

TW Tips Index #3 — 1999

As promised, at the end of each Quarter, we'll issue a free **"TW" Index** to cross-reference all of the **TW Tips** for issues #27 through #41.

Most PD's are keeping their copies of **Programmer's Digest** in a 3-ring binder.

We suggest that you place these Quarterly "Index" inserts at the *beginning* of your binder book, to serve as a Table Of Contents.

TW Tips

have been categorized and cross-referenced according to the following elements of programming and management:

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1000 Series — The Audience

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2000 Series — Music

(See TW Tips Index #1 for tips #2001-2016)

(See TW Tips Index #2 for tips #2017-2125)

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If you've misplaced any issues of **Programmer's Digest**, back issues of **"PD"** are available at a cost of \$6 per issue.
Just call (480) 443-3500 or fax (480) 948-7800.

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(See TW Tips Index #2 for tips #3099-3156)

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- 3165 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
- 3166 #31 Pg 1 Targeting Tips: WHEN YOU Play A Promo Matters
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- 3169 #31 Pg 5 "Guess & Win" (Other Variations)
- 3170 #31 Pg 7 Best Internet Campaign: Triple M/Melbourne Newscast Intro
- 3171 #32 Pg 4 Cut-Through Campaigns: Print — One-Column-Inch Scatter-Ads
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- 3173 #32 Pg 5 Fox FM 7.4.7
- 3174 #32 Pg 5 \$50,000 Birthday Game
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- 3183 #33 Pg 5 How To Quickly Size-Up Distant Markets (Assessing Marketing Threat)
- 3184 #33 Pg 6 Most Effective Promotions Of All Time: Instant Winner Weekend
- 3185 #33 Pg 4 Sales Promotion: The Commercial Of The Day
- 3186 #33 Pg 4 Cut-Through Campaigns: Singing Animals, Kids (IQ)
- 3187 #34 Pg 8 WWWWebWWWise: WKUT Work Perk Patrol
- 3188 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
- 3189 #34 Pg 2 PDQ&A: Station Mascots
- 3190 #35 Pg 5 Ron Jacobs KHJ Boss Memo
- 3191 #35 Pg 8 News/Surveillance: Visibility — Mike-Flag-Of-The-Week Award
- 3192 #35 Pg 7 WWWWebWWWise: The KATT-Map
- 3193 #35 Pg 2 PDQ&A: More Mascots (Human, Making A Statement, On-Air, Hip/Unhip)
- 3194 #36 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 1
- 3195 #35 Pg 9 Advertising Slogan That Sticks In The Mind (NeoSoft)
- 3196 #36 Pg 4 New For '99: Promotions Of Distinction (New Millennium Baby Races, The Bug Patrol, Millionaire For The Millennium, Morning X Subscriber Quiz, The Bomb Squad, Homemade Jingle Contest, Fun Fun Fun All Month Long, HomeRun Inning, 10 Grand In 10 Hours, Win Kelly's Cash, Fax Us Taxes, Grassroots Fundraiser, Dental Clinic For Kids, Cops & Lobsters)
- 3197 #36 Pg 1 44 Immutable Laws (22 Immutable Laws Of Marketing — And Branding)
- 3198 #36 Pg 7 WWWWebWWWise: KIS Fresh Up To Date Website
- 3199 #36 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3200 #37 Pg 5 WWWWebWWWise: Station ID: KSDD-dot-com
- 3201 #37 Pg 7 Important Update About Filter System Of The Mind (Arbitron Mentions)
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- 3203 #37 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
- 3204 #38 Pg 7 WWWWebWWWise: Jeff & Jer's Daily Cartoon (Star 100.7)
- 3205 #39 Pg 1 More New For '99 Contests/Promotions/Ideas: Million \$ Wars (Boston, Phoenix) Blatant Bribe, Timeline, Empathy Belly, Artist Of Day, Living Billboard, Kissathon, Sing For A Song
- 3206 #40 Insert Deep Background Interview: Vance Dillard (Jacor Dir. Of Soft AC)

3000 Series — Promo/Marketing (Cont)

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- 3208 #40 Pg 1 Greg Smith: Who's In Control — YOU Or The System?
- 3209 #40 Pg 3 Most Effective Promotions Of All Time: The Dollar Bill Game
- 3210 #41 Pg 1 Capsule Concepts: Overt Formatics (Net Impact Of Frequency)
- 3211 #41 Pg 8 New For '99: Own Your Location, Own The Underground, The Radio Cafe, Free Money Buzzer, 3 For A G, Life's A Beach, Name Games, Free For All, 20 In A Row or \$20,000, Cash Keys & An SUV, Web Sounds, \$1,000 Minute

4000 Series — Contest-Marketing

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- 4084 #28 Pg 5 WWWWebWWWise: WJMN E-Quests
- 4085 #28 Pg 5 WWWWebWWWise: WSSR E-Mail Club
- 4086 #28 Pg 5 WWWWebWWWise: B105 Brisbane Community Switch
- 4087 #29 Pg 7 7 Steps To Successful Client-Driven Promotions
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- 4093 #32 Pg 5 Freeloaders Program (KFMB-FM)
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- 4095 #32 Pg 5 \$50,000 Birthday Game
- 4096 #32 Pg 5 Give Away 100,000 1-cent stamps
- 4097 #32 Pg 5 Top 1001 Rock Countdown
- 4098 #32 Pg 5 Concerts Around The World/Round The World Rock Trips
- 4099 #32 Pg 5 Super Bowl Of Soul Weekend
- 4100 #33 Pg 5 How To Quickly Size-Up Distant Markets (Assessing Marketing Threat)
- 4101 #33 Pg 6 Most Effective Promotions Of All Time: Instant Winner Weekend
- 4102 #33 Pg 4 Sales Promotion: The Commercial Of The Day
- 4103 #34 Pg 8 WWWWebWWWise: WKUT Work Perk Patrol
- 4104 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
- 4105 #35 Pg 5 Ron Jacobs KHJ Boss Memo (Contest Tidbits)
- 4106 #36 Insert Deep Background Interview: Tracy Johnson (KFMB AM/FM GM) Part 1
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- 4108 #36 Pg 10 Elements Of Stationality: Promos/Sweepers/Liners/Spitters
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- 4110 #39 Pg 1 More New For '99 Contests/Promotions/Ideas: Million \$ Wars (Boston, Phoenix) Blatant Bribe, Timeline, Empathy Belly, Artist Of Day, Living Billboard, Kissathon, Sing For A Song
- 4111 #40 Insert Deep Background Interview: Vance Dillard (Jacor Dir. Of Soft AC)
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- 4114 #41 Pg 8 New For '99: Own Your Location, Own The Underground, The Radio Cafe, Free Money Buzzer, 3 For A G, Life's A Beach, Name Games, Free For All, 20 In A Row or \$20,000, Cash Keys & An SUV, Web Sounds, \$1,000 Minute

5000 Series — Mornings/Breakfast

(See TW Tips Index #1 for tips #5001-5058)
(See TW Tips Index #2 for tips #5059-5102)

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- 5104 #30 Pg 2 Most Effective Promotions Of All Time: Beat The Bomb
- 5105 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
- 5106 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
- 5107 #32 Pg 1 How To Spot Star Quality
- 5108 #33 Pg 7 WWWWebWWWise: WNIC Pet Of The Week (Jim Harper)
- 5109 #33 Pg 4 Sales Promotion: The Commercial Of The Day
- 5110 #34 Pg 1 April Fool's Day Stunts (35 of the best of all time)
- 5111 #36 Pg 4 New For '99: Promotions Of Distinction (New Millennium Baby Races, Bug Patrol, Millionaire For The Millennium, Morning X Subscriber Quiz, The Bomb Squad, Homemade Jingle, Fun-Fun-Fun All Month Long, HomeRun Inning, 10 Grand In 10 Hours, Win Kelly's Cash, Fax Us Your Taxes, Grassroots Fundraiser, Dental Clinic For Kids, Cops & Lobster)
- 5112 #39 Pg 1 Dr. Don's Timeless Rx For The Millennium Generation Of Morning Tail
- 5113 #40 Pg 1 Greg Smith: Who's In Control: YOU Or The System?
- 5114 #41 Pg 2 UK Morning Shows
- 5115 #41 Pg 4 Dr. Don Rose Timeless Rx (Part 2)

6000 Series — Talent

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(See TW Tips Index #2 for tips #6046-6083)

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- 6085 #29 Pg 2 Improving News-Reliance Perception-Attribution (Tandem-Team)
- 6186 #30 Pg 8 News/Talk: Selling Controversy (How WISN Sells Mark Belling)
- 6187 #31 Pg 1 Steve Allan: Beyond "Formula" — Doing The Basics PLUS
- 6188 #31 Pg 4 Cut-Through Campaigns/TV: TW's All Time Favorite TV Spot: Dog-Shit TV
- 6189 #31 Pg 8 Nasty Rock News/Talk Stationality
- 6190 #32 Pg 7 WWWWebWWWise: KQME's Creative Psycho Soundguy (Waves)
- 6191 #32 Pg 7 WWWWebWWWise: Z-100's Interactive Lunch
- 6192 #32 Pg 6 PDQ&A: Tweaking Morale & Sorting Out The Bad Apples (Grumpies)
- 6193 #32 Pg 8 VR Virtual Recommendations (Sean Michael Lisle, Long Shifts, Topicality)
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- 6195 #33 Pg 1 How To Spot Star Quality
- 6196 #34 Pg 1 Dave Robbins: 10 Commandments Of A Great PD
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- 6200 #36 Pg 6 Dr. James Dobson: Quote About Positive Comments Over Critical Ones
- 6201 #36 Pg 11 Gordon McLendon: Prepare 1 Hr OFF-Air For Every Hour ON-Air
- 6202a #37 Pg 6 News/Talk: Getting Opinions On The Air
- 6202b #38 Pg 7 News/Talk: Getting Opinions On The Air (Part 2)
- 6203 #37 Pg 4 PDQ&A: How To Get Jocks To Open-Up On-The-Air
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- 6208 #40 Pg 5 Drew Basics — Part 3
- 6209 #40 Pg 6 Talk 101: Forgotten Basics For Swashbuckling Talk Talent
- 6210 #41 Pg 2 The Sun Never Sets... UK Talent
- 6211 #41 Pg 2 Dr. Don's Timeless Rx — Part Two

7000 Series — Leadership

(See TW Tips Index #1 for tips #7001-7069)
(See TW Tips Index #2 for tips #7070-7163)

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- 7177 #31 Pg 2 Bob McNeill: Every Day Is Somebody's First Day With The Station
- 7178 #30 Pg 8 News/Talk: Selling Controversy: How WISN Sells Mark Belling
- 7179 #30 Pg 3 John Sebastian: KZLA In The Rear-View
- 7180 #30 Pg 3 Bob Moody: More Country-Burn Fallout
- 7181 #30 Pg 7 Rev. Dr. Martin Luther King Jr.: On Progress
- 7182 #30 Pg 1 Ken Dowe: The Null Hypothesis (Increasing Odds On Winning)
- 7183 #30 Pg 1 Country Hot Clock Games (Current/Gold Ratio, Songs-Per-Hour)
- 7184 #31 Pg 1 Steve Allan: Beyond "Formula" — Doing The Basics PLUS
- 7185 #31 Pg 7 PD Bookshelf: The Hits Just Keep On Coming (Ben Fong-Torres)
- 7186 #32 Pg 4 PD Bookshelf: 1-800-CEO-READ Top 25 Business Books
- 7187 #32 Pg 5 Vince Lombardi: On What It Takes To Be Successful: Will
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- 7189 #32 Pg 2 Hotclock.com Template Clock-Maker (Computer Software)
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- 7194 #32 Pg 9 David Gleason: Old Spanish Saying About "Experience"
- 7195 #33 Pg 9 Quickly Size-Up Distant Markets: Media Dial-Up Listen-Lines
- 7196 #33 Pg 1 Quickly Size-Up Markets (Internet, Mediabase, Ratings, Aircheck)
- 7197 #33 Pg 1 Bill Moyes: Just Two Things — That Can Advance Ratings In '99
- 7198 #34 Pg 1 Dave Robbins: 10 Commandments Of A Great PD
- 7199 #34 Pg 4 Yoda: "Try not. Do, or do not. There is no try."
- 7200 #34 Pg 2 Scott Shannon: Top 40 Stations That Are Really AC In Drag

7000 Series — Leadership (Cont)

- 7201 #34 Pg 6 Leadership By Example & Making It Personal (Danny Ange)
- 7202 #35 Pg 1 Dave Charles: The PD's Life — How It's Changed
- 7203 #35 Pg 5 Ron Jacobs KHJ Boss Memo: Balance
- 7204 #35 Pg 8 News/Surveillance: Visibility Mike-Flag-of-the-week Award
- 7205 #35 Pg 1 How To Get Above The Line Performance From Everyone
- 7206 #36 Insert Deep Background Interview: KFMB AMFM GM Tracy Johnson — Part 1
- 7207 #36 Pg 2 Will Rogers: Know, Like, Believe In What You're Doing
- 7208 #36 Pg 1 44 Immutable Laws: Of Marketing — Of Branding (Trout & Ries)
- 7209 #36 Pg 11 Gordon McLendon: Prepare 1 Hour OFF-Air For Each ON-Air
- 7210 #37 Pg 5 WWWWebWWWise: Station ID: KSDO-dot-com
- 7211a #37 Pg 1 Cleave Encounters Of The Best Kind (Actor John Cleave)
- 7211b #37 Pg 6 Bookshelf: Hare Brain/Tortoise Mind (Think Less, Intelligence Increases)
- 7212 #37 Pg 7 Important Update About Filter System Of The Mind (Arbitron Liner Legality)
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- 7216 #38 Pg 1 Spoon-Fed Basics (How Paul Drew Helped His RKO Jocks "Get It")
- 7217 #39 Pg 2 Lou Holtz: Responding To The Challenges Of The Second Half
- 7218 #39 Pg 7 WWWWebWWWise: TW's Surfin' Style (Hyper-Bookmarking)
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- 7220 #40 Insert Deep Background Interview: Clear Channel Dir Of Soft AC Vance Dillard
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- 7223 #41 Pg 2 Reg Johns: On The Importance Of Partisan Conversion
- 7224 #41 Pg 5 Clarke Ingram: Sunscreen For Radio: "Everybody's Free (To Legal ID)"
- 7225 #41 Pg 4 Sign Hanging n Einstein's Wall At Princeton
- 7226 #41 Pg 6 Ron Jacobs Kick-Ass Boss Memo To Wake-Up The KHJ Boss Jocks

8000 Series — Morale

(See TW Tips Index #1 for tips #8001-8019)
(See TW Tips Index #2 for tips #8020-8044)

- 8045 #29 Pg 7 Leadership Cliff's Notes: Cheryl Miller's Power Of Persistence
- 8046 #29 Pg 9 Pat Riley: On Respecting Your Competition
- 8147 #31 Pg 1 Steve Allan: Beyond "Formula" — Doing The Basics PLUS
- 8148 #32 Pg 5 Vince Lombardi: On What It Takes To Be Successful (Will To Win)
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9000 Series — Presentation

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- 12027 #41 Pg 2 The Sun Never Sets (TW's UK Travelogue May 1999)

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- 13013 #37 Pg 5 WWWWebWWWise: Station ID: "KSDO-dot-com"
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- 15048 #28 Pg 5 WWWWebWWWise: WSRR E-Mail Club
- 15049 #28 Pg 5 WWWWebWWWise: B105 Community Switch
- 15050 #29 Pg 7 WWWWebWWWise: Capital FM "Your Favourite Five"
- 15051 #31 Pg 7 Best Internet Campaign I've Yet Heard: Triple M/Melbourne News Intro
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- 21032 #36 Pg 6 Dr. James Dobson: It Takes 9 Affirming Comments To Overcome 1 Critique
- 21033 #41 Pg 2 The Sun Never Sets (TW's UK Travelogue May 1999)
- 21034 #41 Pg 1 Clarke Ingram: Sunscreen For Radio "Everybody's Free (To Legal ID)"

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- #41 Page 2 The Sun Never Sets (TW's UK Travelogue May 1999)

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- #28 Page 2 Walter Sabo: The Best Show With The Best Marketing Wins
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