

Memo

Call

*Frazier & Peter
for exploratory
conference
Re—our problems*

PRIVATE – CONFIDENTIAL MANAGEMENT CONSULTANTS

This is our fifth year of pioneering in the field of television and radio management consultant service. We have served many clients, ranging from the largest to the smallest aural and television operations, with a great variety of problems offered for solution. In meeting those assignments we have gained current experience (supplementing forty-six years' cumulative radio experience of the two partners) enhancing our usefulness in solving the problems of an increasingly competitive business.

WHY WE CAN HELP

We have:

TIME—to study a client's problem uninterrupted by daily routine;

UNDERSTANDING—of the principles necessary to profitable operation and the great importance of the human element to the success of business enterprise;

EXPERIENCE—gained from serving many broadcasters in varied markets;

PERSPECTIVE—an interested, impartial attitude because of an outside point of view;

ABILITY—a highly developed aptitude for digging into problems, unearthing facts, analyzing and interpreting them;

COMPARATIVE KNOWLEDGE—of what has happened in similar situations in other stations;

INDEPENDENCE—that enables us to say plainly from the outside what cannot always be said safely from within;

TECHNIQUE—an ability to work quickly and effectively within a client's organization without disturbing either the personnel or their work;

FREEDOM—from suspicion of prejudice or favoritism due to our completely detached position as professional men.

WHAT WE DO

The most commonly encountered assignments are as follows:

Station Management and
Organizational Studies
Station Appraisal
Preparation of Exhibits for
Presentation to Federal
Agencies and the Courts
Market Data Reports
Program Analysis

Market Evaluations
Rate Recommendations
Cost and Profit Studies
Expert Testimony before
Federal Agencies and the
Courts
Program Policy Studies
Traffic Control System

FRAZIER & PETER

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