call me Bubba. Vc. 1: So, that makes you ... Vc. 2: Billy Bob Bubba Bibble. I'm lookin' to buy me a tent! Vc. 1: Oh, well Brookwood is having a tent sale but that doesn't mean ... Vc. 2: Hey, what's ski equipment doing at a tent sale? Vc. 1: Brookwood's Tent Sale has great prices on everything under this giant tent, and some great deals inside the store too. ... all at 70% off! Vc. 2: Well, I'll be hog tied ... Vc. 1: Brookwood also has camping equipment, Rockport and Vasque shoes, fly fishing gear and up to 70% off on ski equipment. Plus great summer suits and light jackets. Vc. 2: Great scum frogs! These Brookwood prices are the best I ever seen, or my name ain't Billy Bob Bubba Bibble. Vc. 1: Bibby ... bubble ... Vc. 2: Hey, let me introduce you to my wife. Her name's Roberta, but we call her ... Vc. 1: Lemme Guess ... Tag: Check out Brookwood Sport Shop, Rt. 146, Rexford, this Thursday, Friday and Saturday.

Marty Brandon, WGY-AM/WRVE-FM Schenectady, NY



T-SHIRT RETAILER

:60 POP SHOP

Worker: Welcome to the Pop Shop. Can I help you? Customer: I want to get my girlfriend an airbrushed sweatshirt. What kind of work can y'all do? Worker: Well, we can airbrush a picture onto any kind of fabric. You can choose one of our designs, or create one of your own. (sfx: phone) Excuse me ... Hello, Pop Shop ... yes, mister president, your airbrushed T-shirt with Hillary and Socks the cat is ready to be picked up. What's that sir? You need to make a change on the Attorney General's shirt again? Okay, we can do that ... (trails off) Anncr: If you want great-looking airbrush artwork, come to the Pop Shop, Spartanburg's exclusive super-airbrush store! Pick a popular design from one of the Pop Shop's many displays, or let the Pop Shop's artists create original artwork for you! The Pop Shop can turn your idea into airbrush art! We'll spruce up your jeans or leather jackets. Or, choose from the Pop Shop's full line of T-shirts, sweatshirts, and hooded sweatshirts. Airbrush art for today's pop culture ... it's the Pop Shop, Westgate Mall, Spartanburg!

Richard Breen, WROQ-FM Greenville, SC



BAR/RESTAURANT

:60 MCGUFFEY'S

Anncr: O.K., let's say you're at home and the doorbell rings ... (sfx: doorbell) ... It's your parents ... Parents: Hi there!! Anncr: And they're hungry (sfx: animal sounds) ... what do you do? Take 'em to McGuffeys, where the answer's always yes! Now, every Tuesday, Buffalo-style chicken wings are just 10 cents each, all day. So, let's say mom likes 'em mild ... Mom: MMM! Anncr: And you like 'em a little spicier! You: MMMMMMMMMM! Anncr: And Dad likes 'em way too hot ... Dad: Yeeowwww!! Anncr: And, let's say you need to wash down those wings with something cold ... (sfx: sizzle) ... that's O.K., too! Happy Hour's from four till seven every day, with plenty of drink specials. Follow it all up with a delicious combo dinner special, priced from \$7.99 to \$12.99. So, Dad, you can pick up the tab ... or maybe not. But either way, you don't have to wait for a special occasion to come to McGuffeys ... (sfx: party horn) ... There's always great lunches, featuring daily specials! Wanna know what's cooking? Give McGuffeys a call ... (sfx: phone ringing) ... at 288-3116. Tag.

Richard Breen, WROQ-FM Greenville, SC



GREENHOUSE

:60 McELWEE'S GREENHOUSE

Anncr: At McElwee's Greenhouse, strange things are happening. Let's listen in with our hidden microphone ... (sfx: lots of noise; crowd) ('cutesy' voices) Vc. 1: He-he-he-he ... we're here! Vc. 2: He-he-he-he ... this is fun! Vc. 1: I feel so fresh and green! Vc. 2: He-he-he ... me too, me too! Anncr: There's a huge festival of green going on at McElwee's Greenhouse! Vegetable plants are now ready for planting! Choose broccoliflower — mixed broccoli and cauliflower that grows like green Pansies, Primroses and Sweet Williams. Soon, you'll be seeing Dusty Miller, Geraniums, Impatiens, Marigolds and more. Right now, with every 10-dollar purchase, get a potted Geranium free! At McElwee's, price is their advantage. Vc. 1: Oh no ... look who just popped up! Vc. 2: It's the Brussel Sprout. Eew! Vc. 3: Hey ... watch it! I'm full of necessary vitamins and nutrients. Vc. 1: Well, I guess you can be our friend. Vc. 3: Not for long ... Look — somebody's getting ready to buy me!! Vc. 2: I don't believe it! Tag.

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



DEODORANT

:30 BAN DEODORANT

You're at a party wearing your new summer dress, and you see that cute guy across the room. He waves. You wave back and promptly show off a bunch of white gunk under your arm. What is it? It's your deodorant! And it's just sooo attractive. It's clear that you didn't get Ban Clear. And, your Romeo has stopped waving and is now whispering something to his friend. See, if you had worn Ban Clear, he would have seen you in all your glory. He would have asked you for a date; been the man of your dreams. You would have married him and bought a dog named Max. Instead, all he sees is that white racing stripe under your arm. Fate waits for no one, Baby. Next time, wear Ban Clear. From Bristol-Myers Squibb.

Deborah Rosario, KOKU-FM Agana, Guam



LOUNGE

:30 THE SPORTSPAGE LOUNGE

Why go "fishin' in the dark" when you can party at the Page! Get off your "high horse" and head down to the Sportspage tonight! It's a Nitty Gritty Dirt Band night! Bring your "little angel" into the "page" between 8 and 10 p.m., and enter your name to win the Nitty Gritty Dirt Band prize pack! Dinner at the Sportspage ... a selection of CDs ... 2 tickets to the Nitty Gritty Dirt Band Concert ... and a limo ride to and from the show — supplied by Limousine Service! What are you waiting for? Come in from the "Cadillac Ranch!" Tonight's a Nitty Gritty Dirt Band night at the Sportspage Lounge, Deerparke Plaza, Red Deer.

Kelly-Sue Thompson, CKGY-AM/CIZZ-FM Red Deer, Alberta, CN



PODIATRIST

:30 DR. ROBERT RALEY

Wife: Honey, why don't you just call? Husband: Because! Ouch, ooch! Wife: One phone call, that's all it would take. Husband: I am not calling some stranger about my personal problems. Wife: Dear, he hears people's problems all the time. Nothing will shock him. Husband: Well, if you're sure. Wife: Dear, he's a podiatrist. He's seen ingrown toenails before! Anncr: Dr. Robert Raley, Podiatrist. A professional who can rid your life of foot pain. Make an appointment today! Dr. Robert Raley, in the Benoit Building on South Schuyler.

Julie Lambert, WKAN-AM/WLRT-FM Kankakee, IL



CARD SHOP

:30 LLOYD'S HALLMARK

Dad: Watcha got there, Buddy? Boy: Nothin' Dad: Nothin'? Boy: Mom told me I'm not supposed to tell you about your card because it's a surprise. And, I'm not supposed to show it to you, see? Dad: (laughing) Oh, I see. Then, why don't you keep that a secret between you and mommy. Boy: O.K., but I'm also not supposed to tell you about the big box in mommy's closet. Dad: Uh, huh. Anncr: Father's Day is Sunday, June 19th — stop by Lloyd's Hallmark Card & Party Shops. Barracks Rd., Albemarle Square, Pantops and Fashion Square.

Kathy Zaleta, WINA-AM/WQMZ-FM/WKAV-AM Charlottesville, VA



PET STORE

:30 KEYS KRITTERS PET STORE

What flies, crawls, swims and walks; has two legs, four legs or no legs at all? Give up? It's pets! And Keys Kritters, located at Mile Marker One Hundred Point Five in Key Largo, has the best pets in the Keys. Feathered, furry or scaly, Keys Kritters will find the best pet for you and help you pick out a home, treats and supplies, too! The best food? It's all natural lams to help your pet stay healthy and grow strong. And, Keys Kritters carries a complete supply — even the newest line called Eukanuba Natural. The best food, the best pets. They're at Keys Kritters, Mile Marker One Hundred Point Five in Key Largo. Shouldn't you be there too? Bonnie Burnett, WCTH-FM Islamorada, FL



chised, independent segment of America's middle ground that could go either way, including in the direction of a third party.

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"The election of '94 was a massive populist revolution," Williams contends. "If the Republicans really understood that concept, you wouldn't see Republican Governor William Weld here in Massachusetts endorsing a 55 percent pay raise for the state legislature as a payback for their favors immediately following the election." Williams, who bashed Democrat Michael Dukakis while his star was still rising nationally, is now beating up Weld on the aforementioned pay raise issue.

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For example, consultant Walter Sabo, president of Sabo Media encourages his clients "not to talk about Bosnia,"

but to "focus on the things people talk about around the dinner table, like their personal relationships." Others feel quite the opposite — that the strength of talk Radio lies in its handling of the hot news issues of the day. Programmers such as Gary Burns, operations

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LOGGANS ON LAW

LEFT TO RIGHT

THE ALAN COLMES SHOW

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Conservative Talk Radio The Anti-Establishment's Medium

by Joe Heslet

Winston Churchill said, "If you're not a liberal when you're 20, you have no heart. If you're not a conservative when you're 40, you have no head."

About a year ago, I set out to see if Sir Winston's famous maxim might help to explain the success of Rush Limbaugh and other conservative talk show hosts. Also around that time, KVI-AM Seattle had recently gone "all conservative" talk Radio and I wanted to see if they were on to something.

Well, in a 411-page report titled, Values and Programming; A National Study, I found evidence to support Churchill's statement, KVI's move to the "right" and much, much more.

In the study, 1000 people nationwide between the ages of 18 and 64 were asked to tell their Radio listening preferences, the TV show they watch and their political affiliations. The idea was to see if there was a quantifiable relationship between one's political leaning and the Radio stations and TV programs he or she affiliates with. Well, in fact, there was.

Respondents were asked how they would best describe themselves politically: liberal, moderate or conservative.

By The Numbers

To give credence to the opening quote by Churchill, respondents were more likely to call themselves conservative and less likely to call themselves liberal if there were over 35 years old. The numbers look like this:

	Total	18-24	25-34	35-44	45-54	55-64
Liberal	19%	25%	20%	17%	13%	14%
Moderate	32%	25%	33%	33%	36%	35%
Conservative	30%	23%	25%	36%	35%	35%

The respondents were asked to tell the musical formats they preferred to listen to most on the Radio. Nine choices were given: country, rock, oldies, soft AC, jazz, CHR, classic rock, urban and new rock. Here's what the political affiliations and various format preferences of the respondents looked like.

	Liberal	Moderate	Conservative
Country	9%	25%	50%
Rock	32%	31%	14%
Oldies	17%	31%	31%
Soft AC	13%	44%	30%
Jazz	27%	40%	18%
CHR	20%	37%	26%
Classical Rock	21%	39%	22%
Urban	20%	23%	26%
New Rock	27%	29%	25%

* Where percentages do not equal 100 percent the balance of the responses was "Don't Know/No Answer."

The Success of Country

It is interesting to note that country has the highest percentage (50%) of conservative listeners. It is also one of the most successful formats in recent years. Rock (current based) has the highest percentage (32%) of listeners who call themselves liberal. Rock has been one of the formats whose audience has receded in recent years.

Is there a "paradigm shift" to the right taking place in this country? The recent election would be enough to make you believe there is. But it is also rather logical. If people become more conservative after the age of 40, then

baby boomers, who are now mostly over 40, are once again demonstrating the impact of the weight in their numbers.

What you may find surprising is that 23 per-

cent of the youngest generation Xers, the 18-24 year-olds, called themselves conservative. It makes me wonder if the number of baby boomers who would have described themselves as conservative would have been that high when they were 18-24 year-olds.

Opportunity for News and Talk Radio

This move to the right seems to present an opportunity for news and talk Radio; an opportunity that KVI has cashed in on. KVI has "branded" or positioned itself as the conservative/hot talk station in Seattle.

Seattle is thought of by some as one of the great bastions of liberalism. It was one of the last major markets to pick up the Rush Limbaugh Show.

KVI capitalized on the success of Rush's number with a 9 a.m.-midnight lineup of moderately to ultraconservative talk show hosts. All of the talk shows are very topical and very well-produced.

How has KVI done in the ratings? In the 1994 Summer Arbitron, they ranked second 12+ behind KMPS, a country station, and fifth 25-54. In so doing, KVI edged out KIRO-AM as the top news/talk station in Seattle. Just five years ago, KIRO was the top-rated station in the market and had been there for years.

Why is KVI successful and why is it conceivable that an all-conservative approach would be successful in other markets? The success of Rush Limbaugh across the United States says that a conservative talk show will work so why not a conservative talk station?

I believe in the concept of market segmentation. For example, a certain percentage of people will like country

and a certain percentage will like oldies or classic rock, etc.

I call these groups passion groups, others refer to them as clusters or lifegroups. If conservative talk is a viable passion group (and this group is very passionate) it would be one of, if not, the largest segment in most markets.

Country music partisans are the largest passion group in most markets, averaging 20-25 percent of all Radio listeners. In the study, 30 percent of all respondents said they were conservative. That 30 percent would represent the largest market segment or passion group in most markets and there would probably be no competition for that segment of the Radio audience.

There is one catch to doing conservative talk Radio and that is this ... you probably won't achieve the format's full potential without Rush. But if you have him, you can use his show as the cornerstone to build upon. All the other hosts should follow Rush's example and the way he handles the issues and the callers. This is not shock Radio — that's not conservative. All local hosts should focus on very topical local issues.

In the study, respondents were asked if they listened to the Radio mostly for music, news and talk, or both. About 12 percent said they listened to the Radio mostly for news and talk and 44 percent of those said they were conservative as opposed to the 29 percent who listen mostly for music who said they were conservative.

Many of the people who voted republican in the recent election cited talk Radio as one of the reasons they voted that way. The labeling of newspapers and television news as the "liberal media" seems to have stuck and conservative talk Radio has become the medium of the "anti-establishment."

The baby boomers have created a number of opportunities for Radio. As they are aging and adopting a more conservative value system, they appear to be creating yet another opportunity for Radio. ☐

Joe Heslet is president of Marketing/Research Partners Inc. He may be reached at 206-883-6774.

Feminist attorney Gloria Allred is now doing afternoons on KABC Los Angeles, and issues-talker Victoria Jones performs during afternoon drive at WRC in Washington. Nationally-syndicated Blanquita Cullum, an issues-talker out of WLEE Richmond, has been making great headway. Other hot local female talkers include: Judy Jarvis, syndicated out of WPOP Hartford; Rollye James at KFMB San Diego; Bonnie Coffey at WLIN Lincoln; Carol Arnold at KTOK Oklahoma City; Marjorie Clapprod at WRKO Boston, and Barbara Whitesides at KMOX St. Louis. There's even "The Fabulous Sports Babe," nationally syndicated by ABC Radio on ESPN Radio.

Emergence of Black Conservative Talkers

One noteworthy movement in generalist talk Radio is the emergence of the black conservative talker, who provides a stark contrast to the stereotypical liberal-black perspective that has become such a press and mass media mainstay. This movement is best typified by Armstrong Williams, who is syndicated by Salem Broadcasting. Williams' philosophy is one of self-reliance in blacks, not blame. He says, "I am always interested in bridging differences and finding points of agreement. There is plenty of division in America. What we need to do is talk to one another. What better place to do that than talk Radio?"

Of the specialty areas of talk Radio, sports is clearly the largest subdivision of the genre, with most talk stations having at least one sports show, along with some play-by-play. The proliferation of all-sports or predominantly sports-talk stations has been significant, but as WFAN New York personality Richard Neer points out, "The baseball and hockey strikes have really taken their toll on the all-sports talkers in terms of both revenues and ratings. I know we'll be able to recover, but the going will be rough."

The other giant arena of specialty talk is in the financial genre. Nationally-syndicated mainstays include WOR's Ken and Daria Dolan, and the entrepreneurial Sonny Bloch, whose interests in talk Radio extend beyond his own programs into station ownership and net-

work management. Bloch is a major player in the field with a knack for sales.

He points out, "The key to success in talk Radio is to understand the principles of direct marketing. You can't sit around and play the numbers game, waiting for the agencies to discover your ratings and buy spots. You've got to effectively locate advertisers whose products will be best served by talk Radio. The point is, they'll get results! Talk Radio works because its listeners are so attentive."

KABC Los Angeles president George Green agrees, stating, "We had to do this years ago, pointing out to advertisers that one talk listener is worth a whole bunch of music listeners. Music Radio is on in the background. People are really listening to talk Radio."

Rick Thomas of Radio Direct Response in Bala Cynwyd, PA, a company that uses talk Radio to market its clients on a per order basis, adds, "Talk Radio has finally begun to take its fair share of the billion-dollar TV infomercial industry. Using their unsold inventory, Radio stations, networks and syndicators have generated incremental revenues by airing 60-second direct response Radio commercials."

Talk Radio's Future

As far as the future is concerned, the growth of talk Radio will continue, and become more compartmentalized into different formats based upon the double criteria of style and subject matter. Specialties will proliferate, including and beyond the present crop of automotive, medical, new age, computer, pet care, food, and entertainment talk shows which have already established themselves as institutional components on the scene. And, politics will most likely remain the mainstay, taking into consideration the nation's deep-rooted growing interest in public policy.

Companies such as Taylor Communications in Tulsa are making strides in bringing talk Radio to the listener via direct-to-home satellite, and innovators such as Elliott Stein are setting up centers on the Internet via CompuServe for talk Radio to become an intrinsic part of the information superhighway.

Talk Radio is a significant groundbreaking medium of the 21st century's interactive society, and offers unlimited future opportunities and challenges. ☐
Michael Harrison is the editor of TALKERS Magazine. He may be reached at 413-567-3189.



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SPORTING GOODS

:60 BROOKWOOD SPORT
Vc. 1: We're here today at Brookwood Sport, Rt. 146 in Rexford talking to ... Vc. 2: Billy Bob Bibble ... my friends call me Bubba. Vc. 1: So, that makes you ... Vc. 2: Billy Bob Bubba Bibble. I'm lookin' to buy me a tent! Vc. 1: Oh, well Brookwood is having a tent sale but that doesn't mean ... Vc. 2: Hey, what's ski equipment doing at a tent sale? Vc. 1: Brookwood's Tent Sale has great prices on everything under this giant tent, and some great deals inside the store too. ... all at 70% off! Vc. 2: Well, I'll be hog tied ... Vc. 1: Brookwood also has camping equipment, Rockport and Vasque shoes, fly fishing gear and up to 70% off on ski equipment. Plus great summer suits and light jackets. Vc. 2: Great scum frogs! These Brookwood prices are the best I ever seen, or my name ain't Billy Bob Bubba Bibble. Vc. 1: Bibby ... bubble ... Vc. 2: Hey, let me introduce you to my wife. Her name's Roberta, but we call her ... Vc. 1: Lemme Guess ... Tag: Check out Brookwood Sport Shop, Rt. 146, Rexford, this Thursday, Friday and Saturday.
Marty Brandon, WGY-AM/WRVE-FM
Schenectady, NY



T-SHIRT RETAILER

:60 POP SHOP
Worker: Welcome to the Pop Shop. Can I help you? Customer: I want to get my girlfriend an airbrushed sweatshirt. What kind of work can y'all do? Worker: Well, we can airbrush a picture onto any kind of fabric. You can choose one of our designs, or create one of your own. (sfx: phone) Excuse me ... Hello, Pop Shop ... yes, mister president, your airbrushed T-shirt with Hillary and Socks the cat is ready to be picked up. What's that sir? You need to make a change on the Attorney General's shirt again? Okay, we can do that ... (trails off) Anncr: If you want great-looking airbrush artwork, come to the Pop Shop, Spartanburg's exclusive super-airbrush store! Pick a popular design from one of the Pop Shop's many displays, or let the Pop Shop's artists create original artwork for you! The Pop Shop can turn your idea into airbrush art! We'll spruce up your jeans or leather jackets. Or, choose from the Pop Shop's full line of T-shirts, sweatshirts, and hooded sweatshirts. Airbrush art for today's pop culture ... it's the Pop Shop, Westgate Mall, Spartanburg!
Richard Breen, WROQ-FM Greenville, SC



BAR/RESTAURANT

:60 MCGUFFEY'S
Anncr: O.K., let's say you're at home and the doorbell rings ... (sfx: doorbell) ... It's your parents ... Parents: Hi there!! Anncr: And they're hungry (sfx: animal sounds) ... what do you do? Take 'em to McGuffeys, where the answer's always yes! Now, every Tuesday, Buffalo-style chicken wings are just 10 cents each, all day. So, let's say mom likes 'em mild ... Mom: MMM! Anncr: And you like 'em a little spicier! You: MMMMMMMMMMM! Anncr: And Dad likes 'em way too hot Dad: Yeeeowwww!! Anncr: And, let's say you need to wash down those wings with something cold ... (sfx sizzle) ... that's O.K., too! Happy Hour's from four till seven every day, with plenty of drink specials. Follow it all up with a delicious combo dinner special, priced from \$7.99 to \$12.99. So, Dad, you can pick up the tab ... or maybe not. But either way, you don't have to wait for a special occasion to come to McGuffeys ... (sfx: party horn) ... There's always great lunches, featuring daily specials! Wanna know what's cooking? Give McGuffeys a call ... (sfx: phone ringing) ... at 288-3116. Tag.
Richard Breen, WROQ-FM Greenville, SC



GREENHOUSE

:60 McELWEE'S GREENHOUSE
Anncr: At McElwee's Greenhouse, strange things are happening. Let's listen in with our hidden microphone ... (sfx: lots of noise; crowd) ('cutesy' voices) Vc. 1: He-he-he-he ... we're here! Vc. 2: He-he-he-he ... this is fun! Vc. 1: I feel so fresh and green! Vc. 2: He-he-he ... me too, me too! Anncr: There's a huge festival of green going on at McElwee's Greenhouse! Vegetable plants are now ready for planting! Choose broccoliflower — mixed broccoli and cauliflower that grows like green Pansies, Primroses and Sweet Williams. Soon, you'll be seeing Dusty Miller, Geraniums, Impatients, Marigolds and more. Right now, with every 10-dollar purchase, get a potted Geranium free! At McElwee's, price is their advantage. Vc. 1: Oh no ... look who just popped up! Vc. 2: It's the Brussel Sprout. Eew! Vc. 3: Hey ... watch it! I'm full of necessary vitamins and nutrients. Vc. 1: Well, I guess you can be our friend. Vc. 3: Not for long ... Look — somebody's getting ready to buy me!! Vc. 2: I don't believe it! Tag.
Jeff Wine, WCHA-AM/WIKZ-FM
Chambersburg, PA



DEODORANT

:30 BAN DEODORANT
You're at a party wearing your new summer dress, and you see that cute guy across the room. He waves. You wave back and promptly show off a bunch of white gunk under your arm. What is it? It's your deodorant! And it's just sooo attractive. It's clear that you didn't get Ban Clear. And, your Romeo has stopped waving and is now whispering something to his friend. See, if you had worn Ban Clear, he would have seen you in all your glory. He would have asked you for a date; been the man of your dreams. You would have married him and bought a dog named Max. Instead, all he sees is that white racing stripe under your arm. Fate waits for no one, Baby. Next time, wear Ban Clear. From Bristol-Myers Squibb.
Deborah Rosario, KOKU-FM Agana, Guam



LOUNGE

:30 THE SPORTSPAGE LOUNGE
Why go "fishin' in the dark" when you can party at the Page! Get off your "high horse" and head down to the Sportspage tonight! It's a Nitty Gritty Dirt Band night! Bring your "little angel" into the "page" between 8 and 10 p.m., and enter your name to win the Nitty Gritty Dirt Band prize pack! Dinner at the Sportspage ... a selection of CDs ... 2 tickets to the Nitty Gritty Dirt Band Concert ... and a limo ride to and from the show — supplied by Limousine Service! What are you waiting for? Come in from the "Cadillac Ranch!" Tonight's a Nitty Gritty Dirt Band night at the Sportspage Lounge, Deerparke Plaza, Red Deer.
Kelly-Sue Thompson, CKGY-AM/CIZZ-FM Red Deer, Alberta, CN



PODIATRIST

:30 DR. ROBERT RALEY
Wife: Honey, why don't you just call? Husband: Because! Ouch, ooch! Wife: One phone call, that's all it would take. Husband: I am not calling some stranger about my personal problems. Wife: Dear, he hears people's problems all the time. Nothing will shock him. Husband: Well, if you're sure. Wife: Dear, he's a podiatrist. He's seen ingrown toenails before! Anncr: Dr. Robert Raley, Podiatrist. A professional who can rid your life of foot pain. Make an appointment today! Dr. Robert Raley, in the Benoit Building on South Schuyler.
Julie Lambert, WKAN-AM/WLRT-FM Kankakee, IL



CARD SHOP

:30 LLOYD'S HALLMARK
Dad: Watcha got there, Buddy? Boy: Nothin' Dad: Nothin? Boy: Mom told me I'm not supposed to tell you about your card because it's a surprise. And, I'm not supposed to show it to you, see? Dad: (laughing) Oh, I see. Then, why don't you keep that a secret between you and mommy. Boy: O.K., but I'm also not supposed to tell you about the big box in mommy's closet. Dad: Uh, huh. Anncr: Father's Day is Sunday, June 19th — stop by Lloyd's Hallmark Card & Party Shops. Barracks Rd., Albemarle Square, Pantops and Fashion Square.
Kathy Zaleta, WINA-AM/WQMZ-FM/WKAV-AM Charlottesville, VA



PET STORE

:30 KEYS KRITTERS PET STORE
What flies, crawls, swims and walks; has two legs, four legs or no legs at all? Give up? It's pets! And Keys Kritters, located at Mile Marker One Hundred Point Five in Key Largo, has the best pets in the Keys. Feathered, furry or scaly, Keys Kritters will find the best pet for you and help you pick out a home, treats and supplies, too! The best food? It's all natural lams to help your pet stay healthy and grow strong. And, Keys Kritters carries a complete supply — even the newest line called Eukanuba Natural. The best food, the best pets. They're at Keys Kritters, Mile Marker One Hundred Point Five in Key Largo. Shouldn't you be there too?
Bonnie Burnett, WCTH-FM Islamorada, FL



MOVERS & SHAKERS



Rich Allen

★**Kenneth H. Maness** has been elected president of Bloomington Broadcasting Corporation. He had been president of Tri-Cities Radio Corp.

★**Lawrence J. Hass** of Paul, Hastings, Janofsky & Walker has been elected chairman of the board of directors for Broadcast Capital Fund Inc. (Broadcap).

★**Michael A. Krafft** has been appointed VP of business development — Russia, for Metromedia International. He had been director of operations for StoryFirst Communications Inc.

★**Rich Allen** has been named VP and western regional manager, CBS Radio Representatives. He had been western regional manager since 1984.

★**Paul R. Holsopple** formerly GSM of Dame Media's Harrisburg, PA stations has been named GM of WHP-AM, WKBO-AM and WRVV-FM Harrisburg.

★**Eric Hauenstein** has been named to a network representative seat on the NAB Radio Board. Hauenstein is VP/GM of Jones Satellite Network.

★**Ken Reisor** has been named GSM of Prime Sports Radio. He was previously GSM of KVIL-AM/FM Dallas.

★**Brian Thomas** has been named GSM at KIDR-AM and KCHT-FM Phoenix. Thomas had been GSM at KMTT-AM/FM Seattle.

★**Chris Tsitouris, Joan Fausone and Todd Lawley** have been named directors of sales for Infinity Radio Sales in Atlanta, San Francisco and Los Angeles respectively. Tsitouris had been VP/sales with Durpetti & Associates in Atlanta, Fausone had been regional manager and director of sales for Torbet Radio in San Francisco and Lawley had been regional manager and director of sales for McGavren Guild Radio in San Francisco.

★**Harry F. "Rick" Fromme Jr.** has been appointed director of sales and marketing for Metromedia International's Moscow Radio stations. Fromme had been VP of sales and marketing for Singapore Broadcasting.

★**Michael McKinley** has been named director of NAB's Employment Clearinghouse. McKinley had been a communications professor from Penn State University.

★**Jeff Garrison** has been appointed operations manager of WESC-AM/FM and WBBO-FM Greenville/Spartanburg, SC. He had been music director at KKBQ-FM Houston.

★**Tim Carroll** has been appointed director of operations for Metro Networks, Philadelphia. Carroll had been assistant director of operations with Metro in Philadelphia.

★**Bob Dane** has been named senior director of affiliate relations for Westwood One's Arlington, VA office. Dane had been director of marketing for Metro Networks for the Washington Region.



Chris Tsitouris

Take The Plunge

By John Schad, President, Smarts Broadcast Systems

You know how it is around a swimming pool. Some people cannonball into the water while others tend to wade in an inch at a time. The former brave a few seconds of shock to the system while they adjust to the water temperature, while the latter spread that adjustment over a five minute period.

A lot of broadcasters are taking the plunge into computer assisted broadcasting by automation of various parts of their operation. For years, they have had their big toe in the water, using a computer to automate their billing and traffic functions, but are still unsure how to automate their on-air operations.

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Call and ask how we can best help your station. We can provide fully engineered GENERATION 2000 systems that mate computers with broadcast operations, so that everything is in a single system. We can even show you how to move broadcast quality production economically from station to station within your group, so that you can centralize your spot production operations. There's a lot of things we can do to help you take that plunge.

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Circle Reader Service #117

SALES PROMOTION PLANNER

ideas you should start planning now

APRIL

TARGET PRODUCTS

Easter Fashions
Lawn & Garden
Florist
Outdoor Furnishings
Restaurants
Bicycles
Children's & Infant Apparel

DATES TO REMEMBER

1 April Fool's Day
17 Tax Deadline Day
2 Begin Daylight Savings
16 Easter
14 Good Friday
26 Professional Secretaries Day

NATIONAL

Alcohol Awareness, Home Improvement, Lawn & Garden, Keep America Beautiful, Prevention of Animal Cruelty, and Stress Awareness Month

EASTER SALES SOAR

Easter brings big sales opportunities for dress-up apparel for children and adults. Restaurant dining and candy consumption also escalate during this time, with Easter being the second most popular holiday for candy after Christmas. Easter is the fastest growing gift-giving season. However, it is also a late-buying holiday. Almost half of all purchases will take place the week before Easter Sunday, so make sure you place advertising up until the end. Use Radio's ability to create spontaneous buying decisions to get new business. Get in touch with candy manufacturers and put together vendor programs now. A big fashion show at a mall can include many clients, such as: dresses, shoes, suits, accessories, restaurants, florist, etc.

(Source: *The Seasons of Business* by Judith Waldrop.)

HOP INTO APRIL

- "The Easter Remote." Add a rabbit, to have children's pictures taken with, to your remote package.
- "Treasure Chest full of Eggs." A retailer can fill a chest with plastic eggs containing prizes & discounts. Tie in vendors and other clients.
- "Tax Deadline Day at the Post Office." Broadcast from the post office on April 15. Have sponsors serve coffee and doughnuts, and pass out IRS survival kits.
- "Secretary of the Year." The station or retailer can look for the Secretary of the Year. Have listeners write or fax in their nominations and make the grand prize a vacation, or shopping spree.
- "Free Popcorn." A small retailer, convenience store, or gas station should offer to customers. Low cost item for good repeat business.

FEBRUARY QUICK FIX*

"Artist of the Week/Movie of the Week." Work with a video or music retailer and feature an artist or video each week for a long-term agreement. Use P.O.P. and have discounts for the featured item.

"Putt till you miss." Set up a putting green at any remote or event and give away grand prizes to the people who make the most putts at the end. (A Putt-Putt client can supply green and prizes).

"Valentine Snatch." Have boyfriends/husbands register to have their girlfriend/spouse kidnapped for a Day of Beauty include lunch, limo, makeover, shopping spree.

DATES TO REMEMBER

2 Groundhog Day
14 Valentine's Day
20 President's Day
Grammy Awards

NATIONAL

Black History, Crime Prevention, Meat, Snack Food and Wedding Month, Mardi Gras

MARCH QUICK FIX*

"Red Cross Blood Drive." For American Red Cross Month have a drive at a client location, with orange juice and cookies as a sponsor.

"Clear the Air." Contact local air-conditioning manufacturers and offer inspections for a special price. A great dealer group opportunity.

"My Home Needs Help." Work with one or several home improvement retailers or manufacturers and give away a "Face-lift for your Home."

DATES TO REMEMBER

1 Ash Wednesday
17 St. Patrick's Day
21 1st Day of Spring
13 Chocolate Week
Spring Break; Prom Season

NATIONAL

Nutrition, Frozen Food, Peanut, and American Red Cross Month

MAY

TARGET PRODUCTS

Sporting Goods; Bridal Market; Vacations; Boating Supplies; Pools; Hot Tubs; Lawn & Garden

DATES TO REMEMBER

5 Cinco de Mayo
6 Kentucky Derby
14 Mother's Day
20 Armed Forces Day
28 Indianapolis 500
29 Memorial Day

NATIONAL

Mental Health, Barbecue, and Photo Month

JUNE

TARGET PRODUCTS

Bridal Gifts; Men's Wear; Hardware; Cameras & Film

DATES TO REMEMBER

6 Country Music Fan Fair
Teacher Day
14 Flag Day
18 Father's Day
21 1st Day of Summer
Graduation

NATIONAL

Dairy, Safe Boating, Fresh Fruits & Veggies, Rose, Pest Control and Iced Tea Month

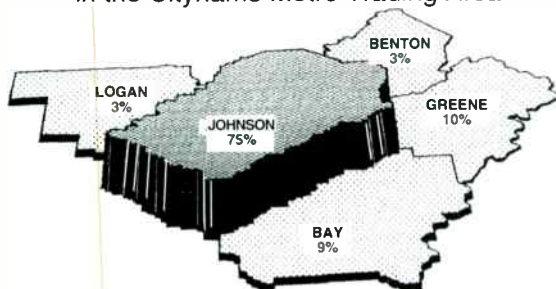
* Radio Ink assumes no responsibility for the viability of the promotions mentioned. Stations are advised to check with legal council regarding legality and possible lottery.

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

A Picture Is Worth A Thousand Bucks!

PROSPECTOR Business Category Profile

Family Clothing Stores in the Cityname Metro Trading Area



There are 59 establishments in the Family Clothing Stores business category in the Cityname Metro Trading Area. This table shows the number of listings by county:

Family Clothing Stores Cityname Metro Trading Area					
County	Listings	% of Metro	County	Listings	% of Metro
Logan County	2	3.4%	Benton County	2	3.4%
Johnson County	44	74.6%	Greene County	6	10.2%
Bay County	5	8.5%			

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Circle Reader Service #118

PRODUCT NEWS

•**The Broadcast Cable Credit Association** (BCCA) has begun its journey down the information superhighway with a new computer program that allows its members to have immediate access to credit information on more than 5,000 advertisers, agencies and media buying services. Members can go on-line at no extra cost simply by getting a password and guidebook to link up with the BCCA Bulletin Board System. Ain't technology something? 708-296-0200

Packing a lot of power in a small unit is the new Series 4400 Switched Audio Codecs



from Intraplex, designed to help you have better remote broadcasts. The Series

4400 can be updated and enhanced remotely, can retrieve up to 10 signal configurations, can establish stereo communications up to 20kHz simultaneously in two directions and, get this, it fits in a briefcase. 508-692-9000

•**New editions of the Super Log V5** and Music Log V5 are out now from The Management/Electric Works Corp. The Super Log's new features include the ability to create and track live copy and interface with more than 20 traditional cart replacement and digital automation systems. The Music Log can store up to 10,000 songs in 16 categories and can define each song with title artist, daypart, tempo, media ID, day and daypart separation. Can life get any easier? 800-334-7825

J.J. Jackson who? You may not remember him but he was one of the original veejays



on MTV and was also an air personality at WBCN-FM Boston and KLOS-FM L.A. Now he's back

on the air thanks to Westwood One, who signed him to host *The Beatle Years*, a one-hour weekly Beatles salute with interviews, music and news bytes from the heydays of the Fab Four. Also on hand as a consultant is noted Beatle ex-

pert Mark Lewisohn. He's the walrus. 703-413-8550

Getting down to business is Jim Rosetti and his show *Biz-Talk* which is now nationally syndicated on the Independent Broadcasters Network Monday-Friday evenings from 9-10 p.m.(EST). The one-hour show offers business information from all angles, hosts a variety of business guests and allows for listeners to call in. Rosetti is an author, marketing specialist and host of the nationally syndicated public TV show, *Start Your Own Business*. 407-362-5631



Getting Personal is the Personal Achievement Network from Nightingale-Conant,

aimed to improve and affect the lives of listeners through a plethora of



programming ranging from healthy lifestyles to success skills from acclaimed authors, speakers, experts, trainers and business consultants. Delivered weekly are three hours on CD broken into one hour, half hour and daily target specific sweeps along with daily two-minute features. It's a feel good kind-of-thing. 708-647-0300

•**'70s Library?** Well, not exactly. *Decade: The Ultimate '70s Production Library* from SJS Entertainment is the first comprehensive library made for '70s Radio stations. Decade is a compilation bigger than bell bottoms of movie clips, TV theme songs, comedians and news events of that decade and will be distributed weekly on a market exclusive basis. SJS President June Brody says, "We've compiled some of the hottest sound items from the '70s into one library and we're excited to make it accessible." 212-725-4500

SEND PHOTOS

of your new products, services and programs to: Product News, c/o Radio Ink, 8000 N. Federal Highway, Boca Raton, FL 33487.

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Circle Reader Service #119

RADIO INK 39

GRAPEVINE



◀ And now for the real story ... Paul Harvey addressed 600 folks at the Dallas Advertising League recently and

spoke about his love of Radio and the "good news" advertising brings to the airwaves. At the end, the league gave Harvey the American Advertising Federation's Silver Medal Award for support to the advertising industry. (Pictured l-r: Harvey, wife Angel and Glenn Hemmerle, president of Pearle Vision.)



1994 fundraising finale. KRX raised about \$5,000 in the last weeks of December by, among other things, splashing around in a hot tub on one of the coldest days of the year and delivering individual servings of "pasta with personality" to more than 700 people in a week's time. Are they kooky or what? ▶



In support of Keith Whitley, the country star who died in 1989, Ron Huntsman, president of Entertainment Marketing Inc., recently completed *The Making of Keith Whitley—A Tribute Album*. The one-hour Radio special, hosted by country singer Lorrie Morgan, one-time wife of Whitley, featured comments by contemporary country singers, songs from the album by artists like Alan Jackson and Mark Chestnutt, and previously unreleased Whitley songs. "Making" aired on more than 1,400 country stations last month. Pictured are Lorrie Morgan and Ron Huntsman. ▶



◀ Fundraising Frenzy... CKRX-AM Alberta pulled out all the stops to to help United Way with its

▼ Congratulations to *Pulse of the Planet*, MediaAmerica's longest running short-form Radio feature, recently celebrating its 1,000th show. The show, hosted and produced by Jim Metzner, focuses on how innovations in science and technology can improve our quality of life and is currently syndicated on more than 200 stations nationwide plus 130 countries worldwide. Metzner says, "... We'll take a deep breath and stay for 1,000 more!"



FYI—Sports Byline USA with host Ron Barr has expanded to weekends starting the end of this month. In association with Platinum Radio Partners II, Byline will provide eight hours of weekend sports programming from 10 p.m (EST) to 6 a.m. ▶



▼ It's so long to Jim Long, the founder and chairman of FirstCom Broadcast Services, who has left to start a new entertainment-oriented company. Long was also co-founder and CEO of TM Century in 1980. Live "long" and prosper Jim.



• **Moving on ...** With a new year comes new addresses and topping the list is ABC's Dallas office which is now at 13725 Montfort Drive, Dallas, TX 75240 (214-991-9200). Also KCHT-FM and KIDR-AM Radio Aahs has moved to 645 E. Missouri Ave., Phoenix, AZ 85003 (602-279-5577). Group W Westinghouse Broadcasting Company, Inc. and Group W Productions have relocated to 200 Park Avenue, 37th Floor, New York, NY 10166. Their new telephone number is 212-885-2600. And last but not least, Brian E. Cobb of Media Venture Partners is now at 6361 Pelican Bay Blvd., Suite 901, Naples, FL 33963 (no phone yet).

• **Radio's revolving door** spins out 163 PDs, 121 GMs, 81 call letter changes and 125 format changes, on a monthly basis, according to Vallie/Gallup's consultant newsletter, *Radio Focus*. So, make sure you use a pencil when filling out cards in your Rolodex.

SEND PHOTOS OF YOUR ORGANIZATION'S major events to: Grapevine, c/o Shawn Deena, 8000 N. Federal Highway, Boca Raton, FL 33487.

In Today's Media Jungle, You Can't Afford Not To Change.



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Radio Ink Mission Statement For Readers:

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

Radio Ink Mission Statement For Advertisers:

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

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EVENTS CALENDAR**1995**

Jan. 19—International Radio & Television Society Foundation Newsmaker Luncheon, New York. 212-867-6650

Jan. 19—Virginia Association of Broadcasters Winter Convention, Richmond, VA. 804-977-3716

Jan. 24—Radio License Renewal Seminar, Jackson, MS. 202-775-3511

Jan. 30-Feb. 3—MIDEM '95, 29th International Record Music Publishing and Video Music Market. Cannes. 212-689-4220 in U.S., 0171-528-0086 in U.K.

Feb. 6-7—NAB Radio Group Head Fly-In, Washington, DC. 202-775-3527

Feb. 9—Oklahoma Assoc. of Broadcasters Annual Student Day, Tulsa, OK. 405-848-0771

Feb. 9-11—Louisiana Assoc. of Broadcasters Annual Convention, Lafayette, LA. 504-922-9150

Feb. 10—International Radio & Television Society Foundation Newsmaker Luncheon, New York. 212-867-6650

Feb. 10-11—Oklahoma Assoc. of Broadcasters Annual Convention, Tulsa, OK. 405-848-0771

Feb. 11-14—National Religious Broadcasters, Nashville, TN. 703-330-7000

Feb. 15-17—Broadcast Cable Financial Management Assoc./ Broadcast Cable Credit Assoc. Board Meeting & Seminars, Scottsdale, AZ. 708-296-0200

Feb. 16-19—RAB Marketing Leadership Conference and Executive Symposium, Dallas. 212-387-2100

Feb. 20-22—Annual Great Lakes Broadcasting Conference and Expo. 517-484-7444

Feb. 24-27—Nat'l Federation of Community Broadcasters Annual Meeting, Albuquerque. 202-393-2355

Feb. 25-26—Dan O'Day's PD Grad School, Dallas. 310-476-8111

Feb. 25-27—NAB State Leadership Conference, Washington, DC. 202-775-3527

March 1—AWRT 20th Annual Nat'l Commendation Awards Gala, New York. 703-506-3290

March 1—Country Radio Broadcasters Country Radio Seminar, Nashville, TN. 615-327-4487

March 14—Radio License Renewal Seminar, Louisville, KY. 202-775-3511

March 16—Internat'l Radio & Television Society Foundation Newsmaker Luncheon, New York. 212-867-6650

March 23—NABOB 11th Annual Comm. Awards Dinner, Washington D.C. 202-463-8970

March 25—Nat'l Assoc. of Radio Talk Show Hosts Regional Forum and Spring Board Meeting, Vienna, VA. 617-437-9757

March 26-27—West Va. Broadcasters Association Annual Spring Conference, Huntington, WV. 304-744-2143

March 26-30—EIA/CES Spring Conference, Washington D.C. 202-452-8700

March 30-April 2—Associated Press Broadcasters Spring Board Meeting, Asheville, NC. 202-736-1100

April 5—Internat'l Radio & Television Society Foundation Gold Medal Award Dinner, New York. 212-867-6650

April 7-10—Broadcast Ed. Assoc. Annual Convention, Las Vegas. 202-429-5354

April 10-13—Radio License Renewal Seminar, Louisville, KY. 202-429-5402

April 10-13—NAB Annual Convention, Las Vegas. 202-429-5335

April 21-22—Upper Midwest Communications Conclave PD retreat and TalenTrak, Minneapolis, MN. 612-927-4487

April 23-25—North American National Broadcasters Association Inter-Union Satellite Operations Grp., Barbados. 613-738-6553

April 26-29—NANBA 8th World Conference of Broadcasting Unions, Barbados. 613-738-6553

April 29-May 5—RAB Board of Directors, San Francisco. 212-387-2100

May 8—The Peabody Awards Banquet, New York. 706-542-3787

May 9—Internat'l Radio & Television Society Foundation Awards Luncheon, New York. 212-867-6650

May 16—Radio License Renewal Seminar, Toledo, OH. 202-775-3511

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

June 7-10—PROMAX & BDA Conference & Expo, Washington, DC. 213-465-3777

June 12-14—New Jersey, Maryland, DC and Delaware Broadcaster assoc. joint convention, Atlantic City, NJ. 609-860-0111

June 14—Radio Mercury Awards, New York, NY. 212-387-2156

1995 Arbitron Survey Dates

- Winter Jan. 5-March 29
- Spring March 30-June 21
- Summer June 22-Sept. 13
- Fall Sept. 21-Dec. 13

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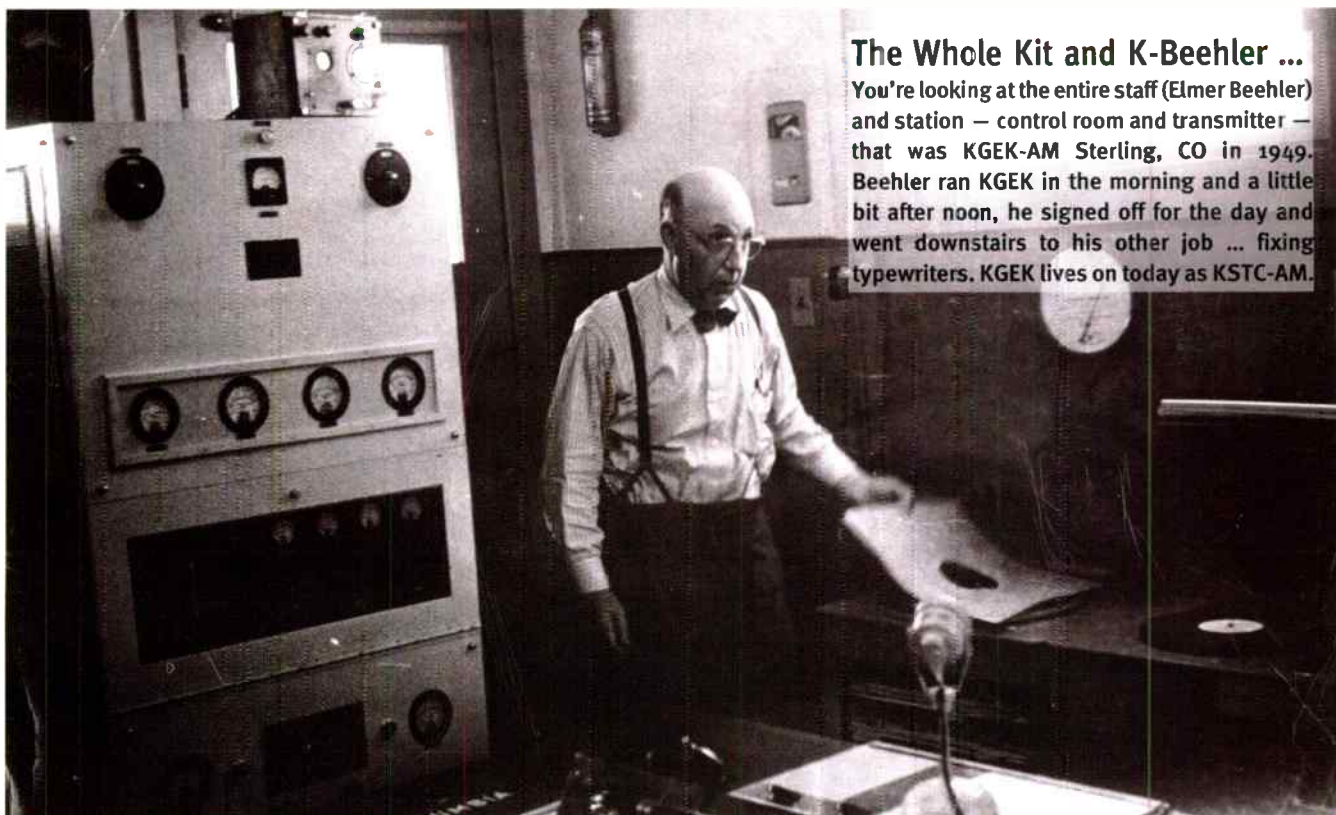
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