

# College Broadcaster

## NEWSLETTER

March 1989

A Publication of the National Association of College Broadcasters

### Letter from the Directors

We are extremely pleased with all the positive responses to the inaugural issue of *College Broadcaster*. Keep sending in those letters! We will continue to publish *College Broadcaster* every month throughout the academic year.

February has been a very busy month for us. Dave Bartis and Doug Liman spent a week meeting with various companies concerning the start-up of the NACB satellite network. We also began several new projects this month. NACB's equipment cooperative got off the ground and we are starting a broadcaster's liability insurance co-op that we estimate will save NACB members 2/3 on insurance premiums. We are also working with an advertising firm to supply those NACB members who are commercial stations with national ads.

We have also been making arrangements for NACB's first regional conference to be held in Anaheim March 10-12. The conference will be much smaller than the national conference (75-100) but will be equally important. We'd like to help you organize a regional conference in your area.

By the time you read this, the conference in LA will be over. You will, however, be able to acquire transcripts, video and audio tapes from the conference.

We began, this month, preparing for next year's annual conference to be held at Brown University November 17-19. NACB II promises to be twice as good as our inaugural conference, and we hope to see many of you there.

February has really been a month of conference activities. David Bartis spoke on a panel at IBS' annual conference. Finally, look for NACB at NAB in Las Vegas.

We have begun compiling the results of the survey published in the last issue of *College Broadcaster*. If you have not yet sent it in, please do so. If you do not have a survey, please call and we will rush one to you.

We look forward to bringing you new ideas and presenting you with new issues in future issues of the magazine and newsletter. We wish you all the best.



CBC founders Norbert Hendrikse, David Kluft, and Sasha Oster

### Equipment Co-op Starts

Its founders like to call College Broadcast Consultants (CBC) one-stop-shopping for college stations. CBC is an equipment cooperative run under the supervision of NACB that advises and sells equipment to NACB members at substantially reduced prices. By pooling the resources of college stations across the country, CBC promises to greatly increase the purchasing power of college stations. Under CBC, college stations will be able to share in the savings that commercial stations currently enjoy.

CBC is the brainchild of Norbert Hendrikse, Sasha Oster, and Dave Kluft. The concept for CBC evolved out of experiences heard at college stations around the country. Hendrikse explained the concept by asking: "Have you ever bought a new piece of equipment only to find it was already outdated? Have you ever found a lower price just after you made your purchase? Have you ever felt technically inexperienced while talking to an industry professional?" If you are like the majority of college broadcasters, you have experienced these frustrations. College stations can be hazardous situations for learning to purchase and maintain equipment. Mistakes in purchasing can be costly and equipment breakdowns can cripple a station's productivity for unnecessarily long periods of time. The staff of CBC are dedicated to helping you sift through the moun-

tain of purchasing options to find the equipment that best suits your station's needs at a volume discount price.

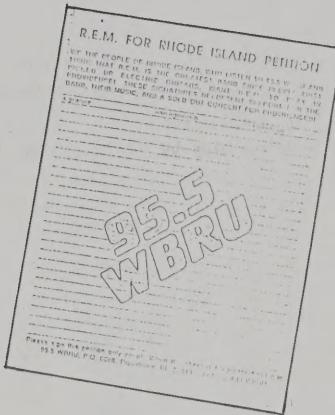
CBC is an exclusive service of NACB. There is no separate registration fee for CBC. Rather, CBC is financed through a small commission obtained on each sale. Even with the commission, however, CBC prices are substantially lower than those an individual station could obtain.

#### How does CBC work?

By consolidating the purchasing power of all NACB member stations, CBC is able to make each station a priority customer with major equipment manufacturers and distributors. This translates into discounted prices, faster delivery, and more flexible terms of payment. In an effort to keep in touch with the needs of each station, CBC will be available on the phone seven days a week for member inquiries and will attend regional conferences.

Every month, CBC will run an ad containing specially priced and popular items. The products listed in the ad, however, are not the extent of CBC's offerings. They will sell any item that is currently under production. Just call CBC and tell them what you want. If they currently carry it, they will give you the price over the phone. If they do not, they will find it and get back to you within

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At a commercial station, effective radio promotions can cost well upwards of \$10,000 per campaign. We recently visited WBRU, Brown University's FM radio station, where they're currently running a promotion that's virtually cost free.

The promotion, entitled "REM for Rhode Island," is literally a petition for the band to play a concert in Rhode Island, a location conspicuously left out of the REM's Spring tour schedule. The petitions are intended to show fan support tempered with mild resentment for having been slighted by not getting a show in their city. The reason for the petition, however, has some deeper roots than merely one station's disappointment at finding their city was not on the tour.

Ironically, WBRU was one of the first bands to give REM air-play back in 1981, making them one of the first stations in the country to play the Georgia band. In addition, WBRU credits itself with breaking REM in Rhode Island. Because of their track record with the band, BRU staff members were particularly shocked when REM released a tour list that excluded Rhode Island. As Barry Fishman (otherwise known as "The Fish"), the D.J. that initiated the promotion said: "Rhode Island, who embraced REM before it was the fashionable thing to do, is being slighted. . .REM snubbed us and we wanted to do something about it."

Even more ironically, BRU recently completed an extensive promotional campaign to send a pair of listeners to see REM play in Australia. And REM also won WBRU's "First Annual 'Cutting Edge' Elections" in which listeners called in to "vote" for their favorite band on election day. Imagine electing a band "Presidents of WBRU" then finding they pass by your city for some mysterious and unexplained reason.

Fishman and WBRU Program Director, Neil Bernstein, came up with the concept of the petition while mulling over their dissatisfaction with the bands tour schedule. Experience had taught them that "calling and griping to concert promoters doesn't get you anywhere." They decided to take matters into their own hands and petition the group to play Rhode Island.

Acting with no support or acknowledgement

# Promoting Your Station

## How WBRU is improving its image

ment from the REM management, the WBRU management board decided that if they could collect 15,000 signatures on a petition, they will be able to persuade REM's management to change their minds. The number of signatures, 15,000, happens to reflect the seating capacity of the Providence Civic Center.

While the station has not yet counted all the petitions, estimates are already in the several thousands since the promotion began three weeks ago. Although an end date for the petition has not yet been selected, the station management does not want the promotion to drag on too long. They still have to decide whether it should slowly phase out or "go out with a bang." In general, the station likes promotions to last 4 to 6 weeks total.

The "REM for Rhode Island" petition is distinctive as an "image" promotion and not a "listening" promotion. For those of you unfamiliar with the difference, "listening" promotions are quite simply intended to increase the number of people that listen and the amount of time each one spends listening. "Listening" promotions, however, tend to be much more costly than "image" promotions. Part of the goal of this particular petition is to strengthen WBRU's image in Rhode Island. Seth Kalvert, WBRU Promotions Director, says that WBRU is "trying to act like a bunch of Rhode Islanders." That is, they're making an effort to reflect the sentiments of the community at large and not just the nearby Brown University campus. The promotion is designed to "appeal to people's pride in Rhode Island," adds Kalvert.

WBRU was in a unique position to do this type of promotion with REM. WBRU is in a top thirty radio market and has a powerful signal that reaches all of southern New England (20,000 watts). In addition, Rhode Island's largest concert hall, the Providence Civic Center (15,000 seats) is the second most booked arena in the country. Because REM is playing halls smaller than the Civic Center on its current tour, it makes sense to the WBRU management staff that all they need to do is show the band that the concert would sell out. That's the motivating concept behind the petition.

Technically, the promotion was easy to put together. Blank petitions were copied and arrangements were made with local stores to distribute them. Simultaneously, WBRU began an intensive on-air promo-

tions blitz to encourage listeners to acquire and sign petitions; D.J.'s mentioned the petition drive at least once per hour for the first two weeks. This promotion, like all promotions at WBRU, does not cut into advertising time and consequently no opportunity cost are associated with it.

To encourage participation, WBRU D.J.s made appearances at high schools and malls where they handed out blank petitions and collected completed ones. The petition drives were promoted solely on the air, but because they were handing out many more petitions than they were receiving back, the WBRU management staff decided to throw a party to give people an incentive to complete and return their petitions. The party was held at a popular local club and anyone with a completed or semi-completed petition was admitted free.

The additional incentive was that the WBRU staff wanted to give away a CD player to those who made the effort to bring in the petition. While the CD player attracted people to the party, it also confronted the WBRU Board with the difficult issue of how to maintain the credibility of the petition and not give the CD player away arbitrarily. Giving the CD player to the person with the most names would have harmed the validity of the petition drive (for fear that someone would use names more than once), giving it away randomly would not reward those who had worked hardest on the petition drive.

The solution came up somewhere in between the two choices. BRU gave everyone one raffle ticket for each completed petition and at the end of the evening, there was a drawing for the CD player. The event was a success and nobody had any complaints. WBRU plans on holding at least one more petition party before the campaign is over.

Once done collecting the petitions, WBRU will have to send them to REM and wait. No one at WBRU is sure how REM will react but Barry "The Fish" Fishman is confident that the petition will convince the band to play Providence.

While not every college station can attract a band as successful as REM to their cities, they can do a similar promotion for lesser known bands. The advantage of a promotion such as this is that it is inexpensive and can only help to build your image. Even if the promotion at WBRU fails, the

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a few days.

Many equipment manufacturers and distributors have already shown a serious competitive interest in the possibilities for a newly formed and unified market of college stations. What this means is that the more NACB members who purchase equipment through CBC, the lower the prices will be. CBC will be offering many items on a regular basis, and will also help stations purchase any piece of equipment in the industry.

CBC has already secured agreements with manufacturers and distributors of equipment across the country including Sony, Panasonic, Ampex, Fuji, and Maxell. According to Hendrikse, it wasn't difficult to convince these companies that NACB members are important customers to them. They've already acknowledged our buying power by offering us an average 25-30% discount from list price and by showing flexibility in billing procedures.

In order to participate with CBC, all you need to do is join NACB. Then you can call them at (401) 863-2221, seven days a week, and they will help you decide whether to fix or buy and then do the legwork to find the lowest price available.

According to David Bartis, Associate Director of NACB, the equipment co-op had been on NACB's agenda for quite some time. "We knew it was feasible and that it would

be a good service for our members," recounts Bartis, "but we were developing so many new projects that the equipment co-op didn't receive the attention it deserved." When Kluft, Hendrikse and Oster approached NACB last December, the NACB Executive Board gave them a chance. Working under Bartis' supervision, the three students set up CBC and began negotiating with equipment manufacturers.

The founders of College Broadcast Consultants are all alumni of Brown Cable Television. Each of them brings special talents to the task of running CBC. Norbert Hendrikse, an Engineering major from Brown University, was the technical director and original technical designer for Brown Cable Television. Sasha Oster is technically experienced with three years of full time in sales and marketing as the international sales manager for a firm in New York. Dave Kluft majors in video production and has been producing videos and television for the past four years. Together they have created a business which has the potential to unify and thus empower college broadcasters to receive the lowest prices and the fastest delivery in the industry.

Send in your surveys Today  
Help yourself and your fellow stations

Continued from page 2

band, and not the station, takes the blame. If it succeeds, both the station and the listeners benefit at no cost to either.

Here's what the WBRU petition was composed of: space for 50 signatures and the following statement; "We the people of Rhode Island, who listen to 95.5 WBRU and think that REM is the greatest band since people first picked up electric guitars, want REM to play in Providence! These signatures represent support for the band, their music, and a sold out concert for Providence!!!"

WBRU runs promotional activities on a continuous basis. In the past year, WBRU's promotions have included sending two people to Sydney Australia to see REM based on a "REM song-of-the-day" contest and organizing a thirty-day, thirty-object scavenger hunt with a grand prize of \$10,000. Every Spring, WBRU organizes a rock-hunt for local bands and sponsors a T-Shirt design contest involving their logo.

Save the date  
Nov 17-19  
NACB II

Second Annual Conference  
of College Broadcasters

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College Broadcasters



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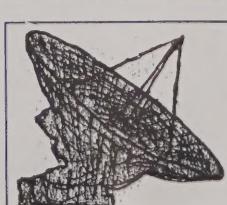
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# NACB Wants You

## Positions Available

The National Association of College Broadcasters is now accepting applications for two full-time management positions with the association as well as for Summer intern positions.

### Management

Applicants should be seniors (or at most one-year out of college) who have at least three years of experience at a college radio or television station/club.

We seek individuals who are: highly motivated, ambitious, creative, willing to work hard, good working with others and ready to initiate new projects. Ideally, applicants will have demonstrated experience in the areas of: management, programming, audio/video editing, business, technical and on-air. All applicants must demonstrate strong writing skills and be comfortable with computers.

The positions open involve participation and leadership in all projects being developed and in progress. Positions last 1 to 2 years and require living in Providence, RI and being available for training early in the summer.

### Internship

Summer internships are open to all members of college radio or television stations with at least 1 year of experience working at a college station.

Individuals should have a strong interest in college broadcasting with desire to learn more about the college broadcasting community in general. Position provides excellent opportunity to learn from an overview of how college radio and television stations are structured and operate in contrast to professional stations.

Position requires strong writing and communications skills as well as ambition to work hard. Interns will have opportunity to work on independent projects.

Summer internships last two month and include a stipend to cover housing and living expenses.

For management positions:

Send resume, cover letter and transcripts to:  
NACB  
Box 1955  
Brown University

NACB  
Box 1955, Brown University  
Providence, RI 02912  
(401)863-2225

## NACB Advertising Network

NACB has begun negotiating with an advertising agency to route national advertising campaigns to college radio and television stations. The firm, whose name cannot yet be released, specializes in placing ads in college newspapers.

The firm's president had thought about expanding into broadcasting but was discouraged by the prospect of having to individually contact every college radio and television station. Thus, he was very receptive when NACB Exec. Doug Liman approached him with a proposal whereby NACB would act as a liaison between the firm and NACB's members.

The firm has one of the largest computer databases in the country containing extensive information about every college and university in the country. This database makes the firm very attractive to advertisers because it can target ads to specific audiences. An Army engineering ad, for instance, would only run at schools where there are engineering departments.

Liman will be meeting with the firm on March 13. Once negotiations are finalized, a NACB representative will contact all stations that have sent in surveys to see if they are interested in participating in the project. Stations participating in the project will receive tapes of commercials periodically along with an affidavit of broadcast. If the station chooses to run the commercial, it will sign the affidavit and return it to NACB. Once the affidavit has been received, the station will receive payment.

Providence, RI 02912  
Attn: Personnel

Please list at least two references, preferably one from a non-academic contact)

For Internships:  
Send resume and cover letter to above address.

Direct all questions to David Bartis at above address or call 401-863-2225.

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## RUSH / DATED MATERIAL

## Membership

Because this is NACB's first year, every station and department on NACB's mailing list will receive a complementary subscription of *College Broadcaster* through June 1. Only members, however, may access NACB's services including Internship listings, computer database, equipment co-op, etc. These are all in place and members may call anytime for information.

Beginning Sept 1, 1989, only those departments and stations that have joined will receive *College Broadcaster*. Stations that qualify will continue to receive a complementary subscription of *College Broadcaster* but will not be eligible for any of NACB's services. In order to qualify, stations must complete NACB's station survey.

Those who join NACB before June 1, 1989, will retain their membership through June 1, 1990 at no additional charge. Only members will be eligible to attend NACB's national conference.

Membership categories are as follows:

**Station Membership** \$50/year

Station Membership is open only to radio and television stations or radio and television clubs affiliated with a university, college, or junior college. Stations must submit the station survey. Stations or clubs which meet the above criteria will be accepted.

**National Membership** \$25/year

National Membership offers a wide variety of benefits to you as an individual. Even if your station is a member of NACB, you will find the benefits of a personal membership worthwhile.

*NACB and College Broadcaster made possible by the generous grants of:*

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Providence, RI  
Permit 429