

The *Pulse* TM

RADIO'S MANAGEMENT WEEKLY

of Radio

Transtar/United Stations Merge; Robinson, Verbitsky Co-chairmen

Two years of discussions and negotiations have ended with the merger of Transtar and United Stations to form the Unistar Radio Networks with a reach of 64 million listeners.

It had been speculated for weeks that the two networks would ink the deal to form three of the nation's top five listened-to Radio networks. United bought 21 percent of Transtar in 1987 and thereafter talks developed for a total merger.

A transaction price was not released but earlier this summer Noble Broadcast Group failed in an attempt to buy the combined networks.

"Well, we've already turned down \$200 million," said an excited C.T. "Terry" Robinson of Transtar, one of the new co-chairmen, along with United Stations President Nick Verbitsky. The two will also serve as co-chief executive officers of

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Illustration: Rick Martin

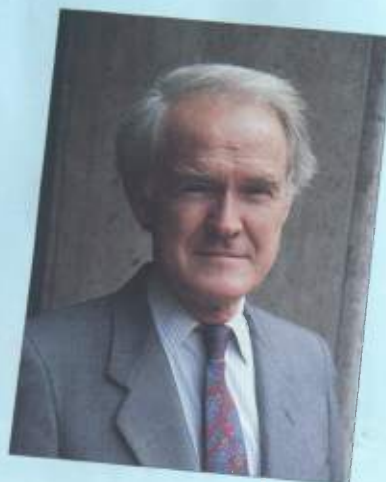
Is The Rate Card Becoming An Endangered Species In Radio?

Just a few years ago, an advertiser could learn a station's rates by requesting a rate card in the mail. Today, those rates may be obsolete by the time the envelope arrives. That's not a cheap dig on the post office. It's just that in the world of Radio - and media in general - the rate card is fast becoming an endangered species.

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Lynn Christian

Radio's Top Man
At The NAB

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Emmis' Smulyan Purchases Mariners

Emmis Broadcasting President Jeff Smulyan, Indianapolis businessman Michael Browning and other investors agreed Tuesday to purchase the Seattle Mariners of Major League Baseball. Smulyan's office confirmed the negotiations were completed. Mariners owner George Argyos paid \$13 million for the team in 1981. Smulyan will move to Seattle and has said he will keep the team there. A rumored sale price of \$76 million was published in Seattle earlier in the week.

Marshall Sworn In To FCC Position

FCC nominee Sherrie Marshall took the oath of office Monday(8/21.) Her term expired June 30, 1992. The former Washington, D.C. attorney and FCC official was confirmed by the Senate earlier this month with new FCC Chairman Al Sikes and nominee Andrew Barrett. Barret is expected to be sworn in later this month after he completes his duties with the Illinois Commerce Commission. Meanwhile, Commissioner Patricia Diaz Dennis will officially relinquish her seat on the FCC Sept. 30. The Bush administration has not indicated who her successor will be.

Post Reports Grand Jury Probe Of Root

The Washington Post has reported that a federal grand jury in Washington is looking into whether communications lawyer Thomas Root or a member of his law firm falsified a Federal Aviation Administration document last year. The document reportedly says a broadcast tower proposed by one of Root's clients would not endanger passing aircraft. The Post said the clearance was the last step in gaining FCC approval for a construction permit for an FM station in Kirksville, MO. Root has not been charged with any wrongdoing.

Fader Named Senior VP For Osborn

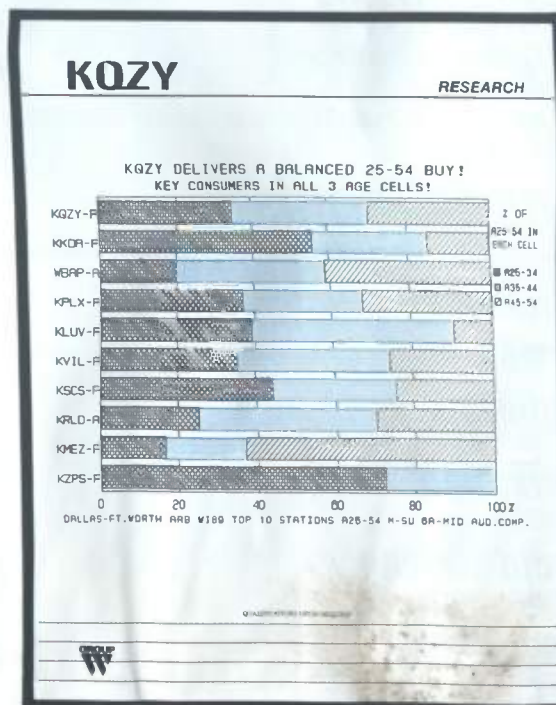
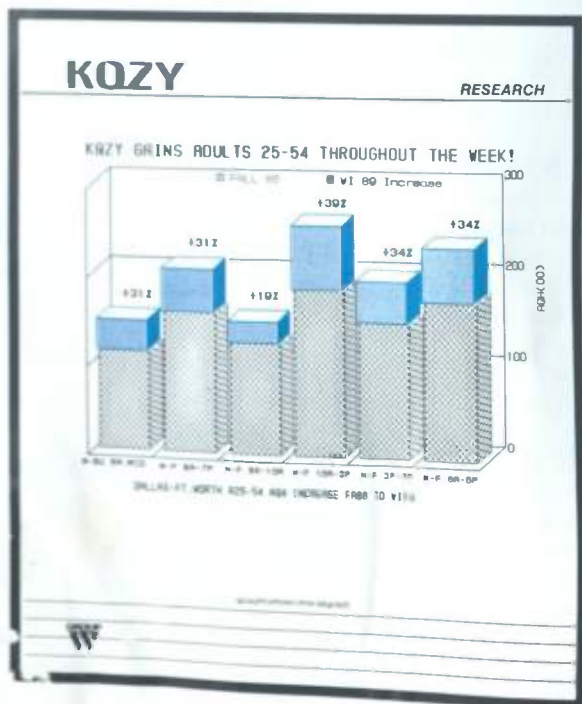
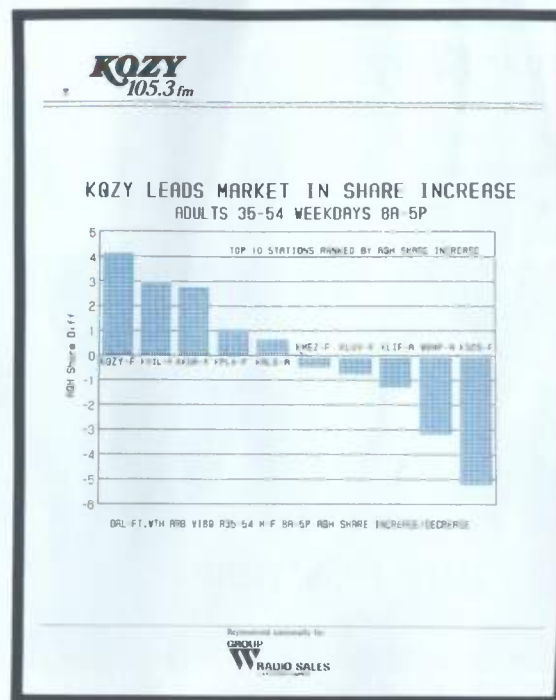
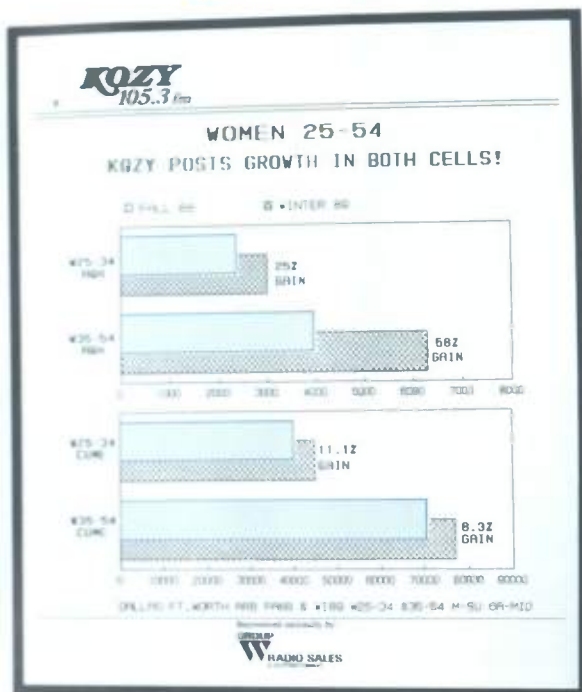
Price Communications executive Ellen Strahs Fader has been named Senior Vice President-Administration and Corporate Affairs for Osborn Communications Corp. For Price, she served as Senior Vice President/Corporate Secretary. She had been a Director of Telecommunication, Inc., a public corporation, and Fairmont Communications Corp., a private company managed by Osborn Communications Corp.

CBS To Use Multi-Point SAT System

CBS Radio's owned AM stations, its Washington bureau and news service will soon begin using a point-to-multi-point satellite network developed by Hughes Network Systems. The Gemni network will use V-Sats to transmit voice and data among nine operations centers located around the United States. A 10th terminal will serve as a portable uplink within the U.S., Canada or Mexico. The new system replaces AT&T lines.

more news on page 6

No other Radio Ratings Software can give you Graphics like this...



STRATA

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Advertising Office: All letters, ready advertising or advertising production work to be sent to The Pulse of Radio Production Office, 1216 D U.S. Highway One, North Palm Beach, FL 33408. For further information call (407) 626-5774.
Postmaster: Send changes of address to The Pulse of Radio, 1216 D U.S. Highway One, North Palm Beach, FL 33408. Subscription Rate: One Year \$295.00, 2 years \$540.00. All subscriptions, renewals and changes of address should include address label from most recent issue and be sent to the Subscription Department, The Pulse of Radio, 1216 D U.S. Highway One, North Palm Beach, FL 33408.

Editorial

The Power Of The Merger

In this day of high finance, mega deals and mergers, it was no surprise when two of the players in the Radio network business joined forces to form Unistar, consisting of three of the five top networks in the country.

This tale of rags to riches might contain additional chapters in the days ahead too.

The merger of Transtar and United Stations creates a very attractive company for public consideration. The package consists of sales, formats, news and sports that already reach the most listened-to audiences.

The volatility of the stock market might be the only reason keeping this IPO from taking place today. Any doubt Wall Streeters might have certainly will be erased when the combined revenues from sales are unknown.

Considering that Transtar just five years ago was a company ranked near the bottom, this merger is just another highlight in the crusade of its leader and founder C.T. "Terry" Robinson, a modern-day dragonslayer who understands the theories of profit and margin...emphasis on profit.

The merger was not easy. When United Stations purchased some 21 percent of Transtar in 1987, Robinson set the wheels in motion for what occurred last week. He and Nick Verbitsky, United Station's top man, worked through complicated negotiations and discussions to reach an accord that might turn out to be sweeter than expected.

The details were numerous, but the positioning of the two networks from a sales standpoint created the incentive to work out the kinks in the armor. Robinson and Verbitsky have simply put together a sales machine that will cover 20 percent of the listening audience in America, or some 64 million people.

Revenues are expected to be around \$90 million based on current inventories and projections. But here lies the real question. Just what size bite of the advertising market will the new Unistar attract?

Transtar was propelled to the most listened to Radio network in America in the latest RADAR report. That was ahead of longtime winner ABC, whose Contemporary, Entertainment and Information networks also reach millions and produce millions. And ABC, which recently acquired Satellite Music Network and garnered a larger share of the network

audience, certainly saw the prospects of greater ad dollars with its acquisition.

The SMN merger gave ABC a position in the "music" business to supplement its sales and programming effort. The Westwood One Networks approach business from the same prospective, combining NBC, Mutual and WWI programming and sales efforts.

Not that CBS is looking for a partner or needs one, but there have been discussions about starting new networks there which could boost its listenership and share of the network advertising dollar.

The advantages of a merger certainly outweigh the negatives, considering ratings, resources and market penetration to name a few. Unistar will become a major player with its combined forces and reach to some 3,000 Radio stations.

Pulling off this merger was no easy task and Robinson, Verbitsky and US' Dick Clark should take a giant bow. It is certainly clear that the positives certainly to arise from this merger will also lead to more interesting moves down the road.

One response just might be an IPO that would make this deal sweeter than ever if public response is anywhere near what industry response is expected to be in the coming months.



Kim N. Price

Kim N. Price

Westwood One Settles Lawsuit

Programming giant Westwood One has settled a \$70 million class-action shareholder lawsuit by agreeing to pay \$2.5 million and issue 3 million warrants.

William J. Battison, president and chief financial officer, said of the settlement, "It was the least cost alternative to us. The legal fees just to get to court would have been in excess of \$2.5 million. It was a business decision."

The company said the warrants, if executed, entitle the class members to buy Westwood One stock at \$17.25 a share over a seven-year period.

The settlement stems from three identical suits filed in federal court in Los Angeles last year alleging that the company provided "inaccurate financial information" to stockholders who bought its stock between January 12 and May 31, 1988, the report said.

NAB Opposes Renewal

The National Association of Broadcasters has told the Federal Communications Commission (FCC) to oppose the commission's renewal of its broadcast license renewal reforms adopted by the commission on May 25.

In its filing, the NAB cited a lack of sufficient factual or legal basis for reconsideration of the commission's new policy on license renewals. NAB cited the petitions that request such reconsideration "frivolous, merely repetitive and not deserving of commission action."

The association defended the commission's adoption of rules to prevent potential abuse of its processes, stating that the commission's experience gained through handling numerous comparative renewal proceedings - along with the NAB study

Transtar/United Stations Merge

continued from cover

Unistar Communications Group, Inc., the parent company.

The merger combines StarGroup Communications, Inc., which operates Transtar and The Research Group, and United Stations Radio Networks. US has been handling ad sales for the two commercial networks operated by Transtar, since 1987, and the US station sales.

"It's certainly been a long process, but it's been a very positive, very complicated negotiation," said Robinson.

"I think it was our belief in the concept of Unistar and the very good relationship we have built the last two years. We know each other very well and we work together very well."

"The synergy of our two companies allows us to offer the very best in music, news and sports programming to local radio stations across the country," Robinson said.

Transtar just became the most listened to radio network in America, based on RADAR 39. The merger will create a listenership estimated at 20 percent of the total network radio market. Unistar will have combined revenues of approximately \$90 million, with a reach of over 3,000 local radio station affiliates.

Unistar will continue the two tradi-

tional line networks from United and Transtar's two 24-hour satellite-delivered networks and realign existing formats to form Unistar networks - Power, Super and Ultra.

"Our relationship with Transtar since 1987 has been so fruitful that this was our next logical step," said

Verbitsky. "We have taken four very solid networks and combined them into three exceptional ones, providing extensive reach for advertisers."

Unistar will combine existing inventories in two cases

and in two cases existing networks. The network will continue to offer affiliations to the former US and Transtar networks, and will offer syndicated long-form programming to radio stations.

The Power network is Unistar's contemporary network, targeting the 18-34 year-old age cell, Super is adult contemporary aimed at 25-54 year-old cell for older and younger audiences, and Ultra is geared toward 25-54 year-old adults.

Robinson said the sales efforts will remain in New York and the programming duties will be located in Colorado Springs, CO, current home of Transtar.



Terry Robinson (L) and Nick Verbitsky (R) Co-chairmen/Co-chief Executive Officers, Unistar Communications Group, Inc.

on Abuse of Process and the comments of other parties - provided it with sufficient knowledge to modify its comparative renewal process. The NAB asserted that the commission has based its decision on factors "both permissible and reasonable, thus precluding any need for reconsideration."

The NAB said it supports adoption of rules limiting settlement payments to reasonable and prudent expenses, stating this falls within the commission's authority to ensure that the public interest is furthered.

The NAB endorsed the commission's elimination of the Cameron policy.

•Talking about a top secret deal...A good job by Terry Robinson and staff and Nick Verbitsky's staff on keeping the lid on the merger of **Transtar** and **United Stations**. **The Pulse** had the merger confirmed Tuesday but had agreed not to run it unless it was

UNISTAR

confirmed. We talked to the top brass Tuesday seeking confirmation, but no one would say. Robinson said "We're close." The word was circulated in New York in a memo and then the staff at Colorado Springs was told, but no leaks to the media.

•The NAB's Radio Executive Committee was told last week about the new telemarketing staff and plans for a Nov. 1 unveiling of what Senior VP Radio Lynn Christian has titled "teleshop." Christian told us in our **Pulse** interview this week - his first official interview with the trades - that the plan will save the association 'outrageous' travel expenses, but he hopes it will create better station interaction with the NAB. He said the NABexes will also be attending more state meetings.

•Boston's WXXS-FM PD Sunny Joe White will be in the movies with a short speaking part in the new **Eddie and The Cruisers** movie.

•The loss of Rep. Mickey Leland, (D-TX) stunned the industry last week. Leland, a member of the House Telecommunications Subcommittee, was killed when a plane carrying him and 15 other passengers crashed in Ethiopia. Leland was on his way to visit Sudanese refugee camps in his role as chairman of the House Select Committee on Hunger when the tragedy occurred.

•Another government agency is trying to get into Radio's pockets a little deeper...The NAB is trying to work with Idaho Republican Sen.

RADIO INK

From The Radio Grapevine

James McClure and other western state senators to negotiate a compromise regarding proposed fee increases for Radio towers located on U.S. Forest Land. The government agency is allowed by law to collect "fair market value" for the use of the land. The Forest Service has proposed huge increases which the NAB says do not represent fair market value. A call to your local delegation might help those affected by the increases.

•And speaking of meetings, the NAB has sold out some 40,000 square



feet of exhibit space for Radio '89 in New Orleans. More than 180 exhibitors will occupy the space, which exceeds last year's 37,000 square feet.

•KOSI-FM, Denver, becomes the first station to broadcast its easy listening format exclusively from Bonneville Broadcasting System's Compact Disc Library. The station previously broadcast Bonneville's analog tape service. Bonneville is the largest easy listening programming service in America.

•USA Today reports that WCVG, Cincinnati has changed its all-Elvis format. The station made the change on the anniversary of the singer's death recently, changing from famous tunes like "Jail House Rock" to an all-business news format, which the station hopes will be more profitable.

•McGavren Guild's new **Radio Format Trends** reports the fastest growing formats include Oldies, New Age/Jazz, Talk, Hispanic/Spanish and Urban Contemporary. The report says Contemporary/Soft Rock, Country and CHR continue to dominate American Radio as programming favorites. It suggests that 48 percent of American Radio stations are programming one of these formats as of January 1.

•The RAB's Warren Potash recently toured Alaska touting our industry to the Anchorage Advertising Federation, drawing one of its largest meeting crowds ever. Potash said his trip was to generate new members and it has worked. The invite was extended by John Ruby, general manager of KENI Radio in Anchorage.

•Thanks to the staff...the entire staff that is...of WXXX-FM, South Burlington, VT, for pointing out the station really exists. Our programming journey through New England several weeks back mentioned an imaginary station with calls, WXXX, only to find WXXX-FM alive and well. As the station put it, "95 Triple X is a leading Contemporary Hit Radio station in New England, proud of its location in the beautiful Champlain Valley and committed to as much

95 TRIPLE X

Xtra Hits

localization of its air content as possible. We invite (you) to northern Vermont" for some "fine Vermont hospitality and a sample of the..."

continued on page 8

National APB Winners Named

Judging has been completed for the 1988 Associated Press Broadcasters, Inc., National Awards for cooperation and journalistic excellence, according to APB President Robert C. McKee Jr., president, WPRW-AM, Manassas, VA.

The APB Awards annually recognize the best reporting and cooperative efforts by member stations and AP staff. The APB is an advisory body representing the nearly 6,000 Radio and television stations served by AP.

KSSK-AM, Honolulu, HI, was honored for Best Overall Cooperation, for consistently providing the AP a variety of solid stories. This included coverage of sea rescues and fires and for giving AP "the first tip of the disabled Aloha Airline incident which became a story of national and international importance," said Honolulu Bureau Chief Howard Graves.

KAFF-FM, Flagstaff, AZ, was the

The Pulse Index Of Stocks					
	52 WEEK HIGH	52 WEEK LOW	CLOSING PRICE 8/18/89	CLOSING PRICE 8/11/89	WEEKLY PERCENTAGE CHANGE
CAPITAL CITIES	534.5	309.5	518.125	523	-0.90%
CBS	221	157	215	217.125	-1.00%
CLEAR CHANNEL	16.375	10	12.25	12	2.10%
HERITAGE COMM.	5.75	3.375	3.875	4	-3.10%
JACOR COMM.	8	5.125	7	7	0.00%
OLYMPIC BROADCASTING	4.25	1.75	2.5	2.5	0.00%
OSBORN COMMUNICATIONS	15	6.5	14	14	0.00%
PRICE COMMUNICATIONS	7.6	4.6	6.75	6.625	1.90%
SAGE BROADCASTING	6	3.25	3.75	3.75	0.00%
SUNGROUP	2.875	1.375	1.375	1.375	0.00%
TM COMMUNICATIONS	0.75	0.125	0.313	0.375	-16.50%
WESTWOOD ONE	13.25	7.5	12	10.75	11.50%

Courtesy of A.G. Edwards & Sons, Inc.

recipient of the APB award for Best Single Story Cooperation, for the station's reporting of a major freight train derailment that forced the evacuation of over 330 people and closed Interstate Highway 40 for two days. According to Arizona Bureau Chief Gavin Scott, "News Director Mitch Strohmman provided nearly round-the-clock coverage from the time the derailment occurred on December 14 to midday on December 16, when the last car was emptied."

Honored for Best Weekend Cooperation was WINC-AM, Winchester, VA, for consistently offering stories of statewide interest for use on the AP

news wires. The station often contributed audio to go with its stories, inviting any AP member to call for a feed.

KYW-AM, Philadelphia, PA, won the award for Best Radio Spot News for its coverage of the Atlantic Oil Refinery fire, described by the judges as "very comprehensive coverage that answered all the questions, but didn't leave you bored with the presentation."

The Best Radio Enterprise award went to WHK/WMMs, Cleveland, OH, for its series entitled "50 Years of Never Ending Battle," which looked at the continuing popularity of the Superman character and the surprising obscurity of his creators.

The Detroit, MI, AP staff won for Best State Summary for the "Michigan Midday Summary," an exemplary news summary with items of statewide and regional interest.

The Best State Enterprise award went to Beth Grace of Columbus, OH, AP bureau for a four-part series on the effectiveness of Ohio's school funding program.

The award for Best National Summary went to David Shapiro of the AP Broadcast News Center, for his summary on a surprising presidential poll that, for the first time, showed George Bush with a significant lead over Michael Dukakis.

AP's Ira Dreyfus received the Jo Ann Paige Award for Best National Enterprise for "Where There's Life," a daily broadcast news wire column that specializes in the offbeat.

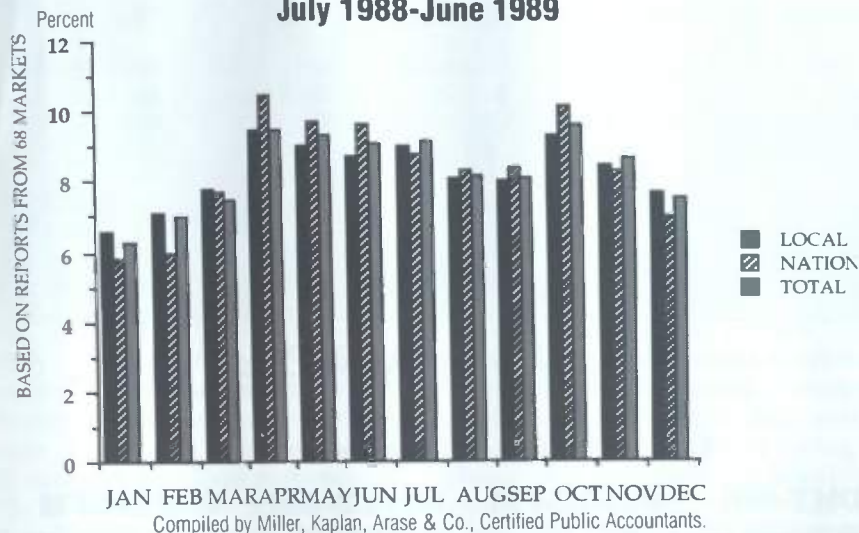
The Broadcast News Center Spot Coverage award went to News Edi-



Paul Shaffer and The World's Most Dangerous Band will headline at the National Association of Broadcasters' grand finale awards gala following the closing dinner on Sept. 16 at the Radio '89 Convention in New Orleans.

Radio Revenue Seasonality

July 1988-June 1989



COMPOSITE RADIO MARKET PERFORMANCE ANALYSIS

68 MARKETS PARTICIPATING, SCHEDULE OF SEASONALITY BY MONTH

BASED ON ANNUAL REVENUES BY MONTH IN PERIOD FOR THE PERIOD JULY 1, 1989-JUNE 30, 1989

MONTH	LOCAL REVENUES (IN 1,000'S)	% OF TOTAL	NATIONAL REVENUES (IN 1,000'S)	% OF TOTAL	TOTAL REVENUES (IN 1,000'S)	% OF TOTAL
JANUARY	\$129,158	6.53%	\$34,341	5.77%	\$163,589	6.36%
FEBRUARY	\$140,689	7.12%	\$35,872	6.01%	\$176,561	6.86%
MARCH	\$152,153	7.70%	\$44,776	7.51%	\$196,929	7.65%
APRIL	\$186,130	9.41%	\$62,214	10.43%	\$248,344	9.65%
MAY	\$181,987	9.20%	\$57,742	9.68%	\$239,729	9.31%
JUNE	\$175,302	8.87%	\$56,774	9.52%	\$232,076	9.02%
JULY	\$180,714	9.14%	\$52,000	8.72%	\$232,714	9.04%
AUGUST	\$161,446	8.17%	\$49,943	8.37%	\$211,389	8.21%
SEPTEMBER	\$158,465	8.02%	\$50,103	8.40%	\$208,568	8.10%
OCTOBER	\$184,964	9.36%	\$61,446	10.30%	\$246,410	9.57%
NOVEMBER	\$172,076	8.70%	\$50,098	8.40%	\$222,174	8.63%
DECEMBER	\$154,013	7.79%	\$41,135	6.90%	\$195,178	7.58%
TOTALS	\$1,977,097	100.00%	\$596,564	100.00%	\$2,573,661	100.00%

for Karen Sloan, who provided members with top notch spot news coverage. She was recognized for "regularly going the extra mile in serving AP Broadcast members."

AP Network News Correspondent Mark Hamrick received the award for Best Regularly Scheduled Radio Network Broadcast for his consistent and solid reporting of top news stories.

The AP's award for Best Reporting of Breaking Coverage went to AP Network News Correspondent Tony

Winton for his "on scene" coverage of Hurricane Gilbert.

AP Network National Correspondent Mark Smith was given the award for Best AP Network News Production for his piece "Special Assignment: The Moscow Summit," which focused on President Reagan's historic meeting with Soviet President Mikhail Gorbachev.

The awards will be presented during the fall meeting of the APB Board of Directors in Denver on September 23.



The *Pulse* RADIO'S MANAGEMENT WEEKLY

From The Broker

KPTL-AM in Carson City, NV, has been purchased by M.B. Broadcasting Corporation from John Schoen of Dubuque, IA, for \$449,300. Craig L. Wope, Christine Baker, Mary Swope and Gerald Feutz are the owners of M.B. Broadcasting.

KTGR-AM/KCMQ-FM in Columbia, MO has been purchased by Desnick Broadcasting Company (Harvey L. Desnick, principal) from Donald W. Boyles for \$2.15 million. Chapman Associates is the broker for the transaction.

WXXX-FM in Newport, NH, has been purchased Mountain View Broadcasting, Inc. from RadioActive Group, Inc. for \$2 million. Robert C. Frisch is president and CEO of Mountain View. WXXX is the first station they have ac-

Radio '89

New Orleans

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Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

quired. RadioActive Group also owns WSCM-AM/WSHQ-FM in Cobleskill, NY; WSHZ-FM in Rotterdam, NY; WSNQ-FM (CP), Danville/St. Johnsbury, VT; an LPTV in Barton, VT and WHWB-FM in Port Henry, NY. Bruce M. Lyons is head of the RadioActive Group.

KZTR-AM/FM in Oxnard/Ventura, CA, has been purchased by Mark Adams and Steve Adams of Adams Communications from Golden Star Broadcasting, Inc. for \$5.2 million. Adams

From The Rep

STATION	CITY	FORMAT	FROM	TO
WWSH-FM	Wilkes Barre, PA	EZ Listening	Katz	Katz & Powell
WALY-FM	Altoona, PA	Adult Cont.	Katz & Powell	Katz Radio
WECK-AM	Buffalo	Music of Your Life	Roslin	HNWH
WJYE-FM	Buffalo	Light Adult Cont.	Christal	HNWH
WRKS	New York	Urban	Republic	Durpetti
KJBZ-FM	Laredo, TX	Spanish	None	Katz Hispanic
WMDO-AM	Washington, D.C.	Spanish	Lotus Hispanic	Katz Hispanic
WTPI-FM	Indianapolis, IN	Adult Cont.	Eastman	Republic
WHYZ-AM	Greenville, SC	Urban AC	HNWH	Katz & Powell

KATZ & POWELL

R A D I O

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Radio Station Representatives

470 Park Ave South, New York, NY 10016 (212) 545-0600 FAX (212) 889-6370

Communications also owns KOOK-AM/FM in Phoenix, AZ, KHH-FM in Boulder, CO, WHOI-TV in Peoria and WKLL-AM in Wood River, both IL, WWLP-TV in Springfield, MA, WLAV-AM/FM in Grand Rapids, MI, KEZK-FM in St. Louis, MO, WWAY-TV in Wilmington, NC, KISS-FM in San Antonio, KOSA-TV, Odessa and KAUZ-TV in Wichita Falls, all TX, KQUL-AM/KZOK-FM in Seattle, WA, WTRF-TV in Wheeling, WV, WMTV-TV in Madison and WSAU-TV in Wausau, both WI. Steve Marriott and Wally Heusser of Golden Bear own KZHT-FM in Sale Lake City, UT, KKDJ-FM in Fresno, CA, and KDJQ-FM in Red Bluff, CA. Bill Steding of Americom was the broker in this transaction.

KOBG/KUZN in Wasilla-Palmer, AK, have been purchased by Northern Lights Broadcasting (a proprietorship owned by Bennett Yeilding of Smith, AL, from Valley Broadcasting Company, Inc. for \$115,000. Valley Broadcasting is owned by Wayne Connelly of Wasilla, Cynthia Griffin of Sacramento and Donald Griffin of Palmer, AK. Service To Communications Associates was the broker for the transaction.

KCIB in Central Valley, CA, has been purchased by Quality Broadcasters of California from Bott Broadcasting West Inc. for \$475,000. Werner Barth and Stephen Bennett head Quality Broadcasters. Richard Bott II is head of Bott Broadcasting and also owns WFCV in Port Wayne, IN, KKCI in Goodland, KS, KNCL in

Overland Park, KS, KSIV in Clayton, MO, KCCV in Independence, MO, KQCV in Oklahoma City and WCRV in Collierville, TN. William A. Exline Inc. handled the transaction.

KRZN in Englewood, CO, has been purchased by RMF Broadcasting Company of Denver, LP from Sudbrink Broadcasting Company of Denver, LP for \$400,000. William McEntee, Jr., Vic Rumore and Robert Fredrikson are the heads of RMF Broadcasting Company. Sudbrink is headed by Robert and Marion Sudbrink, owners of WXTL in Jacksonville Beach, FL; WCCE-TV in Mt. Vernon, IL, WAWA-TV in Rome, GA and seven low power television CPs for communities in the South and Midwest.

KVMT in Vail, CO has been purchased by Vail-Aspen Broadcasting, Ltd., from Sky-Hi-Vail Inc. for \$750,000. Ronald Crider, Cara Ebert Cameron, Henry Vara and Charles Goldmark head Vail-Aspen Broadcasting. Crider is an applicant for a Class-A FM station in Gifford, FL. Vara has interests in WRCC in Cape Coral, FL; WKGR in Ft. Pierce, FL; and WJTC-TV in Pensacola, FL. Goldmark is vice president of EZ Communications Inc. Richard Sucher is head of Sky Hi-Vail Inc. Kalil and Company represented the seller and Chapman Associates represented the buyer.

KLEX in Lexington, KY has been purchased by KLEX Broadcasting Inc. from KLEX Inc. for \$30,000.

Marketing

by Michael Hedges

TV's Ad Troubles Are Great for Radio Sales

Television is scrambling. The time for Radio to mount a strong campaign for television budgets is now. Advertising dollars in television, while slightly ahead of this year's projections, are weak. Weak audience performance is making the advertisers scream. Cable and VCR are eroding both network and local audience.

The more you know about what's going on with television, the better you'll be able to sell Radio.

Consider the following when selling against television:

We can date the beginning of television's dark odyssey to late 1985. Before that, life in television was a constantly improving Nielson trend. The November 1985 sweeps were the first to use the People Meter. This miracle of technology told television that not nearly as many people were watching *The Cosby Show* as they had thought. Madison Avenue just went crazy.

Like the addict's stages of confronting the illness, there was the initial period of denial. When the same story was told after the May '86 sweeps there was the period of fault placing. This must be the fault of the methodology, they said. Finally, and reluctantly, there was a sort of acceptance.

Madison Avenue got what it wanted and television had to live with it. The People Meter is essential for the development of single-source measurement, integrating audience estimates with purchase behavior. Major agencies had the strength to force their will on television. Much of this same data hyper-crunching is also felt in Radio. It hasn't made it better, just harder to carry around.

The cos. spiral in TV advertising had reached dizzying levels. Madi-

son Avenue (and all other television advertisers) wanted some relief. When the new measurement showed lower HUT levels, network advertisers asked for, and got, rebates. This forced media buyers and advertising managers to ask tough questions about audience levels and reach. Retail advertisers started using a phrase that horrified the television industry - return on investment.

Madison Avenue had long searched for passive measurement of television as the first step in the goal of single-source measurement. The diary methods of Nielson and Arbitron appear to have ascription problems.

It is interesting that most of the marketing tricks television is now embracing were first heard on the Radio.

The People Meter, at least in theory, eliminated this problem by requiring surveyed family members to electronically sign-in to the room with the TV set. Newer versions of the meters will use Star Wars technology to recognize the faces in the room. One hopes sleeping will also be detected.

Just as television accepted the People Meter, something hit them even harder. Cable and VCR penetration exceeded 50 percent of TV households between 1975 and 1988.

PULSE Quick READ

- The more you know about what television has done wrong, the better you'll be able to sell Radio.
- Cable and VCR are to television what FM was to Radio, with twice the channel choices available.
- One of the new technologies that hit television sales hard was the remote control - people constantly change channels during commercials.
- Radio ads are better at getting people into the stores.

Cable and the VCR are to television in the late 1980's what FM was to Radio two decades earlier. These are technological developments that increased choices. The average television consumer now has nearly twice the channel choices available in 1975, from seven in 1975 to 12 in 1988.

Radio has always offered specific, targeted choices to its audience, and choice is the Baby Boomer's greatest obsession. These consumers, now fully 25 to 44 years old, worship choices. Better educated than the generation before and after, the Baby Boomers are highly discriminating consumers. Once tasted, the appetite for choice does not diminish.

The big three networks are selling hard against cable. Mountains of paper slide up and down Madison Avenue disparaging some aspect of advertising on cable. At the same time major retail promotions are in the works for networks; CBS with K mart, NBC with Sears, and ABC with JC Penney and Pizza Hut. Advertisers have finally forced television to do something about lower HUT levels. It is interesting that most of the marketing tricks television is now embracing were first heard on the Radio. This fall, viewers' awareness of network will be higher than ever before.

Cable audience is harder to measure. Lumping together all the people who watch anything, about two-thirds of all viewing is with the three networks. Not unlike the diversity of Radio, cable programming offers

marketers varied and specific audience segments.

The VCR is potentially more pervasive. Cable penetration seems to be peaking at around 55 percent to 60 percent. VCR penetration continues to grow. Projections show 80 percent of television households will have a VCR by 1995. Major studies of VCR owners indicate three important facts. First, having a VCR changes viewing preferences and habits. Second, non-cable homes are devoting more time to pre-recorded tapes than pay-cable homes. And third, if the television set cannot provide the desired programming, VCR tapes will be brought to the television set.

There is new behavior. As the number of TV viewing choices increased, one very small bit of technology significantly changed the way people watch television. Remote controls are in 54 percent of all TV households. Most of these rather innocuous devices do nothing more than raise and lower the volume, change channels and turn the set on and off. Some will start and stop VCR's and other home electronics. And even a few will answer the telephone and start the coffee pot. This is new behavior based on the technology of the remote control, and choice of cable and VCR is called grazing. This is the newest anxiety producer in television.

Interested in knowing how people use television, cable, VCR's and remote controls, one of the major cable producers recently conducted an intensive series of focus groups. One participant, a 41-year old, middle class male living in the suburbs, described how he chooses.

"I stopped looking at the TV guide about a year after we got cable. On a weekday evening, I get home around 6:30. If I have time, I pick up the remote and scan the channels. I guess I give each channel eight seconds. We get through three or four minutes, and I'm bored. I don't know enough of what's on so I just turn it off. I'm not making major television advertising decisions. If this guy with the

remote control is giving each channel eight seconds of attention, very little commercial message is getting through. Unaided ad recall research shows highest recall for commercial liked least; typically loud, cheap local productions for waterbed retailers. Viewers have learned to make an almost Pavlovian response to the commercial rather than the message via the remote control.

Propelled by an uncanny sense for further distracting viewers, television executives chose to shorten spot lengths to 15 seconds inside three and four minute breaks. Radio taught advertising that too many spots in a pod (spotbreak to the rest of us) spoils the audience. There have been creative uses of 15's, such as the open and

Radio is uniquely positioned to offer advertisers and marketers specific audiences.

close of breaks, but the limitations are great.

This, too, is a time when advertisers are finding price and promotion advertising less effective on TV. New product introductions and image advertising seem best suited for the screen. According to the well-respected research firm Yankelovich, Clancy, Shulman's Monitor of Consumer Trends, consumers are tired of making price-promotion decisions and are returning to brands they can count on. Radio, of course, is better at getting consumers into the stores.

The TVB called 1985 disappointing. What was truly disappointing was their forecasting. The expected 1-12

percent growth in spot, 12-14 percent in local and 10-12 percent in network was really, 4.4 percent in spot, 6.4 percent in local and 8.7 percent in network. McCann-Erickson forecaster Robert Coen hiked initial 1989 projections because signals indicate better than expected second half spending. Apparently advertisers are now concerned about past cautiousness. This is good news for Radio, too. TV revenue growth rates tend to lead Radio revenues closely.

Local TV outlets seem to be holding their own after a weak first quarter. Gone, though, is the spectacular growth of even five years ago. Stations are being forced to think local and sell local to survive. The greatest local revenue increases are coming from the smallest TV stations. Those television outlets with annual revenues of seven million dollars or less are setting records.

In many ways this year's talk from television echoes the gloomy sentiment of Radio people during the earliest days of television. It's also similar to the days when FM really took hold. Television is shedding great tears of remorse at the passing of mass markets. They see the future and want to turn back the clock. Cheryl Russell, editor of American Demographics, calls them People who lust after big numbers. Tom Wolfe at the recent 4A's annual conference lamented, "We're running out of ordinary people."

It's television that's running out of ordinary people. Target marketing is here to stay. Radio is uniquely positioned to offer advertisers and marketers specific audiences. Television will need to make peace with the future for this is where they will forever live.



Contributing editor Michael Podes is president of Michael Podes, Inc., an Indianapolis, IN, firm which develops marketing strategies and conducts research for a variety of broadcast and non-broadcast clients.

The Pulse Of Radio Calendar

Aug. 27-29—**Nebraska Broadcasters Association 56th Annual Convention**—Interstate Holiday Inn, Grand Island, NE.

Aug. 30—**Ohio Association of Broadcasters AM Radio Meeting**—Embassy Suites, Columbus, OH.

Aug. 31—**Northern California Broadcasters Association Jumbo Prawn Awards Deadline for Entries**, for "people...who apply their creative genius to the art form of Radio"—Information: NCBA, 151 Union Street, Suite 385, San Francisco, 94111.

Sept. 12-15—**National Association of Black Owned Broadcasters 13th Annual Fall Broadcast Management Conference**—Ramada Renaissance Hotel, Washington.

Sept. 21-22—**39th Annual Broadcast Symposium**—sponsored by IEEE Broadcast Technology Society—Hotel Washington, Washington, D.C. Information: Steve Crowley, (202) 223-6700.

Sept. 21-23—**Missouri Broadcasters Association Sales Seminars with Charles Warner**—Marriott's Tan-Tar-A, Lake of the Ozarks, MO.

Sept. 21-24—**Associated Press Broadcast Services National Meeting**—Denver, CO.

Sept. 22-24—**Maine Association of Broadcasters Annual Convention**—Marriott Hotel, Portland, ME.

Sept. 22-24—**RAB's Radio Sales University**—Davenport, IA/Rock Island, IL.

Sept. 24-26—**New Jersey Broadcasters Association 43rd Annual Convention**—Bally's Grand Casino Hotel, Atlantic City, NJ. Information: (201) 247-3337.

Sept. 24-26—**"Building The Winning Team" Workshop** for major Market stations on setting, managing and reaching audience goal, sponsored by National Public Radio and National Federation of Community Broadcasters with funding from Corporation for Public Broadcasting—Seattle. Information: (202) 822-2000.

Sept. 25-29—**National Association of Broadcasters Training Course** for satellite uplink operators.—Tyson's Corner Marriott, McLean, VA. Information: (202) 429-5350.

Sept. 26, 27, 28—**Missouri Broadcasters Association 1989 Radio Sales Seminars with David Gifford**—Sept. 26—Hyatt Regency Hotel, Kansas City, MO.; Sept. 27—Stouffer Concourse Hotel, St. Louis, MO.; Sept. 28—Ramada Inn, Springfield, MO.

Sept. 27—**International Radio and Television Society Newsmaker Luncheon**—Waldorf-Astoria, New York. Information: (212) 867-6650.

Sept. 28—**International Radio and Television Foundation** "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite."—Plaza Hotel, NY.

Sept. 28—**Southern California Broadcasters Association Business Development Seminar**—Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

Sept. 29—**Institute for Education by Radio-Television, Ohio State University Deadline for Entries** for Ohio State Awards competition honoring excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-0185.

Oct. 1-3—**Illinois Broadcaster Association Annual Convention**—The Abbey, Fontenac, WI.

Oct. 5-7—**National Association of Broadcasters "Hundred Plus Exchange"**—Knickerbocker Hotel, Chicago, IL. Information: (202) 429-5355.

Standard Broadcast Calendar

AUGUST 1989						
M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

SEPTEMBER 1989						
M	T	W	T	F	S	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

OCTOBER 1989						
M	T	W	T	F	S	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

NOVEMBER 1989						
M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

DECEMBER 1989						
M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY 1990						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

FEBRUARY 1990						
M	T	W	T	F	S	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4

MARCH 1990						
M	T	W	T	F	S	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

APRIL 1990						
M	T	W	T	F	S	S
2	3	4				
9	10	11	12	13	14	15
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23	24	25	26	27	28	29

Major Meetings

Sept. 13-16—**Radio-Television News Directors Association Annual Convention**—Kansas City Convention Center, Kansas City, MO

Sept. 13-16—**Radio '89 Convention**—New Orleans, LA. Information: (202) 429-5300.

Oct. 5-8—**Society of Broadcast Engineers Fourth Annual National Convention**—Kansas City, MO. Call for papers: John Battison, (419) 994-3849. Convention information: 1/800-225-8183.

Oct. 17-18—**The Broadcast Credit Association's 22nd Credit and Collection Seminar**—Scottsdale

Hilton Hotel, Scottsdale, AZ. Information: (312) 827-9330.

1990

Jan. 18-21—**Radio Advertising Bureau Annual Managing Sales Conference**—Loews Anatole, Dallas.

Jan. 27-31—**National Religious Broadcasters 46th Annual Convention**—Sheraton Washington and Omni Shoreham Hotels, Washington.

March 31-April 3—**National Association of Broadcasters 68th Annual Convention**—Atlanta.

April 18-20—**Broadcast Financial Management Association 30th Annual Meeting**—Hyatt Regency, San Francisco.

JULY 1990						
M	T	W	T	F	S	S
25	26	27	28	29	30	31
1	2	3	4	5	6	7
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JUNE 1990						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
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24	25	26	27	28	29	30

MAY 1990						
M	T	W	T	F	S	S
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IS THE RATE CARD BECOMING AN ENDANGERED SPECIES IN RADIO?

By Andrew Giangola

Negotiation is the rule. Inventory management is the buzz word. Instead of committing to a printed grid of rates, more managers are continually adjusting their rates in response to marketplace demand. They're finding that by closely monitoring inventory pressure, they can maximize their rates.



IS THE RATE CARD ENDANGERED?

"I haven't used a rate card in four years," said Todd Leiser, formerly of WSB in Atlanta, and now at WWRM in Tampa, a soft AC battling in a highly competitive market. "Our inventory is sold on supply and demand. It can change from day to day, hour to hour, or minute to minute."

Leiser supplies rates to the WWRM sales staff, but he will not circulate a rate card. "To arbitrarily publish rates the way buying is negotiated on cost per points is a waste of time," he said, "Agencies will usually throw the rate card out the window anyway."

In Phoenix, KTAR/KKLT has also done away with the traditional rate card. Vice President/General Manager Jim Taszarek utilizes the latest in broadcast software to juggle rates on his Lite FM station while relying on old-school creative packaging on the AM side to "stay right below sellout at maximum rates."

KKLT-FM's MAXAGRID inventory management system analyzes station sellout history, ratings delivery and a marketwide CPP index for adults 25-54 to predict rates for every daypart in a four-week period. The attendant "rate card" is a one-sheet that gets updated every week, but is valid for 21 days.

"This kind of selling is not just (new

to) Radio, it's the trend for the entire western economy," Taszarek said. "Airline seats are sold the same way. Retailers change their prices frequently. Cars are sold with dealer incentives and factory rebates. Variable pricing is a fact of life. Radio is not very different from the rest of the

**"I haven't used
a rate card in
four years.
Agencies will
usually throw it
out the window
anyway."**



economy. As a service industry, we share many similarities; pricing is one of them."

Like other music-intensive stations vying for media buyers' attention, attractive pricing and flexible pack-

aging is crucial to KKLT's agency business, which Taszarek said comprises 80 percent to 85 percent of revenue.

"Much of the selling conversation sits on cost-per-points for adults 25 to 54," he observed. "We have to find environmental differences and extremely good pricing by daypart and by day."

Freed from the constraint of a rate card, reps can quickly set prices in response to the market's continually fluctuating demand for Radio time. There's a hidden benefit to variable rates: the price of Radio sometimes comes down.

"Clients realize the rates are based on supply and demand, not the sales manager's whim," said KKLT Sales Manager Craig Jacobus. "Being able to lower your rates takes away the stigma of being a 'rate' prostitute."

Most importantly, supply and demand rate-setting ensures that managers are getting the most for their airtime.

"The goal is never to sell out, it's to have a minute amount of inventory available right below sellout level," Jacobus said. "Whenever you sell out, you're pricing your station too cheaply."

Most TV stations, especially local affiliates, are pricing in much the same

EAGLE 97
KEAG-FM 97.3
Effective Nov. 1, 1988
Rate Card #3

Annual Contract Rates:

WDEN AM 1500
FM 105.3
Middle Georgia's 100,000 Watt FM Country Station

RETAIL RATE CARD

105 WDEN

SAT **SU**

PULSE

Quick READ™

way, changing rates almost daily, Todd Leiser noted. "If they've sold 11 of 12 early news units, you can bet they're going to jack the price up on the last one," he said.

For KTAR-AM, the menu of spot packages are reminiscent of the days before a megarates mentality began to dominate sales managers' agenda.

"KTAR is different because it's a news/talk station with different things to sell - sports sponsorships, news, traffic, weather, adjacencies to Paul Harvey," Taszarek added.

Stamping various TAP plans with catchy names adds to the packages' old-time show biz feel. "TAP is Radio talk," he said. "We call them something that interests the advertiser."

KTAR's "Executive Decision Maker" fuses groups of three sponsorships to the Wall Street Journal Report, traffic, meteorologist weather and a newscast. "The Great Arizona Weekend" offers a dozen spots adjacent to weekend recreation and traffic features. "The Economist" combines 12 lowest unit rates spots spread throughout the week.

Still, the rates aren't set in stone. "Rates are always negotiable," Taszarek explained. "You can't go off the card, because there really is no card."

At the other philosophical extreme is William Pacelli, vice president/sales manager at WITL-AM/FM in Lansing, MI. Pacelli is a staunch rate purist who disdains negotiation and likens local grid card selling to "justifiable prostitution." Rampant negotiation "just using rate parameters is like selling used cars, and I hate for that to be the case," Pacelli proclaimed. "Locally, as far as we're concerned, CPP doesn't exist. It's a bad way to sell Radio, and it's bad for the industry."

WITL is slightly more flexible with national rates.

"Unfortunately, cost per point is a fact of life on the national scene," Pacelli said. "We sell national based on supply and demand."

WITL uses a six-level national grid card, with rates ranging from \$80 to \$200. "Locally, you can sell ideas and service. You don't have that

- Management has to make the decision whether to use a rate card or to use variable pricing in advertising - usually that is dependent upon personal business philosophy.

- Rate adjustment is becoming increasingly popular - negotiation is the rule.

- Much rate setting is done by supply and demand, ensuring managers will get the most for their airtime.

- On the extreme side, some stations are inflexible as far as rate negotiations - adamantly sticking to their rate cards

option nationally," he admitted.

Pacelli's eight salespeople use a local net card and a local commissionable card. The rate arrangement makes

**Pacelli is a
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who disdains
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likens local grid
card selling to
justifiable
prostitution.**



the station "a dinosaur," he admitted, but approximately 80 percent of business is local net. "It's the difference of whoever hires the agency should pay the agency. We'll send clients a bill with gross and net. They pay us net." Pacelli acknowledged that if WITL

weren't so dominant, he probably wouldn't be able to conduct business strictly on his terms. But he's been so stubborn for so long that local advertisers either pay WITL's pre-established rates or find some other media vehicle.

Salespeople benefit from this "ethical approach," Pacelli claimed.

During an exit interview with a salesperson, "she said the best thing about the station was that no one could call in and quote a different rate. She said it was a great feeling that inspired her confidence."

WQUT-FM in Johnson City, TN cranks out a new grid card several times a year. Since Sales Manager Don Raines doesn't like to go "off the card," his grid system factors in some advertisers' need for lower rates. Spots in the CHR station's "Top of Week" plan run from 5 a.m. to 9 p.m. at half the cost of guaranteed Thursday or Friday morning spots.

"For years, we couldn't sell Sunday to Wednesday," Raines explained. "This enabled some advertisers to get a lower rate."

When national advertisers haggle, Raines will drop the rate and shuttle the spots into equal daypart distribution. If the agency still holds out on price, he'll offer the monthly plan. After that, the rate is lowered again, and the advertiser is presented with the Top-of-Week plan," Raines said. "They get a low CPP, and a lot of the spots run on Monday and Tuesday."

Like the airlines, WQUT also offers a stand-by plan, for low-rate, pre-emptable spots.

Ultimately, the decision on whether to use a rate card or variable pricing weighs personal business philosophy, the degree to which management is willing to continually reset rates according to inventory flow and local market considerations.

As one southeastern manager said, chucking the grid card for supply-and-demand rate management makes good business sense. But he felt buyers in his market weren't sophisticated enough for constant rate changing. So, he's sticking with a simple tried-and-true rate card. 

NATIONAL ASSOCIATION OF BROADCASTERS

LYNN CHRISTIAN

Getting Settled-
NAB's Top Radio
Man Reviews
His Game Plan



Lyrrn Christian is the senior vice president/Radio for the National Association of Broadcasters. He accepted the position in April replacing David Parnigoni, who resigned. Christian has spent much time planning the upcoming Radio '89 meeting, and has waited to talk to the press about his NAB plans until now.

Christian was serving as the president/CEO of Century National Entertainment, Inc. of Los Angeles/Chicago when he accepted the NAB job. He also served in that position as managing director of Century National Sports Production, Ltd.. In the previous 10 years, 1976-86, he was executive vice president, Century Broadcasting Corp. in Chicago, a major market Radio group operator.

From 1970-76, Christian was executive vice president, Independent Music Broadcasters, Inc., WVCG/WYOR, Miami; president, Dawson Communications, Inc., an independent FM group in Dallas/Houston from 67-70; general manager, WPIX-FM, the Tribune Co., New York, 64-67 and general manager KODA-AM/FM, Houston for Taft from 60-64.

Christian also served on a number of NAB committees as a broadcaster, including director, chairman and vice president of the FM Broadcasters, and served as a director, vice president and member of the executive committee of the National Radio Broadcasters Association.

In his first interview since taking the top Radio job at the NAB, Christian talked about his goals for the association and Radio, including plans for the industry's upcoming convention in New Orleans. He also gave his impressions of the new members of the Federal Communications Commission and the concerns for Radio before the FCC:

PULSE: Give us a status report on the upcoming Radio '89 Convention.

CHRISTIAN: Well, the status of Radio '89 is that we think it is going to be the biggest and best. We say that because the registrations are up 8 percent. The exhibit hall is sold out. The hospitality suites are all sold, five of the major downtown hotels are sold out,

and we've got the best program we think that has ever been put together. We have three free lunches, we have a banquet and award show that now stars Paul Schaffer and Donna Summer. It's all part of the package. We think it is going to be a spectacular event.

PULSE: Do you see this meeting replacing Radio's participation at the Spring NAB convention?

CHRISTIAN: Possibly, somewhere in the future.

PULSE: Is it in the planning stage at the NAB right now?

CHRISTIAN: No, it's not in the planning stage. You probably read the report of the summer board meeting. It was pretty well decided that we should let the marketplace decide and

"We could not have a viable trade association if we did not represent the industry for which we are set up to serve."

that is what the board's final word on it was. Let's see if the marketplace continues to send Radio people to the spring convention or not.

PULSE: Was the attendance at the spring convention more from the technical side or was it more from the management side?

CHRISTIAN: I don't think I have even seen a break-out from the spring convention of engineering versus management. I don't think I ever did. I've never seen anything broken out that way.

PULSE: The board's report was that Radio attendance was still up at that meeting.

CHRISTIAN: Actually, the Radio attendance was higher than it has been

in a couple of years at the annual convention and the sessions were very well attended.

PULSE: How would you characterize Radio's position within the NAB at this point? Is Radio getting a fair shake at NAB?

CHRISTIAN: Absolutely. You know my background. I've only been here for four months. This is really the first extensive interview that I've given. I came in here real open minded, probably with a lot of prejudices, because you know when you are on the other side of the fence you always think that things are a certain way and then you find out differently once you get inside. I think that a lot of the Radio membership, small and medium markets, perceives that the association tends to be a television association that concerns itself with the kind of issues that you read a lot about in the press. But when you get inside and you see the amount of work that goes on in here in all the departments - and it doesn't matter if it's public affairs, communications, government relations, research, engineering, services, and particularly in Radio membership - I would say that a disproportionate amount of time is spent on Radio issues. I say disproportionate if you were thinking about us as being a 50/50 association. But we have over 5,000 members. There are at least 970 television members and that doesn't mean that I feel we should get five times the amount of work for Radio done in here as we do for television. But I will say this, I think that it is fair and equitable and that the Radio issues get the same kind of concentration and attention in all those departments as do the television issues. If it doesn't look that way in the press, it's because a lot of the time the television issues are glitzier and more glamorous and you folks like to write about them.

PULSE: Now that you've had a chance to get your feet on the ground, are there specific goals you have set for the NAB?

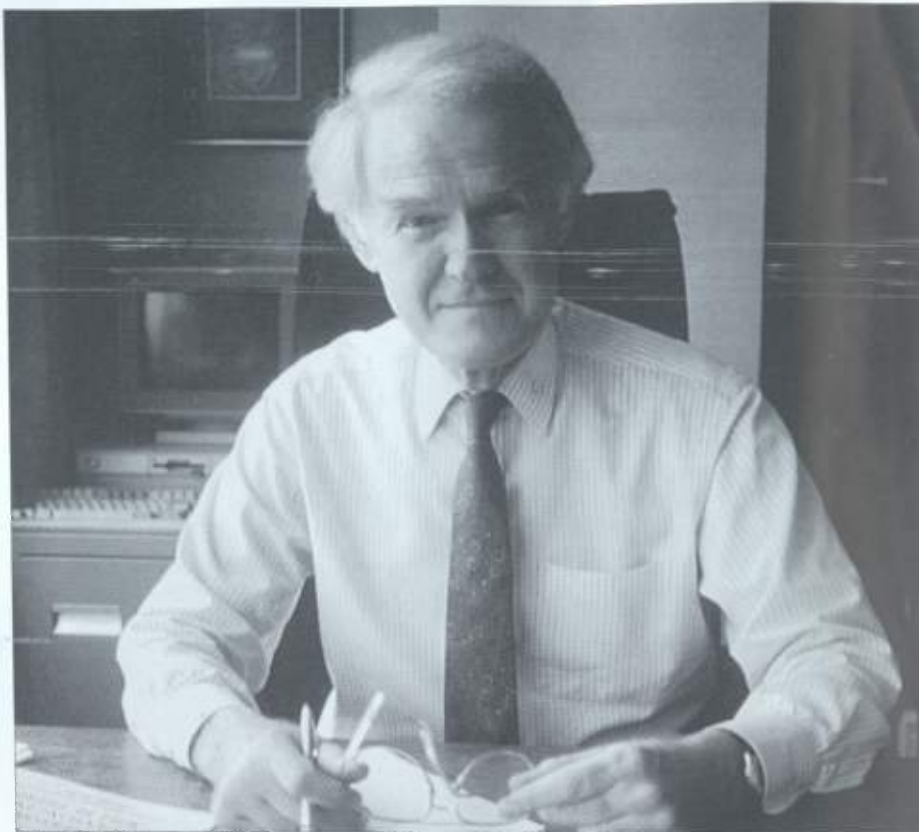
CHRISTIAN: I am not the type of person who sets big rigid agendas. I would say, 'I'm going to do this point two, point three.' But I realize that in the real world

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to be flexible to issues as they come up. I said to everybody - from the day I announced that I was taking this job - that membership was the number one thing. We could not have a viable trade association if we did not represent the industry for which we are set up to serve. We have been kind of flat in that area, right around the 50 percent mark for a number years. Not that we are not bringing in new members, it's the fact that the FCC keeps putting out more new Radio stations faster than we can get them in as members. And so that has been my number one thing that I've been working on. Also, the second thing is not just acquiring new members but serving the members. I really want to spend a lot of time in developing better member services for Radio stations for any size market. We are working on that right now. I wish I had more time, but the main thing that I walked into was the convention. I had to address that first. Of course, a good convention is a good member service. I feel if I can show, through the staff that I have here, that we can put on a terrific convention and provide good service for all sized markets - that will demonstrate to them that we are on target. I will tell you this. I inherited a really terrific staff here. David (Parnigoni) had a terrific staff and they are all doing really good for me here in Washington. They have all really, really been hustling on this convention for the last two or three months.

PULSE: Was your recent move to start a telemarketing staff to help you reach that membership goal? What do you expect from the telemarketing effort?

CHRISTIAN: Well, I would tell you this. We see that as a teleservice effort rather than a telemarketing effort. We internally see it as a teleservice operation because it is going to be not just marketing, but a service too. The people we are going to hire are going to be people who are able to communicate with our present and future members on a number of issues, be able to help them and find out what their needs are, and if they have problems, be able to point to other



people in other departments here and get them answers. We have not started to interview yet, although we have posted some notices that are going to be running - I think the first of next week - to solicit applicants. I really believe that when we get the program on line this fall, I figure it will take us from November to the first of the year to get it up and going. It is the program that we have to have for the '90s. These are the days of the 800 and 900 numbers and the fax machines and the computer access. The program that we are ending the first of October was probably a really good program in the '50s and '60s and maybe even into the '70s. But it has not not been very effective in the '80s. I'm not going to go as far and say that it was a dinosaur program, but I think that as it got watered down from 10 or 12 people, down to maybe only five people, there was no way economically that we could continue to operate it. I think we can serve our members more effectively through the new program.

We have really evaluated it all. When I first came in the door, the first thing I asked for from Donna Leonard (vice president/Radio membership), was a total evaluation. I told her that before I even came to Washington. She had it two days after I arrived. I studied it for two weeks, a total evaluation of what we had been doing in membership for the last two years and where it was going, how we operated and everything. We looked at the possibilities of adding more people to the field. We looked at the possibilities of just bringing the whole field operation and trying to just run it out of here and just send them out to travel around the country. We looked at it from all sorts of angles. You know today's travel costs are outrageous. Today's hotel costs are outrageous. We just had to figure out a way. I would tell you the biggest part of the problem is that we are missing the great big piece are the smaller stations. The stations that will be at a very low fee, in the \$4 category. They

will not be in the \$500 or \$600 category. So, if we send somebody out to Wichita Falls, TX from Washington to get somebody whose dues are going to be \$400 a year, and his plane ticket out and back is going to be \$700, you can see what kind of position we would be in.

PULSE: Was that decision too based on the fact you felt like NAB needed more input from its members and by having someone on the phone with them, you would get more input?

CHRISTIAN: We certainly did. And I'll tell you in a real exhibit A that we are all so caught up and swept away by what we are doing here with the convention and Radio, we can't overlook the fact that government relations in July - when they were able to stop the spectrum fees from hitting our industry - that was a major coup. That was an operation that was set up and worked on with all the LLC programs throughout the country, throughout the states. And they all worked together, and they were able to stop the special resolution there. At that point, if we had had our teleservice department in operation, we would have had a briefing the next morning. And every call that was made that day - and we anticipate 120 calls a day in our new operation - every one of those calls we would have been talking about if you're not a member just take a look at what the NAB is doing for our industry, just look what they've done just this past week. Those are the kinds of things that we will be able to do that give us the flexibility if we operate out of here. It isn't because we have Potomac Fever. I am not from Washington, I came here from Los Angeles. I have lived many years in Chicago and Miami and other places. I just feel since we know our in-house research consistently shows our membership is basically interested in us representing them properly before the FCC and before the Congress, that that's information they want, and since it's the hub of it here, we ought to be able to get it out and disseminate it better, and this will help to do that.

PULSE: Has AM's vulnerability in the marketplace - because it's having trouble, made membership gains tougher?

CHRISTIAN: It hasn't made it easier, that's for sure. There are a lot of AM broadcasters out there who are really having a tough time. A lot of them have gone dark over the last few years and it is a real struggle. We have a couple of people here on our board, Art Suberbeille (chairman of the NAB's AM Improvement Subcommittee) from New Iberia, (LA) and (former NAB Board Chairman) Ted Snider from Little Rock, who I think have championed AM's cause. And also this AM retreat that we had before I got here - and there is a report

"I would tell you the biggest part of the membership that we are missing to a great degree are the smaller stations..."

that I saw that John Abel put together for the board meeting, and the thoughts that came out of that - the push to get all the AM broadcasters to really put the NSRC in and to put an AM stereo on their station - these are all positive things that the association is trying to do to try and reach out and help the AM broadcaster. But a lot of the AM problems are going to be solved when somebody comes up with a better program format. A lot of it is going to come down to that. I go back to when we had our struggle with the FCC. I was in the middle of it, and I was as program-minded as I could be. I was trying to get concepts that

really helped in getting people over to the FM dial.

PULSE: Do you think the new commission is going to help the AM Radio's cause, are there things that the commission can do to help AM?

CHRISTIAN: I am encouraged. I know that our people at the NAB in meeting with the transition team, from what I've been told, have talked to them about what our goals and objectives are. And certainly the problems of AM Radio are a very important part of that. I am very hopeful that the new commission is going to help us in some way.

PULSE: What would you say to Al Sikes about Radio if you had the opportunity?

CHRISTIAN: I'd probably say a lot of things about Radio to Al Sikes. I would say that if the '30s and '60s were the golden age of Radio, I would say that we are now in the platinum age. This is an exciting time in Radio's history. A lot of great things have happened in Radio, and the only real negative that we have has been the problem of AM. And the problem of AM dates back to the over proliferation of the dial. There are too many stations and all squeezed together. I think it dates back to a lot of confusion over the AM stereo standard. By not allowing to have one standard, which I think would have been very, very helpful, and which they have chosen not to do, they have caused confusion in the marketplace. I believe, as far as the future goes, I would say to him that if you could get in there and work with the NAB on the things that we are working on, both in science and technology, and the legal department, we will come up with some things that will really help the AM broadcaster.

PULSE: Do you see the FCC pulling back any with this proliferation issue? Cable penetration is increasing, television ad dollars are rising and Radio is fighting to keep its share in the marketplace. What do you see in the immediate future in the marketplace?

CHRISTIAN: I can see what I think the FCC is going to do. I feel very hopeful because of that. Everything I see about him, I think he's going to be

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a very fair person, decent person, he appears to have a very open mind. He's a former station owner from Missouri. He has a good background. I only met him briefly at a reception, but everything that I see, and of the other people that are coming in the new commissioners, I'm encouraged that they are trying to protect, just as we are trying to protect, our franchises. And, of course, we're also not only interested in the integrity of the spectrum, but we know we have an obligation for localism and community service. That's very important. That keeps us from being just a toaster factory. Instead, we are a community servant and we think that's very important here at the NAB and so do our members. We don't want that to change and I don't think that Al Sikes can change it.

PULSE: Are there any indications the Radio Awareness Campaign is providing any "public" positives at this point that you were looking for?

CHRISTIAN: We hope that it is going to be. We did some research as we started the "Radio. What would life be without it." campaign, and we are going to have research back from the field in the Spring and we hope that it will help. We've got a major print campaign that will start in the *Wall Street Journal* on Thursday, I think the 14th of September at our convention in New Orleans, and we are going to have another whole flight, a new set of commercials that are being made by TM, that are going to allow for different musical beds for different formats. We've got a major promotion to encourage stations to produce and create their own spots, using their own people in their own markets, to tell people how important Radio is in their lives. I think all those things put together are going to create that awareness. I am really encouraged by it, but we won't really know until the research comes back in next spring.

PULSE: Are there any other new ideas that you may introduce or that may be on the horizon at this point?

CHRISTIAN: We've got a lot of ideas in mind for new member services that

we'd like to do for the various size markets that we serve. We want to do a survey to send out on the various types of things we might be able to provide them with and let them select. We wouldn't be doing mass mailings or things that wouldn't be of interest to a large market operator, but for an operator who is sitting out in Pocatello (ID). We are going to be doing that research sometime this winter. I really don't want to talk about what these services are going to be, but these are services that are management services that help you to operate more efficiently and more effectively, and I think that's really important. Internally, this is impor-

"If we could come in with 75 percent of the Radio stations in America, I would be very pleased with that."

tant to us, the membership is on one floor and the Radio department is on another floor. Later on, we are going to be moving to be together. We hope that the synergism of having the membership and teleservice department, and everybody else that works here with us. We hope our staff of 10 will be coming up with a lot of new services and new ideas. Part of that may be things that we want to do via the conventions - maybe expanding the round tables, services that we may want to take out to state associations, where I hope to be on the road more, going to state associations. Donna Leonard and myself will be going to and visiting with group operators.

I'll be going to group operators providing any extra services that we can deliver to the group operators too, because they're very, very important to our association. So, I don't want to just sit here and say "Oh, yeah, I got all of these big grandiose plans." I want to find out what the membership wants, get to know them a little bit better and then we'll design some things that will be for them.

PULSE: If we were able to do this interview five years from now what would you have hoped to have accomplished at the NAB?

CHRISTIAN: I would hope that rather than represent 50 percent of the industry that we represent 70 or 75 percent. That is a big goal because you are always going to have a certain percent of people who just don't join. They don't join anything - state associations, city associations - a lot of them are people who are not as much broadcasters as we are and they come in and they have this as a hedge on something else. But if we could come in with 75 percent of the Radio stations in America, I would be very pleased with that. If we had a membership that was very supportive of the services that we were providing, and it got more and more involved with NAB and we had bigger and better conventions and meetings. If there was a way I could get out and feel that I was out among them, and they still considered me as a Radio broadcaster. My very first meeting here with the board, I told them, I said "I really hope that you always consider me a Radio broadcaster, because I've 30 years in the Radio business. I want to be considered a Radio broadcaster. I'm still reading all of my trades. I'm still talking to other broadcasters and I still stay on top of what's happening on the advertising side of the business, the agencies. I want you to feel that you have a Radio person in here who has run/operated small, medium, large, group operations, all over this country, everywhere except the Northwest. And five years from now, if they feel like I have served them that well, I'll be very happy. I'll retire

Selling Radio

by Ken Greenwood

Six Behaviors That Stop Communication

Have you ever had an idea? Ideas are fragile things. And if you've ever had one and you have uttered that brave statement, "Hey, I've got an idea"....you know what can happen. In some organizations the brave soul is greeted with "Great"..."Let's hear about it." Management might say, "That's good thinking. Let's do something about that."

On the other hand, you might be in an organization where the idea is greeted with phrases like "That will never work around here." Or perhaps it's even more cutting, and management suggests that you "save your idea because you may never get another one." So the brave soul retreats with the idea and mutters something about never saying that again.

In some organizations you have the open atmosphere where ideas are welcome. Perhaps the best example of this encouragement of ideas exists at 3-M where they regularly court, encourage and listen to ideas. If your idea is a good one, they'll ask you to submit your plan to a committee that meets formally to consider it. In fact, those little "stick-em" papers that now get stuck on many letters or inter-company communications went through just such an incubation.

When Dr. Jack Gibb of UCLA was doing some research work for the Navy, he studied group behavior. "What was it," he asked, "that caused some groups to work well together in solving problems and other groups depended entirely on higher command to solve problems." Using groups composed of nearly equal rank, ability and intelligence, he was able to study the chemistry in a fairly controlled environment. His conclusions were interesting.

He was able to isolate six behaviors that stop communication. The manner in which a supervisor or manager communicates has a major influence on the climate that exists in the work unit. The more the group activity depended upon skill, knowledge and expertise, the more this seemed to be the case. What was present in the group that had high performance that wasn't there in the group that performed poorly?

These were the characteristics of human behavior Gibb found inhibited or stopped communication.

In Some Organizations You Have The Open Atmosphere Where Ideas Are Welcome.

The first of these was JUDGING.

If there was immediate evaluation or judging of an idea, of the other person and his or her ideas, communication went down. This involved listening to an immediate implication that the other person was wrong. Communication suffered.

The second behavior was SUPERIORITY.

If there was a feeling of position, power or ability that implied the other person couldn't be right, communication went down. There usually tended to be a sense of one-upmanship in this approach. Even when previous experience might have been part of the evaluation, superiority put

PULSE Quick READ

- Some organizations don't welcome new ideas, while others encourage them.

- Six behaviors that stop communication are: Judging, Superiority, Certainty, Controlling, Manipulation and Indifference.

- If a defensive climate is created by a leader, the odds for real communication go down.

- The following behavior can help establish goals of communications: open-mindedness, equality, free expression, listening and feedback.

a blight on the bloom.

The third was CERTAINTY.

If communication was conducted in a manner that implied the leader knows all the answers and doesn't need nor desire any additional information, the quality of the communication dropped. When the leader had a high need to always be right, even to the point of winning an argument rather than solving a problem, the results were negative.

The fourth behavior was CONTROLLING.

When the leader had a high need to be in control of others and the situation, the communication became less productive. Often, the leader would try to change or restrict the other person's behavior or attitude by imposing their personal value beliefs on them.

The fifth was MANIPULATION.

When members of the group felt there was some "gotcha" involved, they became defensive. Communicating with hidden motives created the feeling they were being used to meet the other person's goals or objectives.

The sixth was INDIFFERENCE.

When the leader showed a lack of interest or concern for the feelings or concerns of the other person, when they implied they weren't important, behavior became defensive. Often this was described as "they really weren't listening."

In-Station Sales Training

As part of a series of interviews, Irwin Pollack shares systems from his In-Station Sales Training manual.

New Ways To Get In The Door

Ten creative ideas to overcome your prospect's "NO".

1. WCGY-FM, Boston account executive made a cold call on a new car dealer. Dealership was busy. Client told Hobbs, "You're gonna need a tank to get in and see me today." Hobbs went to the nearest toy store. Got a toy tank. Put his station's bumper sticker on both sides. Presented the tank to the client. Got in the door. Order is still pending.

2. KJJO, Brookings, SD salespeople are constantly trained in overcoming tough objections. One of their salespeople went to a client who responded, "NO! Absolutely not. Most of you guys think you own my billfold." Salesperson went to a department store. Bought a billfold. Had her station's logo put on it. Client loved it. Bought again. Uses it everyday. Station is on monthly buys.

3. WEEI, Boston salesperson Gary Bernstein had a prospect who wanted to buy the season's basketball sponsorship. Client wanted \$5,000-\$10,000 knocked off. Bernstein wouldn't oblige. BUT, went to a sporting goods store. Bought a portable basketball hoop and a basketball. Offered the client ten free shots. Had to stand 15-20 yards back. Bernstein offered the client \$1,000 off the package for each basket he got. Relationship is strong. Client bought.

4. One Charleston, WV salesperson had a prospect tell her all Radio stations are the same. Was going to throw darts, and whatever station the dart landed on would be the next one that got on the buy. Client told the salesperson to call him at noon the next day. Not wanting to leave it up to chance, the salesperson went to a toy store. Bought a dart

board. Put her station's logo in the middle. AND, different station sponsorship opportunities along the circular board. Presented it to the client the next morning. Client loved the creativity. Threw the darts and signed a \$1,400 two month order.

5. WTYL, Tylertown, MS Account Executive Dan Slocum had a prospect say, "Not again...your station's a dog; doesn't work." Slocum offered the prospect 9 free commercials. All to air in one day. One an hour between six in the morning until three in the afternoon. Client agreed. Slocum was determined to show how the station COULD work. Copy in the spot said any listener could go into ABC Tire between four and six that afternoon; mention the Radio commercial, and receive a \$50 bill. Free. No Purchase Necessary. Client wouldn't agree to the copy, BUT agreed to give the station another chance.

6. Maritime Broadcasting's Ian Byers (CFAN Radio) encounters prospects who may say "NO" to a collection call. Buys a large fishing hook from a sports shop. Sends the hook in an envelop with a note saying, "Just thought I'd let you know I'm fishing for my check."

7. In Houston, TX, one salesperson working for an Album Rock station was trying to get on a buy for a drug rehabilitation center. Agency buyer said no--EVEN THOUGH they were trying to get younger men. Said that station's cost-per-point was too high. Salesperson said, "Are you trying to buy CPP or CPDA?" (Cost per drug addict)

8. When prospect's say your station didn't work, take some advice from WHYL-AM/FM, Parrisburg former General Manager Frank Kelley. Kelley tells

advertisers, "If you were to send a Western Union telegram to President Bush asking him for \$100,000 in cash, and Bush would never respond, would you call Western Union and tell them their telegrams don't work?" It's not always the strategy of how you make your message work, sometimes it's the meat of the message itself.

9. In early 1985, KDEF-AM, Albuquerque Account Executive Heidi Sherkee was working on getting the Super Shops to buy her station. Super Shop weren't even sure if they were going to buy Radio in the market. After Sherkee's several calls, Super Shops told Sherkee, "Don't call us...we'll call you." Sherkee sent the client a door with a note painted on it that said, "Don't close the door on KDEF."

10. When a prospect won't buy because of the uncertainty of your station's results, let them know of the time your station made a mistake. Aired two bank commercials back-to-back. One got excellent results, the second reported none. Ask the prospect what they felt may have happened. (Example--one had better copy, production, product, etc.)



Irwin Pollack is held on retainer by 20 Radio stations all over the United States and Canada. He can be reached for questions or comments by The Pulse readers at (617) 367-1005.

When a team is constantly playing defense, the odds go down that they will ever get very good at playing offense. That's sports talk, but it applies to human behavior. When a leader creates a defensive climate within their team, the odds go down that there will be real communication. People just don't open up and produce their best thoughts in this sort of environment.

The goal of communication should be the opposite of those characteristics. This sort of climate can be established by the leader using the following behavior--

By withholding judgement and avoiding instant evaluation.

By creating a feeling of equality; good ideas can come from any source.

Keeping an open mind; open-mindedness removes the feeling of certainty.

By giving all persons an opportunity to express themselves, even searching for alternate opinions.

By creating a positive climate where fear of failure is not an issue.

And finally, by really listening, by giving good feedback, by providing a good summary of the meeting.

In a capsule, it goes back to those

four most powerful words in management today: "What do you think?"

Good management asks the customer that question today. Good management also uses those four words when they communicate with their knowledge workers.



Ken Greenwood is the chairman of Greenwood Performance Systems, Inc. of Tulsa, OK.

Promotion

by Dan Garfinkel

Future Trends And Changes In Promotion

What does the future hold for the promotion departments at most Radio stations? While predicting the future is always "iffy," there are a few trends developing that could effect most Radio stations in the next few years.

The single most important change in promotion departments will be the increased skills and professionalism of the promotion director. In addition to the basic skills required today, the promotion director of the future will need to have a greater understanding of and experience with more sophisticated marketing techniques.

As the marketing of Radio stations increasingly employs tactics involving the combined use of direct mail, telemarketing, interactive computer/phone systems and research (particularly the Arbitron "Fingerprint"), potential promotion directors will have to learn to integrate the use of these tools into their working vocabulary.

The promotion director must be more than an aide or assistant who carries out strategies devised by the general manager or program director. Winning stations will hire promotion directors with the abilities to contribute ideas at the strategic level, and with the skills to execute at the tactical level.

Promotion directors must become increasingly more budget conscious. With the intensity of competition in most formats today, the promotion director must confront the economic realities of broadcasting by both spending more wisely and more skillfully - getting a "bigger bang for the buck" - and must also integrate sales objectives with the station's marketing plan.

Another important skill for the pro-

motion director of the future will be computer literacy. I began experimenting with the use of computers for managing promotions several years ago with a very active, major market Radio station. Since that time, I have acquired a computer system for my office. The office of the future will be making even greater use of computers, and Radio will be no

The promotion director must be more than an aide who carries out strategies devised by the general manager.

exception. Tasks such as word processing, database management - particularly for "frequent listener" programs - and project management can all be handled faster and more accurately with today's computers.

In addition, the sales department will require even more tools to be able to sell. Today's computer software, what is generally referred to as "desktop publishing," will enable the promotion director to work more closely with sales to create sales-oriented documents for use on the street.

PULSE Quick READ

- Future promotion directors need increased skills and professionalism.
- Two important skills needed will be the ability to contribute ideas at the strategic level and then to be able to execute them at the tactical level.
- Knowledge of computers for basic "office management" tasks will be imperative.
- "Pro-active" could be a term used to describe a future promotion director.

The speed of the process when it's done in-house will provide a competitive edge to the station that can get information to the street first. Going directly from laser printer to your station's printer for mass duplicating will be the norm.

Eventually, Radio stations will take computer networks, which tie all the terminals at the station together, as commonplace. Radio must make its own future by taking advantage of the communications revolution going on in the workplace. With the expense of equipment, particularly laser printers, networks become the only logical solution.

Finally, the promotion director of the future will be even more "pro-active" than they are today. They will be constantly looking for new techniques and tactics that will provide their station with a competitive edge, they will be an integral part of the station's strategic planning process, and they will interact more effectively with the selling of the station to clients.

Perhaps it would be useful if we started to think of the position as "Marketing Director" instead of promotion director.



Dan Garfinkel is promotion and marketing consultant for McVay Media, a full-service Radio consultancy based in Cleveland, OH. Dan has been involved in the broadcast promotion industry for 14 years.

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Pulse Of Radio / August 28, 1989

Guest Column

by Mark Ericson

Simulcasting: The Easy Way Out?

It tempts you every day, doesn't it? Down the hall, to the left, you have somebody throw one or two patchcords and you're another broadcaster who has joined the ranks of simulcasting your AM and FM operations.

All right, so it'll sound a little stupid for your announcers to be saying things like "All-Hit X-103" at 950 on the AM dial - but look at the overhead reduction. Yes, your community of license will probably be left with virtually no local news or community event coverage - but look at the overhead reduction.

I'm not trying to get every simulcast broadcaster in America steamed at me, but there is a time and place for everything, and while it may be a necessity to some, it could be quietly detrimental to others.

Recently, I had occasion to drive through a couple of New England states, which shall remain nameless, and I was shocked at the amount of simulcasting going on.

I watch a bottom line and need to make payroll every week just like anybody else, but I got into this business to be a broadcaster, and sometimes that means you take a few risks. In many ways it's just like television programming; you take your best shot with some concept and you wind up with "Roseanne" or "Supertrain". Extremes to be sure, but it still beats giving up and going away.

Some may have doubts, but I'd like to think receiver manufacturers will crank out Radios with an AM dial for some time to come. What will happen if the AM Band suddenly becomes a twin to the FM Band? Risking the future of AM Radio can be accomplished in many ways, and there may be little difference in simulcasting the FM, and turning off

the transmitter.

There are still cost effective ways to run an AM station, but it may require the imagination and guts of a true broadcaster. If you can't come up with a definition for the preceding sentence, please do us both a favor and find another line of work.

To those of you who may have tried five or six decent ideas prior to going to simulcast, "congratulations." If you put that much effort into it and still couldn't make it work, you are probably in a genuine no-win situation and have done what you had to.

As for anybody who made the decision with little or no agonizing, I suggest that you should try again. If you have some sort of local news effort and maintain a connection with the community you can make many different formats work.

Sure it'll cost some money, and I will grant you that finding a sales staff for any AM facility gets more difficult almost by the hour. But it all starts with commitment. I'm not that old, so I hope I won't be perceived as a dinosaur for enjoying a challenge, but that's what AM broadcasting is these days. It usually doesn't happen in a 40-hour week, and it hardly ever happens via simulcasting.

Talk to your staff, make the challenge to those around you, pull the patchcords and make it a real Radio station again. No guts, no glory!



Mark Ericson is a Radio veteran and former manager of WLLH-AM, Lowell/Lawrence, MA. His articles on AM Radio have appeared in several publications.

DC Databank

Who's Buying, Who's Selling, Who's Getting Ready To Move

CALL LETTER CHANGES (# = applied for by new owners) (effective date given if after 8/14/89)

AL	WWSF-98.1	Andalusia	Becomes
	WKYD-920	Andalusia	WWSF-FM
CA	KZXY-960	Apple Valley	WWSF
	KGIL-FM-94.3	San Fernando	KQKL
CO	KDZR-1390	Westminster	KMGX
FL	WHYS-1350	Fort Myers	KJME
	WAPE-690	Jacksonville	# WCRM
GA	WZOT-107.1	Rockmart	# WJKL
	WPLK-1220	Rockmart	WTSH-FM
	WRJY-1360	Rome	WZOT
IA	KQIS-106.3	Clarinda	WTSH
KY	WCKD (CP)-101.3	Shelbyville	# KMA-FM
ME	WTMS-96.1	Presque Isle	WCKP
	WEGP-1390	Presque Isle	WTMS-FM
MA	WALE-1400	Fall River	WTMS
MI	WKHQ-1270	Charlevoix	# WHTB
	WCZY-FM-95.5	Detroit	WMKT
MN	new-96.1	Albert Lea	WKQI
	KPRM-FM-97.5	Park Rapids	KQPR
	KJJO-FM-104.1	St. Louis Park	KDKK
MO	KBEQ-FM-104.3	Kansas City	KJJO
MO	KCPW-94.9	Kansas City	KBEQ
NV	KLUC-98.5	Las Vegas	KCMO-FM
	KRSR-1140	N. Las Vegas	KLUC-FM
NY	WNYM-1330	New York	KLUC
NC	WEAL-1510	Greensboro	# WWRV
	WQMG-97.1	Greensboro	WQMG
	WFTC-960	Kinston	WQMG-FM
			# WRNS

FM ALLOCATIONS: PROPOSED AMENDMENTS

CA	new	Rosamond	add	95.9 A, comments Oct. 2, replies Oct. 17
	KXXZ	Barstow	to	95.9 B1, from A, comments Oct. 2, replies Oct. 17
	KZTR-FM	Camarillo	to	95.9 B1, from comments Sept. 29, replies Oct. 16
IL	new	Illinois City	add	92.5 A, comments Oct. 2, replies Oct. 17
KY	new	Carlisle	add	100.7 A, comments Oct. 2, replies Oct. 17
NC	WVRS (CP)	Warrenton	to	107.3 C2 for A, comments Oct. 2, replies Oct. 17
OR	KGBR	Gold Beach	to	92.7 C1 from A, comments Oct. 2, replies Oct. 17
TN	new	Dresden	add	95.1 A, comments Oct. 2, replies Oct. 17
TX	KZZQ	Mirando City	to	100.5 C2 from 100.9 A, com. Oct. 2, replies Oct. 17
	KWES	Monahans	to	102.1 C from C1, comments Oct. 2, replies Oct. 17
VA	(CP)	Alberta	to	103.1 A from 107.7 A, with WVRS proposal

FM ALLOCATIONS: GRANTED AMENDMENTS

AL	new	Glencoe	add	93.1 A, window opens Sep. 26, closes Oct. 26
AR	new	Gosnell	add	93.9 A, window opens Sep. 25, closes Oct. 25
	new	Wilson	add	103.7 A, window opens Sep. 26, closes Oct. 26
LA	KYEA	West Monroe	to	98.3 C2 from A
NM	KTAO	Taos	to	101.5 C2 from 101.7 A
TN	new	Ripley	to	94.3 A from 94.1 A
	WEZI	Germantown	to	94.1 C2 from 94.3 A
TX	new	Comfort	add	95.1 C2, window opens Sep. 26, closes Oct. 26
VA	new	New Market	add	103.3 A, window opens Sep. 26, closes Oct. 26
	WLTG (CP)	Broadway	to	96.1 B1 from 95.5 A
	WLVI	Buena Vista	to	96.7 B1 from 96.7 A
	WSIG-FM	Mount Jackson	to	96.9 B1 from 96.9 A
	WAZR	Woodstock	to	93.7 B1 from 95.9 A

The FCC has deleted the window for 296A in Belzoni, MS. The FCC had issued a notice of the window after inadvertently cancelling an existing permit.

FORMAT CHANGES (# = change accompanies new ownership) (// = simulcast)

AZ	Flagstar	KVNA-690	Formerly	Becomes
CO	Westminster	KJME-1~90	adult contemporary	SMN - oldies
			KDZR, bus. news	Spanish

continued on page 28

Washington This Week



Dennis Patrick has referred to the Justice Department for determination of whether criminal prosecution is warranted on findings from a year-long investigation into abuses of its processes by Dr. Barnard Boozer. In a letter from Patrick to the Justice Department, Patrick stated that evidence supported allegations Boozer filed over one hundred applications containing fictitious names and forged signatures.



It is official that the FCC has amended its rule to allow for non-commercial FM translators fed by satellite and terrestrial microwave. The action became effective August 9.



The commission has granted a permanent waiver to Great American TV and Radio of the one-to-a-market rule. This will allow Great American to keep its interest in WKRC-AM and TV, WKRC-FM in Cincinnati, OH, and WDAF-AM/FM and TV, KYYS-FM in Kansas City, MO.



The FCC has affirmed the decision by the Review Board granting the applications of Tucson Community Broadcasting, Inc. for a new FM station at Tucson, AZ, and denying the competing application of Tucson FM Broadcasting Corp.



The FCC dismissed a request by Contemporary Broadcasting, Inc. seeking reconsideration of changes in the table of allocations at Palmyra, MO, and the returning as unacceptable of their petition for changes at Columbia, MO.



Current FCC station counts show as of July 31, there were 4,965 AM stations, 4,222 commercial FM stations and 1,397 educational FM stations, CP's are not included in the FCC count.

People In radio



Michael Horne

• **Michael Horne** has been appointed vice president and general manager of **WRBQ-AM/FM** in Tampa, FL.

• **Helen Blieberg** has been named director, communications for the **CBS Radio Division**, responsible for assessing and implementing the division's public relations and communications program.

• **Traugott (Traug) Keller** has been named account executive in the **CBS Radio Networks Eastern Sales Office**.

• **IDB Communications Group** announces: **Joseph M. Cohen** has rejoined the IDB Communications Group Board of Directors; **George Davis** has been appointed director of the Video Control Center; **Don Gilmore** has been appointed manager of Tape Operations; **Robin Potter** has been named manager of Video Transmission; **Eric Silverthorn** has been promoted to manager of field systems; **Richard Findlay**, **Joel Evan Quirt** and **David Righettini** have been promoted to audio transmission supervisors in IDB's Audio Control Center.

• **Mitch Mizel** has been promoted to New York manager of **Republic Radio**.

• **T. J. Lambert** was named vice president of **Wagontrain Communications, Inc.** and general manager of **Drake-Chenault**.



• **Jan Jeffries** has been appointed to the position of executive vice president for

DC Databank

FORMAT CHANGES continued from page 27

CT	Meriden	WMMW-1470	motivational talk	adult contemporary
FL	Hernando	WRZN-720	new	oldies
	Jupiter	WTRU-99.5	WKSJ, soft AC	AC True FM
GA	Atlanta	WPCB-94.9	easy listening	adds jazz evenings
	Cleveland	WGGA-FM-101.9	new	soft AC Georgia 101.9
	Gainesville	WGGA-1240	country	SMN - standards
ID	Gooding	KRXR-1480 #	silent	oldies
IL	Chicago	WXEZ-820 & 100.3	easy listening	EZ, soft AC
IA	Davenport	KBQC-1580 #	KTTS, silent	religion
ME	Lincoln	WHMX-99.3 #	WGUY, oldies	AC, CW, rock Hot Mix
	Lincoln	WTOX-1450 #	WLKN, silent	talk
MA	Fall River	WHTB-1400 #	WALE, news, talk	news, talk w/new staff
MT	Billings	KRKX-94.1 #	new	rock
	East Helena	KHHR-FM-104.1	new	country // AM
NH	Madbury	WWNH-1340	new	religion
NC	Kinston	WRNS-960 #	WFTC, country	country // FM
	Salisbury	WSTP-1490	AC, oldies	news, talk
RI	Providence	WALE-990 #	WEAN, standards	WALE NX-TK moves here
SC	Columbia	WOIC-1230	WODE, oldies	R & B
	Columbia	WOMG-1320	WOIC, R & B	oldies // FM
TN	Franklin (Nash.)	WIZO-1380	oldies	SMN Kool - oldies
TX	Anson	KKHR-98.1	KTCE, oldies	remains oldies
	Brownwood	KBWD-1380	AC, CHR	adult contemporary
	Lockhart	KFIT-1060 #	silent	religion, talk
	Mineral Wells	KJSA-1140	adult contemporary	standard, EZ
	Rusk	KWRW-97.7	adult contemporary	SMN - oldies
	Rusk	KTLU-1580	AC // FM	SMN - oldies // FM
UT	Salt Lake City	KEMX-1320	SMN - AC	KUTR, Mormon AC
WI	Clintonville	WFCL-1380	SMN - country	SMN Kool - oldies
	Clintonville	WJMQ-92.1	SMN - AC	SMN - country
	Madison	WHIT-1550	Tran. - oldies	country // WWQM
NJ	Trenton	WKXW-101.5	remains	classic hit adult contemporary
NJ	Trenton	WBUD-1260-AM	remains	news, information/standards

NEW STATIONS: APPLICATIONS (* = non-commercial station) (& = reapplication) (+ = competes with existing application)

IL	98.9+	Dwight	3000 w, 328 ft	Barden Bcstg. of Coal City, Inc.
LA	104.7+	Vidalia	3000 w, 328 ft	Vision Broadcasting, Inc.
MO	92.3	Osceola	3000 w, 272 ft	Valkyrie Broadcasting, Inc.
	93.7	Warsaw	3000 w, 328 ft	Mahaffey Enterprises, Inc.
NV	1030	Boulder City	50,000/1000 2, DA-2	William H. Pollack
NM	105.5	Grants	100,000 w, 1312 ft	Cibola Radio, Inc.
TN	107.7	Henderson	3000 w, 328 ft	Wanda Smith
	104.9+	Woodbury	3000 w, 328 ft	Dasan Communications Corp.
	104.9+	Woodbury	3000 w, 328 ft	Woodbury Community Radio, Inc.
	104.9+	Woodbury	1803 w, 617 ft	Woodbury FM Radio Bcstg.

RETURNED/DISMISSED APPLICATIONS

AL	105.7+	Ornage Beach (D)	RNG Communications
AZ	97.5+	Oro Valley (D)	Classic Media, Inc.
CA	105.3+	Soledad (D)	Monterey County Broadcasters
FL	1020	Kendall (R)	Baja Florida Radio
	100.5+	Newberry (D)	Robert J. Adamson
	102.7+	Rockledge (D)	Ben L. Umberger
	102.7+	Rockledge (D)	Orion Communications, Ltd.
	102.7+	Rockledge (D)	Rockledge Broadcasting Assoc.
	102.7+	Rockledge (D)	Rockledge Radio, Ltd.
	102.7+	Rockledge (D)	Shaw Enterprises
KY	105.7+	Hawesville (D)	Hancock Media Systems, Inc.
LA	102.9+	Shreveport (D)	Shreveport Radio, LP
MA	99.9+	Athol (D)	Jackson-Heuhoff Part.
MI	96.5+	DeWitt (D)	Great Lakes FM, LP
	102.3+	Port Huron (D)	L & K Broadcasting

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People In Radio

continued from page 28

Radio and television services of Chicago Audio-Video, Inc.

•Greg Urbiel is the new director, technical operations, Midwest for the CBS Radio Division, responsible for CBS-owned stations in Chicago, Detroit and St. Louis.

•Clarke Brown moving to WQXI-AM/FM in Atlanta as senior vice president/general manager.

•Patrick Sbarra will be the station manager at KTSA/KTFM in San Antonio.

•New program directors for Tichenor Media stations are: Alberto Augusto at WOJO in Chicago; Filberto Prieto at WIND in Chicago and Miguel DeLago at KLAT in Houston. Rogelio Soto is operations manager at KLAT.

•Skip Weller will be general sales manager at KEZW/KOSI in Denver.

•Barry Rose, general sales manager at KBFN/KBLX in San Francisco, becomes vice president of the Inner City Business News.

•Barbara Salvin will be the general sales manager at WTMJ in Miami.

•Frank Adam has been appointed general manager at WCQL-AM/FM in Portland, ME.

Radio Ink

continued from page 7

Radio the region has to offer."

•Change your mailing labels to show Guy Gannett Broadcasting Services has moved to new offices at One City Center, 11th floor, P.O. Box 15277, Portland, ME 04101.

•IDB Communications will provide the transportable satellite transmission services for The Who's L.A. reunion concert.

•Notre Dame football Coach Lou Holtz will have a one-hour call-in show on the Mutual Broadcasting System beginning Sept. 12. Mutual will enter its 22nd year of Irish play-by-play broadcasts on Aug. 31.

•CBS RadioRadio is making format changes designed to strengthen local programming efforts. Beginning Aug. 28, CBS RadioRadio newscasts will be fed at 45 minutes past the hour with an optional cutaway. The program will include Today In Rock History and the network's four short-form features will be dropped.

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PROPOSED STATION TRANSFERS (r = reorganization of existing ownership) continued from page 28

		from	to
AL	WFFX-95.7/WRLX-1230	Tuscaloosa r	Arrow Communications, Inc.
AZ	KCUZ-1490	Clifton r	Wick Broadcasting Co.
	KMEQ-740/96.9	Phoenix r	Westinghouse Broadcasting Co., Inc.
	KFMM-99.1	Thatcher r	Wick Broadcasting Co.
CA	KTWV-94.7	Los Angeles	Sillerman-Magee Comm. Mngmnt
	KFWB-980	Los Angeles r	Westinghouse Broadcasting Co., Inc.
	KTOB-1490	Petaluma r	in North Bay Broadcasting, Inc.
	KFBK-1530/KAER-92.5	Sacramento r	Westinghouse Broadcasting Co., Inc.
CO	KRZN-1150	Englewood	Sudbrink Broadcasting Co. of Denver
	KVMT-104.7	Vail	Sky Hi Vail, Inc.
CT	WLVH-93.7	Hartford	Sage Hispanic Bcstg Corp. of CT
FL	WRFA-820	Largo r	Norman Bie, Jr.
	WILN-105.9	Panama City	Tallahassee Broadcasting Co.
Inc.)			
GA	WBTV-105.5	Homerville	Southern Bcstg & Investment, Inc.
IL	WMAQ-670	Chicago r	Westinghouse Broadcasting Co., Inc.
	WTPC-95.5*	Elsah r	in Board of The Principa Corp.
KS	KAPH (CP)-100.3	Kingman r	Bliss Communications
KY	WKCB-1340/107.1	Hindman	Knott County Broadcasting Corp.
LA	KBCL-1070	Bossier City r	in Results Unlimited, Inc.
	KVLA-1400	Vidalia	Kenneth Hill (Joseph Aaron Bcstg)
MA	WBZ-1030	Boston r	Westinghouse Broadcasting Co., Inc.
MN	KKWS-105.9/KWAD-92.0	Wadena r	Jack W. Ingstad (Ingstad Bcstg)
NV	KPTL-1300	Carson City	John A. Schoen (MB Bcstg Corp.)
NM	KNFT-950/92.7	Bayard r	KNFT, Inc.
NY	WNGZ-104.9	Montour Falls	Twin Tiers Comm. Corp.
	WGMF-1490	Watkins Glen	
	WNEW-FM-102.7	New York	Sillerman-Magee Comm. Mgmt.
NY	WINS-1010	New York r	Westinghouse Broadcasting Co., Inc.
NC	WCKB-780	Dunn	Robie Butler & Alice Baggett
ND	KOVC-1490/100.9	Valley City r	Jack W. Ingstad (Ingstad Bcstg)
PA	WMMR-93.3	Philadelphia	Sillerman-Magee Comm. Mgmt.
	KYW-1060	Philadelphia r	Westinghouse Brcst Co., Inc.
	KDKA-1020	Pittsburgh r	Westinghouse Brcst Co., Inc.
PR	WGDL-1200	Lares r	Wilfredo Antonio Soto (Lares Bcstg.)
Bcstg.)			
SC	WGTV-1400	Georgetown	Beach Broadcasting of S.C., Inc.
	WTNI-1490	Hartsville	C & O Broadcasting, Inc.
SD	KPLO-FM-94.5	Reliance r	Midcontinent Broadcasting Co.
	KELO-1320/92.5	Sioux Falls r	Midcontinent Broadcasting Co.
	KDLO-FM-96.9	Watertown r	Midcontinent Broadcasting Co.
TN	WIRJ-740	Humboldt	Warmath Communications, Inc.
TX	KQZY-105.3	Dallas r	Westinghouse Broadcasting Co.
	KSEV-700	Tomball	Jerry Jackson
	KDOK-1490	Tyler	Tyler Broadcasting Co.
VI	WDCM (CP)-92.3	Cruz Bay	David Condon
WI	WCWC-1600/WYUR-FM-96.1	Ripon	De Novo Comm., Inc.

DISMISSED STATION TRANSFERS

TX	KEZP-103.1	Canadian	Megahype Broadcasting Part.	Canadian Broadcast Group, Inc.
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TRANSTAR RADIO NETWORK/NEW AFFILIATES - JULY

	Old Format	Transtar Format
CO	KYBG-AM	News/Talk
AK	KTKU-FM	CHR
LA	KXOR-FM	AC
WY	KPOW-AM	Country
KY	WTKY-AM	Country
KY	WTKY-FM	Country
IL	WLLI-FM	CHR
AR	KAKI-FM	AC
PA	WJUN-FM	AC
ID	KSKI-AM	Nostalgia
NY	WDGE-FM	AC
PA	WHYL-AM	MOR
SC	WIGL-FM	Country
LA	KWJM-FM	Country
OK	KITX-FM	Country
NC	WZJS-FM	SMN Country
MI	WHGR-AM	Country
CA	KZXY-AM	MOR
WA	KAFF-FM	MOR
WI	WCUB-AM	Country
WA	KARY-AM	Country
AZ	KPGE-AM	Country
	Page	AC

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Direct Mail Results

	Winter '88	Spring '89
WHYN Springfield, MA P12+, M-S, 6A-12M	5.8	8.3
KOSI Denver W25-49, M-F, 10A-3P	5.0	8.8
WKFM Syracuse P18+, M-S, 6A-12M	6.1	7.8
Source: Arbitron Spring '89		

Ilene Adams
President



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TeleWork Results

Winter '88	Spring '89	
2.2	3.5	WQHT New York A25-54, M-S, 6A-12M
5.4	6.3	WJIB Boston P12+, M-S, 6A-12M
6.2	8.1	WALK Long Island P12+, M-S, 6A-12M
8.3	10.4	WJQI Virginia Beach W25-54, M-S, 6A-12M

Cidney Murtha
Executive Vice President

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