

## Nine Ways To Skin A Cat

### Continuing Education For The *Dedicated* Radio Programmer

#### The "9 Lives" of Radio Production

Dick Orkin and Dan O'Day are presenting their 3<sup>rd</sup> Annual International Radio Creative & Production Summit in LA the weekend of August 7<sup>th</sup> and 8<sup>th</sup>. Among the featured speakers will be our very own contributing cartoonist and production ace, **Bobby Ocean**.

One of my guiding philosophies of programming (and life, for that matter) is that *"there's always more than just one way to skin a cat"*. So when I learned about the title of Bobby's presentation, *"9 Ways To Skin A Cat"*, I naturally had to know more.

And I thought you'd appreciate seeing a sneak preview (to pass along to your

station/cluster's production wizards.

In this world premiere presentation, Professor Ocean will explore the many different paths a single promo or spot can take.

(Continued . . . See **9 Ways** on Page 2)

#### Music Science 101<sup>TM</sup>

In my experience, there is no such thing as a "local" hit. However one of the most important aspects of music playlist decision-making is **local timing**. That's where the "art" of picking music meets "science".

It's one thing for your "gut" to "pick" a song that should be played. "Hearing" a hit (before it is) *can* be considered an art! (Some of us are better than others at harnessing this gift).

(Continued . . . See **Music Science** on Page 3)

### Inside "PD" Issue # 14

Page 2 Calling A Spade A F@#%ing Shovel  
Page 4 Make The Most Of Time (Part 3): Communicating  
Page 5 WWWeb-WWWise: CHUM-Chart, Net Song, Guide To Net  
Page 6 Lifestyle File: Values  
Page 6 *Snap 14!* Basics, Theatrics, & Zoos (Scott Shannon)  
Page 7 Pith 2: More Conclave Highlights & Insights  
Page 8 News: "These Late Developments"  
Page 8 Most Effective Promotions Of All Time: Cash Call  
Page 9 More Breakfast/Morning Basics (Characters, Prep, Spontaneity)  
Page 11 Ocean Toons: Remember "The Format"  
Page 12 Food For Thought: Positive Pep



**Programmer's Digest** Publisher/Editor **Todd Wallace** is a 30-year programming veteran — as a #1 jock, PD, GM, and station owner. Over the past 24 years, he has provided programming consultation services to over 100 radio stations. Internationally recognized as the "founding father" of the "callout" research concept, over 200 stations have used his systems of "in-house" music, tracking, and perceptual research.

# Nine Ways To Skin A Cat

(continued from page 1)

It starts with identifying the "9 Lives Of Great Radio Production" as you follow your production piece all the way through every phase of its building blocks. . .

- ✓ from the idea conception
- ✓ to the writing and imaging
- ✓ to re-writing and whittling down
- ✓ to the voicing, then the editing and EQing of the voicetrack
- ✓ to layering on multi-track (as you prepare your canvas for painting)
- ✓ to adding music beds, then the musical intros and enders
- ✓ to the layering of "sweeteners" and punctuators
- ✓ to the final adjustments (like panning, EQ, and FX)
- ✓ to the final mixdown and playback.

Skip a step and you may miss an opportunity to make it better. And better still.

Midway through the 9 Lives presentation, Osh will open up his toolbox full of tips 'n' tricks 'n' time-honored techniques to pinpoint "9 Essentials To Easier, More Effective Radio Production".

And here they are —

## 1 Production Director's Science Diet

This is the basic "mood" group for healthy promos — defining the "types" of sounds production people use and putting them in a working order. The regular "diet" you should be feeding your 8-track will include beds, intros, enders, punctuators, and sweeteners.

## 2 The Director's "Litter Box"

This is where you discard the stuff that stinks — especially old concepts (like st-st-stutter starts), tired clichés ("for all your sausage needs"), and dysfunctional attitudes that get in the way of getting a great job done ("well, it's good enough to run on our AM" or "I'm not going to do my best for a salesman I can't stand").

## 3 Artful Use Of Pregnant Paws

There are hidden tricks in voice and music. Production pros know how to "lead" with a certain vocal "rhythm", and then change that rhythm mid-spot to reflect a completely different aspect of the message (thus making it even more effective). And how to use . . . pausation . . . to gain (or maintain) attention. (Jack Benny taught us how to use silence as an artform, with his famous response to the mugger's question "Your money or your life?"). ("I'm thinking . . . I'm thinking!")

## 4 Audio Stuff The Cat Dragged In

Cool new tools and concepts are coming out all the time — especially hardware breakthroughs. Always keep searching for them. Example: Using a piano keyboard sampler for outboard sound enables you to alter the "pitch" of anything and everything in your spot, thus multiplying exponentially the number of potential effects you can produce.

## Radio Advertising Get **RESULTS!**

Just ask this jeweler —

"You bet it does! Last week we advertised for a night watchman; next night we were robbed!"

## 5 Landing On Your Feet

There's actually no "trick" to landing on your soft cat's paws every time. Hint: think *attitude*. It's the key to survival in the consolidated new millennium. (See Dan Mason's comments about courtesy, on page 7 of this issue).

## 6 Owning A Listener's Imagination The Way A Cat Owns Its Domain

Use buzzwords to target (and reflect) your audience and you'll instantly have them under your spell. If your core listener says "y'all", your produced message will be more effective if y'all do, too. Get downright jiggy wit it (if that's what your P1 core does) and your message will punch right through.

## 7 New Uses For "Hairballs"

In his "live studio" presentation, Osh will be coughing up several examples of things you might otherwise throw away that can still be recycled as attention getters. e.g. Add the right FX and/or EQ to a rewind-effect or digital-overload and it can actually sound "planned"!

## 8 Production "Catnip"

Ocean stresses the importance of *working ahead* — and maintaining a cool sound-stash full of "sounds you know *always* work" (or believe will work in some spot or promo sometime in the future)

(Continued . . . see 9 Ways on page

## On Calling A Spade A F#%\*ing Shovel

"As a voiceover specialist, I receive scripts for promos, which are not to be confused with teasers, although they can often be the same thing. But sweepers get mistaken for liners and both erroneously get IDed as bumpers, which are not IDs (but could well contain them, as could breakers). While sweepers can contain teasers, liners, and IDs, breakers usually cannot. Neither can staggers, which are also often referred to as teasers. Yet a teaser can be part of a stager. A sweeper is placed between music selections, and an ID is also placed between music (but not always) while a stager is placed in front of a song and a breaker usually comes after (although it can also be placed between) spots. Now, a spot, which should contain its own ID, can be a promo and a teaser or both. But not necessarily!

Got that? Then, you see the need for us to be able to refer to certain production tricks, bits of music, and techniques by the same names."

TW Tip # 18008 and #9096

— Bobby Ocean, Production CAT (Creative AudioTech)

## Music Science 101<sup>TM</sup>

(Continued from page 1)

But once your "pick" is exposed, you need more than just "touchy-feely" premonitions to know when and how often to play it (and to know, with certainty, when it's done its dash). That's when smart PD sees the *wisdom* of using Music Science<sup>TM</sup> to understand his/her audience.

### The Music Conference

Imagine that every Music Day you made your playlist-decisions in a large conference room. And just to get a "feel" for what the average-idiot thinks, you herded 100 target-lifegroup listeners into the room and told them, "Everybody, who likes this song, put their thumbs up — everybody who doesn't, make a raspberry sound". Believe me, that would have a *major* influence on your beliefs, and would often sway your opinion. (If you "hear" a song but your assembled 100 people look at you like you're Johnny-out-of-step, it will make an impression on you!)

That's all we're talking about with music research. The premise really *is* that simple — getting the opinions of 100-125 members of your P1 target and shoulder-target audience — and then reflecting them on paper, instead of in a large conference room, which is a little cumbersome if done every week (though it would make each music decision a lot more dramatic!)

Some of this may sound like "First Grade Arithmetic" to most of you. But often, when you take the time to review the basics of what you already know, it serves to help you *reaffirm*

your philosophies. Sometimes "looking at old philosophies through new glasses" can spark *new* streams of thought, which can lead you to breakthroughs. That's what we'll try to do in this series of articles. One of my all-time favorite research quotes came from a Coca Cola Marketing VP who, when asked why Coke spends so many millions on marketing research, replied, "You never know when some small, seemingly insignificant detail will jump out of a segmented cluster of a research study and lead to a major breakthrough". So let's get to it. (The faster we do, the faster you may be saying "Aha!")

**"You never know when some small, seemingly insignificant detail will jump out of a segmented cluster of a research study and lead to a major breakthrough".**

TW Tip #19029

### Why Should We Do Research?

Let's say you're single and want to really impress someone you've just asked out on a date. Now, your "gut" could tell you to make reservations at this trendy new sushi bar in the stylish part of town — only to show up and find that the object of your affection (your core target audience) *doesn't like* raw fish. And, in fact, your dinner partner would actually *prefer* a good ol' fashioned Texas-size steak and a longneck beer at a noisy dive on the blue-collar side of town.

Just by *asking a few simple questions* you can dramatically improve the odds of your being able to satisfy your target. "Do you like Chinese?" "How 'bout Italian?" "Do you prefer beer or wine?" "Or bottled water?" "Do you like an early dinner — or late?" etc. etc. etc. Yes, call it "weird science", but what

it's doing is helping you "size-up" the audience you want to influence. What they like, what they don't like, what they're tired of. What hits their hot-buttons — or closes their minds.

### Hitting A Moving Target

Remember, as you make your weekly (or twice-weekly) playlist decisions, you're trying to pinpoint *many* constantly-changing life-cycles. Each song you're playing, or are considering for airplay, has *its own* product life-cycle. And the smart PD uses science to get a gauge on where his/her target audience *is* in that continuum — how they *feel* about every song — thus eliminating (or, at least, minimizing) much of the guess-work.

Beyond just dissecting "old" opinions (a look backwards at yesterday's news), often Music Science can actually help you "predict" consumer behavior, which

is important when you've got a "moving target". Many of my consulting clients have marveled at how doing weekly callout research seems to help them acquire what we call a *MARS-mentality*\* about their playlist — they begin to see tell-tale "patterns" from week to week, which enable them to "project ahead" about how certain segments of their P1's will probably be feeling the *following week*). TW Tip #2017, #19026, and #7075

\* Reference: **MARS** (Mass Acceptance Research Study) is the music research module of the TW/A Systems In-House Research Weaponry.

"MARS-mentality" refers to how a PD can "internalize" research information so he/she is able to "see the future".

## Next Week: Part 2

**The Ups & Downs Of Using "Quick & Dirty" Research**

## Persuasive Advice About The Advantages Of Winning

**"Being #1 requires NO explanations."**

TW Tip # 7076 and #8020

— **Paul Drew to David Martin** (Now GM of KOAI/KRBV/KHVN in Dallas)

# Leadership Cliff's Notes

## How To Make The Most of your Time

Part 3

## Communicating

How efficiently you communicate can often determine how well you're able to manage your schedule. In **"PI"** issue # 12 (page 3), we covered delegation, procrastination, phone jobs, and e-mail. Today we launch into written communications, meetings, and people management.

### Snail Mail

Not to diminish the importance or, particularly, the *efficiency* of e-mail (which can be so easily and quickly replied to), in some circles (and situations), a short *handwritten* note is often more valued than a straight-laced, nicely-printed (and therefore *antiseptic*) letter on a formal letterhead – or an e-mail that looks like every other e-mail. Use common sense to know when the handwritten note is the appropriate way to break through and when the more formal presentation or the faster e-mail option is called for.

Variations on the theme – "thank you grams" always get an employee's attention. (Story goes that **Dan Rather** at CBS-TV is particularly notorious for his thank-you notes, known internally as "Rather-grams" (which are handwritten and treasured by recipients).

TW Tip # 7077

### Overnight

When you absolutely, positively need to make an impact and get your letter read, nothing receives immediate attention better and faster than an overnight package. (If your prospects ignore your Fed-Ex package, they would have *really* ignored the same thing sent via regular mail!).

**Dollar-Wise:** The "old" United States Postal Service was not exactly known for its reliability as an overnight service. But in recent years, the USPS has dramatically improved the dependability of its overnight and second-day air shipments. They now *guarantee* on-time delivery of Express Mail letters and packages or your money back! And they do it *7 days a week* (particularly useful if you need something to arrive *before* Monday morning). The

cost is much less than UPS, Fed-Ex, or Airborne (especially when sending heavy parcels).

Bottom-line: When saving a quid is important, you may be able to achieve the same clout and fast delivery for a lot less by using U. S. Mail. May be time to rediscover it.

TW Tip # 7078

### Fax

Another interesting phenomenon: for some reason most of us are "conditioned" to "automatically" put a freshly-received fax at or near the top of our in-basket. Some people even tend to *immediately* act on a fax. (My theory: so many of us became enamored with the quick-turnaround capabilities of fax-communication in the early days of fax, that we "forget" that faxes are commonplace today). You can use this to your advantage if you're trying to get noticed.

In reverse, always remember – just because it came in as a fax doesn't mean you have to pick it up right this minute and act on it.

TW Tip # 7079

### Meeting management

See **"PI"** Issue #1, Page 11 for a Leadership Cliff's Notes condensation about Meaningful Meetings.

TW Tip # 7002

### People Management

As you go through your daily routine, remember that the thrust of your meetings and events should ideally be focused as much on *preserving and enhancing relationships* as it is on *accomplishing results*. It's too easy to get caught up in the rat race of focusing on "things" and "time" all the time. Some day-planning systems have been designed to accommodate this goal. Good example: **Steven Covey's** "First Things First" seminar series includes a day-planning strategy which helps accomplish relationship-building and spotlights your important "big rock" goals while maintaining the usual "time and motion" imperatives.

TW Tip # 7080

AC Nielsen • McNair  
PRESENTS

RADIO

2000

and beyond

## The TW Road Show Heads Down Under

new millennium in Sydney (Australia), August 18<sup>th</sup>. I am honored to be part of the international collection of speakers, alongside **Dr. Ed Cohen** (VP/Research at Clear Channel Communications), **Roger Gane** (International Media Director of the UK's IPSOS Group), **Brad March** (Managing Director of Austereo), **Paul Thompson** (Managing Director of DMG Radio), **Neil Mount** (Managing Director of the Australian Radio Network), and **Tony Bell** (CEO of Southern Cross Broadcasters and Chairman of the Federation of Australian Radio Broadcasters), among others. In addition to speaking (on "Consolidation's Impact On Programming"), I'll also be listening. And reporting back.

A.C. Nielsen/McNair will be presenting a one-day seminar about Radio's role in the



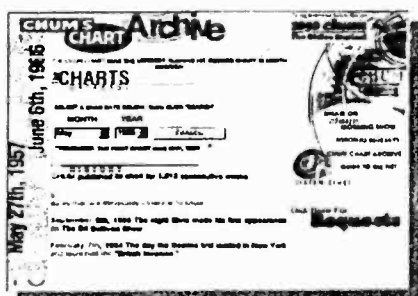
## Nothin' But 'Net

W W W E B

W W W I S E <sup>TM</sup>

Another **site worth seeing** takes us North of the border — Oldies giant CHUM in Toronto has added some Major League flair to their full service website ([www.1050chum.com](http://www.1050chum.com)).

Aside from the obligatory webpages about "What's On", "The CHUM Morning Show", a streaming Real Audio feed for live listens, "Click here for Requests", and a link to the Toronto Bluejays (CHUM is the broadcast home of the Bluejays), the CHUMsite is full of many original features and interesting twists.



**The CHUM Chart Archive:** As the premiere Top 40 station in Canada between '57 and '86), CHUM published its CHUM-chart for 1,512

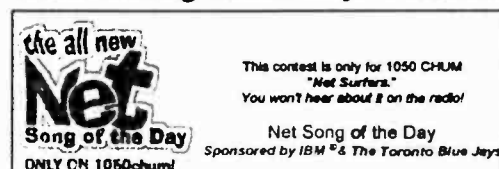
consecutive weeks. An incredible resource for a station that now brands itself "The Oldies Station". It traces the sweeping changes from Elvis to Elton, and the Beatles to the BeeGees, not to mention the impact of "Canadian Content". The database archive enables websurfers to click on any month/year

combination to see the Top 50 songs (along with a visual example of the CHUM-Chart format, which was changed many times over the years).

This is one of the best personalized (unique to a station) features I've ever seen.

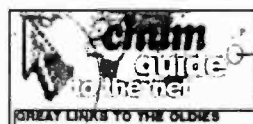
Two TW thumbs *way up!*

**The Net Song Of The Day.** A contest exclusively for



CHUM Net Surfers (not mentioned on the air). Here's how

it works: Note the Net Song Of The Day, listen for it to be played between 9 and 10am, be the 10<sup>th</sup> caller, win the daily prize (and qualify for the grand prize of an IBM computer). Makes a surfer think he/she has "an inside edge" (which can foster P1-ship).



**The CHUM Guide To The Net.**

A compilation of useful, mostly oldies-related links, along with a "rating"

(on a scale of 1 to 5 "jukeboxes").

TW Tip #3104, #4049, #15031, and #16032

**WWW-Related Stories** —

"Morning Prep" on Page 9 and "Truth In Numbers" on Page 5

Rock and Roll Hall of Fame  
URL: <http://www.rockhall.com>



## Nine Ways To Skin A Cat

(Continued... from Page 2) There are certain "catnip" tricks that manage to keep some sounds *timeless*. Like burying a laser under a cymbal so it doesn't sound dated. Or sweetening back-to-back "butt-splices" of music with

the right whoosh-separator. Or "playlist-splicing" (where you "layer" several effects in such a way that it becomes a *new* composite effect).

**9 The Scratching Post Production Test** The ultimate test to see if your production project "prints" is to get your claws into playback as soon as you think you have

something to be proud of. Play it for someone else whose opinion you respect (and *accept* their constructive feedback).

For production trivia buffs: all audio examples will be presented on the crystal clear, random-access Mini-Disc format. All promos in Ocean's presentation will be mixed on the new 8-track portable Korg D8 (a workstation that any radio station or serious production artist can afford).

If you can't make it to the Summit (cost: \$599), Bobby Ocean's full presentation will be available on audio tape for \$24.95.

TW Tip #9068, #3103, #18007, #7081, #6053, and #9096

## Truth In Numbers

Number of years it took **Radio** to get 50 million users: **40**

Number of years it took **TV** to get 50 million users: **13**

Number of years it took **The Internet** to get 50 million users: **4**

TW Tip #1053, #19027, #15033, and #16035

# Snap14!

## Basics Theatrics & Zoos!

Rock-solid basics and P. T. Barnum theatrics are the driving forces behind this week's *Snap!* salutee – Scott Shannon (PD of Disney/ABC's Hot AC in New York City, WPLJ).

Shannon is the consummate professional. And a creative genius, who's never been afraid to think outside of the box and blaze new trails in the search for great Radio.

Scott Shannon is probably most famous for his high profile successes ...

- Creation of the "Morning Zoo" concept (the studio full of contributors, many of them celebrities, which became the gold-standard for mass appeal morning shows in the 80's)
- Building Gary Edens' Q105 into a mass appeal powerhouse in Tampa (with boxcar #1 numbers in every major demo – 12+, 18-34, 18-49, and 25-54).
- And, of course, his sign-on of the legendary, flame-throwing CHR Z-100 (which went from "worst to first" in less than 6 months in America's #1 market).

But his *behind-the-scenes* disciplines are also a significant part of the Shannon success story. While he is known for his "golden gut" feel, he also regularly "educates his gut" with various types of localized research information. Scott prides himself in being a student of contemporary radio history. That's why he knows the basics so well. What works, and what doesn't. And why he's able to get the local lay-of-the-land so quickly when he enters a market.

He's equally proud of his efforts in discovering and coaching young talent – helping them to develop and eventually fulfill their potential of becoming the stars of tomorrow.

TWTP # 7082, #6054, #5062

## Remember — If You Want To Enter Our "\$7,000 Think-Tank" Contest ...

**Deadline for entries is Monday, August 10, 1998.**

### ***DON'T PUT IT OFF!***

**What You Win:** Your choice of a personal week in the pines of Forest Lakes, Arizona or a Weekend Think Tank with TW (including roundtrip airfare for 2)

**How You Win:** Fax your name, address, phone-, and fax-number along with the names

and addresses of 3 PD's you've told about "PD" to (602) 948-7800.

We'll put all entrants names in a hat and randomly draw the winner on August 10, 1998.

**You'll *never* have ODDS THIS GOOD on winning a major prize like this again!**

See "PD" Issue #10, page 10 for complete details  
Also see pg 9 of #10 for the fine print and restrictions

## Lifestyle File™

### **Values**

**To realize the value of one year ...**  
ask a student who failed a grade.

**To realize the value of one month ...**  
ask a mother who's given birth to a premature baby.

**To realize the value of one week ...**  
ask the editor of a weekly newspaper (or programming newsletter!)

**To realize the value of one hour ...**  
ask the lovers who are waiting to meet.

**To realize the value of one minute ...**  
ask a person who missed the train.

**To realize the value of one second ...**  
ask a person who just avoided an accident.

**To realize the value of 1 millisecond ...**  
ask the person who won a Silver medal in the Olympics.

**Time ... waits for no one.**

**Treasure every moment you have.**

You will treasure it even more when you can share it with someone *special* (special enough to help you *spend* and *invest* your time).

TWTP # 21016

(Special thanks to one of our subscribers in The Philippines, Rexey Domingo, Station Manager of DZFE/Manila, for passing this excellent piece along to us.)

PD's extended coverage of the Midwest Conclave continues. There is much for all of us to learn from some of Radio's Masters.

## More From Dan Mason (President of CBS)

- ✓ For every position eliminated in programming this year, there will be three added in Sales (if you want to go forward in Radio, a Sales position may be in your future).
- ✓ Consider, as a PD, seeking CRMC accreditation. If your business card has CRMC next to your name, you're much less likely to be eliminated and will be taken a lot more seriously by your GM and the Sales Department.
- ✓ Persistence still sets you apart from average performers.
- ✓ Mason's recipe for success: "50% is just showing up every day. The other 50% is broadening your skill-set. Strive to be the best."
- ✓ The art of *common courtesy* today makes you *unique* in a world where impersonality is the norm.
- ✓ Mason drew applause by admitting he'd graduated 345<sup>th</sup> in a class of 354 at Eastern Kentucky University. Then adding, "If that person can become President of CBS, you can, too".

TW Tip # 7083 and #17016

## Mike McVay of McVay Media (world's hottest AC consultant)

- ✓ Multi-tasking is an efficient way to run a radio station.
- ✓ Many companies are creating production centers and joint newsrooms which are shared across the cluster.
- ✓ The quality of Promotion/Marketing Directors is upgrading at a fast pace. Marketing *experts*, as opposed to mere banner-hangers, are being recruited to oversee all the marketing efforts of a cluster.
- ✓ To get a better rate on research: music, tracking, and perceptual studies are conducted in concert and the results shared.
- ✓ Some positions that disappeared on single or dual station operations are coming back at large clusters – like staff meteorologists. "When your cluster outcumes a local TV station, *why shouldn't* you have your own weather expert?"
- ✓ Maybe *now* is the time to create a few *new* positions within the multi-tasking framework. Good example: an "Audience Development Director", whose job-description is to find *new* listeners through creative means (like phone-book inserts, etc.)

- ✓ Hire a semi-retired lady to become your part-time "Customer Services Representative", answering listener questions about your station/cluster. "Every station should have a "Mom", 'cause Moms get things done."
- ✓ McVay urged programmers to be prepared to understand why VR may become a part of their future in large clusters, and how important it is to learn how to make it sound live. "If you don't, you may get your ass multi-tasked right out of a job".

TW Tip #7084

## Don Anthony of Talentmasters.

- ✓ "When interviewing a famous guest, get past the "business" to the stuff people want to know". (Example: Listeners aren't interested in Sean Lennon's new release, they really want his insight on what life with John was like)."
- ✓ "When you plan to play an audio-clip of a famous guest, just play it, without saying "now we're going to play a clip from your new movie".

(Also see Don's point about Morning Show characters on **TW** page 9).

TW Tip # 7085, #5063, and #9089

## Roger Wimmer of Wimmer-Hudson Research had one of the funniest lines of the convention.

- ✓ "Whenever someone says to me, 'you suck', being a researcher I naturally first ask, well, what's the sample size here, so I know the sampling error?"
- ✓ He and partner **Matt Hudson** went on dazzle the crowd with an interesting one-hour "crash course" in radio research, during which they answered all those questions many PD's always wondered about but were afraid to ask.
- ✓ One of the more useful programming tips offered – always reverse "burn" scores to gain the best perspective. A song may have 20% burn – but that means that 80% of the audience is not tired of it.

TW Tip #7086 and #19028

\* Note: Next week, **TW** will publish Wimmer-Hudson's Sampling Error Grid so you'll be able to see what the difference in sampling error is between, say, a sample of 300 people and a sample of 600 (or 5,000). It's a timeless table you'll want to clip and save.

## Paul Jacobs of Jacobs Media imparted some meaningful thoughts about what a PD needs to know about Sales.

- ✓ "Now is clearly a time for PD's to grow up."
- ✓ "Smart programmers are investing in their own continuing education. You need to start learning about *management* measurements (like ROI and Power Ratios)."
- ✓ "If you're not on the same page as your GM, you're out!"

TW Tip #7090

## Next Week:

Arbltron: Basics & Beyond  
VR Experts Answer Pointed Questions

## "Attention K-Mart Shoppers ..."

**Sometimes "What Comes Out Of The Speakers" *ISN'T* what it seems.**

Like the K-Mart employee with the best of intentions over the intercom . . .

***"I have a customer by the balls in Toys who needs assistance."***

TW Tip # 9095

# News & Surveillance Ingredients

## News

### "These Late Developments"

When it comes to the marketing of our news product (even on our own air), I believe we can learn a lot from our brethren (and sistren) who run the News Departments at TV stations in competitive markets.

A very effective teasing technique that many television stations use in their headline-teases (2-5 minutes before their 10 or 11pm newscasts) is to include introductory lines that convey *urgency*, such as "these late developments", "this just in", "we have breaking news", "we have new details about (a known hot-button story)", or "new developments in the (lead story)".

**What It Does:** It "suggests" that the station has fresh information (even though it may actually be several hours old). Viewers are less likely to zap over to another station's newscast if the tease sufficiently "hooks" them with the promise of a new development they haven't heard (and, presumably, might not get elsewhere).

Caveat: This concept falls flat if you don't deliver! (Beware of empty promises!)

**Applying It To Radio:** Urgent-wordsmithing is an ideal vehicle for News/Talk stations that feature an information "wheel" in drive-times. Consider adding urgency to your "beat-check" style intros (where your reporters and/or experts bannerline their reports prior to your actual newscast body) or your quarter-hour headline-package.

When it comes to the maximum allowable elapsed time before a "new" development is no longer perceived that way, there's no accurate "one-size-fits-all" rule-of-thumb — it depends on the story (and the complexity of the story). Use your own judgement, but err on the side of "truly breaking" urgency.

TW Tip #9090 and #10033

## The *Most Effective* Promotions Of All Time *Cash Call*

Talk to most PD's today about *Cash Call* and you usually get a snide remark about "dinosaur radio". But when you hear it done well on-the-air, it still sounds exciting. When you research it, it still checks-out high on the "effectiveness" scale. (Does the audience know something some swashbuckling PD's don't?) And when you trend the numbers, it usually increases the TSL for the station using it. So maybe now is a good time for you to take a fresh look at the simplicity and the potency of this efficient little (sometimes big) contest.

There are generally two ways *Cash Call* can be deployed:

- ✓ The "Don't Say Hello"/"Phrase That Pays" *Cash Call* and
- ✓ The "Know How Much Is In It & Win It" *Cash Call* Jackpot

### The "Don't Say Hello"/"Phrase That Pays" *Cash Call*

Often used as part of a launch (or re-launch) campaign, this contest is designed to quickly burn a "phrase that pays" into listeners brains.

**How It Works:** When we call, don't say hello — instead answer your phone "I listen to the new sound of 13Q" and you'll win \$50,000! Powerful premise!

**Why It Works:** Main reason: it combines the allure of *big bucks* (which always commands attention) with *breadth of scope* (it goes beyond just the 2% of listeners who are likely to call-in to win a contest; instead, *everybody* feels that they might be called next, so they feel they'd "better be ready, just in case". Hence, it causes average people to participate in a way they normally wouldn't.

**Don't Say Hello/*Cash Call*** was originally designed in the late 50's to hype the HooperRatings (a telephone coincidental methodology). Which it did. But it did it by *burning-in recall* (which transcends all methodologies). (It's easy for a listener to remember your call-letters when they've got 'em tattooed on their earbells and brainstems.) That's why, in later years, it was also very effective in influencing Pulse's in-person interviews and Arbitron diarykeepers (not to mention Birch and Accurating telephone surveys).

Some stations have used it just to get listeners to *reaffirm* their loyalty, the way **Buzz Bennett** used it in San Diego, Pittsburgh, and Miami ("I listen to the new sound of Y100"). Others used it to underscore their image of big money (the way **Bob Pittman** did when he was a young PD in Chicago ("WMAQ's gonna make me rich"). Still others used it to underscore a positioning statement with a semi-humorous reference to the big money image (the way the late **Bobby Hattrik** did for Doubleday, "I listen to All New, All Hit 96, KPKE — now give me my money!")

### Upsides:

- ✓ It puts big money on the line every hour, without having to actually give it away every hour (thereby preserving your contest budget).

Also puts emotion and the magic of "live" (to tape) callers together on-the-air, as the personality consoles the contestant ("Awww, if you'd answered your phone blah-blah-blah ...

(Continued ... See *Cash Call* on Page 10)



# More! Morning/Breakfast Basics

The "PT" Morning/Breakfast Show spotlight continues...

## □ Characters In Their Proper Place

Build your show around your morning host(s) in much the same way an NFL team builds their character and playbook around franchise players. If you have a John Elway, the quarterback should lead the way. If you have a Barry Sanders, the running game drives your offense. If you have a sticky-fingers like Jerry Rice, you pass a lot.

As Don Anthony of TalentMasters points out, the characters of your Morning Show should *know their place* – and the audience should be able to identify them and their purpose in the show, just as you're able to identify the 'purpose' of all the leading characters of a great TV sitcom. (Think of the roles represented by key characters of hit shows like *Seinfeld*, *Cheers*, *Murphy Brown*, *Mary-Tyler Moore*, and *M\*A\*S\*H*). They each methodically contribute to the plot.

I like the way Steve Davis (of Zapoleon Media) looks at it — that most great morning shows have at least 3 primary "characters"...

a *dick* (a smartass, could be male or female)

a *dork* (a "straightman" sidekick who provides ricochet points and laughs on cue) and

a *dear* (usually a female with lots of common sense, who acts as the show's "conscience", says what the average person is thinking, and keeps the others "in line").

TW Tip #9091, #5064, and #6055

## □ Show Prep & The Internet

These days, with the internet being so accessible, there is *no* excuse for lack of show prep by a morning team. Used to be a bad morning man would blame the station for his lousy ratings. ("Well, they won't invest in a prep service for me! Waaaaaaaaaaaaa" piss, moan, bitch). But now, lots of great preparatory material is available online, *free of charge*. All it takes is *effort*. (And even better material is available for a nominal fee.)

Rather than list all of the Prep and Comedy services in this article (which is constantly changing, as some come, and some go), I would refer you to Jeff Young's excellent "one-stop" Radio website, Radio 411 ([www.radio411.com](http://www.radio411.com)). At last check, over 4 dozen Prep and Comedy links were listed, which are updated regularly. Most of them have freebies and cookies that will provide the average morning show with more than enough "starter" material. By bookmarking your favorite sites, you can point and click your way to better content. And when you come across a service you especially like, you can subscribe to get their "A" material.

Word to the wise: If you don't already, it's worth *learning how* to lift tasty tidbits and paste usable text. It'll save you a lot of time! No more excuses — let this be your wake-up call to drag yourself into the new millennium! In a future issue of "PT", we'll evaluate "the best of the best" for you, using the Bo Derek 10-scale.

Aside from prep-services, don't be afraid to search, surf, and sift through other major newsgroups and sources that are available on the 'net. ABC, CBS, NBC, Fox, CNN, MSNBC, C-SPAN, USA Today, Hollywood Reporter, Newsweek, Time, People Magazine, Wall Street Journal, US News & World Report, E-online, MTV, VH1, Oprah, etc. etc. All provide tons of "hamburger helper" thought-starters that are FREE for the taking.

Ron Chapman, the legendary morning mogul on KVIL/Dallas, has always encouraged young jocks who want to follow in his successful footsteps to look at life *outside of Radio* — then reflect it *on-the-air*. So your show-prep should include *experiencing things* that average, everyday people do — reading People magazine, watching the top 20 TV shows, seeing the hit movies, noticing the billboards that "capture" the attention of consumers, etc. When you do, mirroring what's happening locally becomes almost an "automatic" response.

Don't overlook *local* newspapers and TV stations from other cities who are strong on enterprise stories and features. Two of my favorite full service sites are the New York Post\* ([www.nypostonline.com](http://www.nypostonline.com)) and KPIX-TV/San Francisco ([www.kpix.com](http://www.kpix.com)).

\* See "PT" Issue #11 for deep background about usable "Post"ings (pg 8)

And be sure to bookmark *other radio station sites* that can provide you with thought-starters. (Note: we're not encouraging you to "steal" material outright; just borrow the germ and create your own original material).

TW Tip #9092, #5064, #6056, #15032, and #16033

## □ Spontaneity

Certainly your Morning/Breakfast Show should be fully-prepped, but not so obviously "scripted" that you sound overly predictable. Listeners like to hear spontaneous personalities who seemingly "work without a net" (it adds an "edge" that defies quantification).

Don't misinterpret that as a license to "wing it". When you're prepared, you can be more confident that you'll be ready for anything and everything — which usually results in a personality being more relaxed, loopy-goosy, and *able-to-be-spontaneous*.

TW Tip # 9093, #5066, and #6057

## Coming In Future Installments —

- TW's A-E+O-U™ Checklist
- Its Small Market Counterpart, E+E+O™
- Phone Jobs ■ Camaraderie ■ How To Hit Hot Buttons

## On "The Impossible"

*"The impossible" is simply a temporary condition that can be overcome by skill, planning, technology, and persistence.*

TW Tip #7087

# The *Most Effective* Promotions Of All Time *Cash Call*

(Continued . . . from Page 8)

I could have given you \$25,000, but tell you what, just for being so nice, I'll give you this (shitty sales prize/lovely parting gift)".

## Downsides:

- ✓ First and foremost, it's not *controllable*. You could be "hit" anytime (including the very first hour of the very first day). Most stations solve this by planning for multiple winners. (One effective way is to sequence multiple *ascending* jackpots – the first one \$5,000, the second one builds to \$10,000, up to \$15,000, etc. (or on a lower budget, \$1,000, then \$2,000, then 3, 4, etc.).
- ✓ The downside most mentioned by over-sensitive sales reps is that it demonstrates, hour after hour, that no one is saying our phrase (so it tells advertisers no one is listening). This is a valid observation, but only to a point (the plusses far outweigh the minusses). Let's not get overly anal 'bout it.
- ✓ And if this is your only contest for a long period of time, it disenfranchises the constituency of players who like to call-in to win.

## Wallace Wisdom:

- ✓ *Building* jackpots create major momentum, especially when really big money is on-the-line.
- ✓ One way of getting around the "loser an hour" image is to build-in great consolation prizes (a crisp new \$20 bill, a family 4-pak of movie passes, a pair of down-front concert tickets, the CD of your choice at a record store).
- ✓ Consider a "double-whammy" concept of contesting: running two promotions simultaneously (one a call-in (preferably mental participation) game, the other your "Don't Say Hello" callout). This pleases both types of contest-likers (the mechanical "players" and the vicarious play-along-ers).
- ✓ Instruct all Air Talent on the art of making a contest *move*. A mechanical contest should be over and out quickly. In this way, it's "there for those who want it, and seemingly not there for those who don't". By the same token, don't just "throw away" a caller who is "great copy". (You should know the difference – and so should every member of your airstaff!)

TW Tip #4048, #3105, and #9094

**Next Week** *"Know How Much Is In It & Win It"*

## About Optimism

"I always try to look on the optimistic side of life, but I am realistic enough to know that life is a complex matter. With the laugh comes the tears, and in developing motion pictures or television shows, you must combine *all* the facts of life – drama, pathos, and humor."

TW Tip #7088 and #21017

— *Walt Disney*

## Digital Emotions

TW Tip #16034 and #14001

"I'm sorry, Dave —

**you're too depressed for me to open Quicken."**

Word has it the brains at MIT are hard at work trying to create a computer that can "read" your mind (apparently by examining your data-entry style and watching your body movements and facial expressions). Stay tuned.

## In Search Of Basic Truths

**"62,402 repetitions make one truth."**

TW Tip # 7089

— *Aldous Hurley, Brave New World*

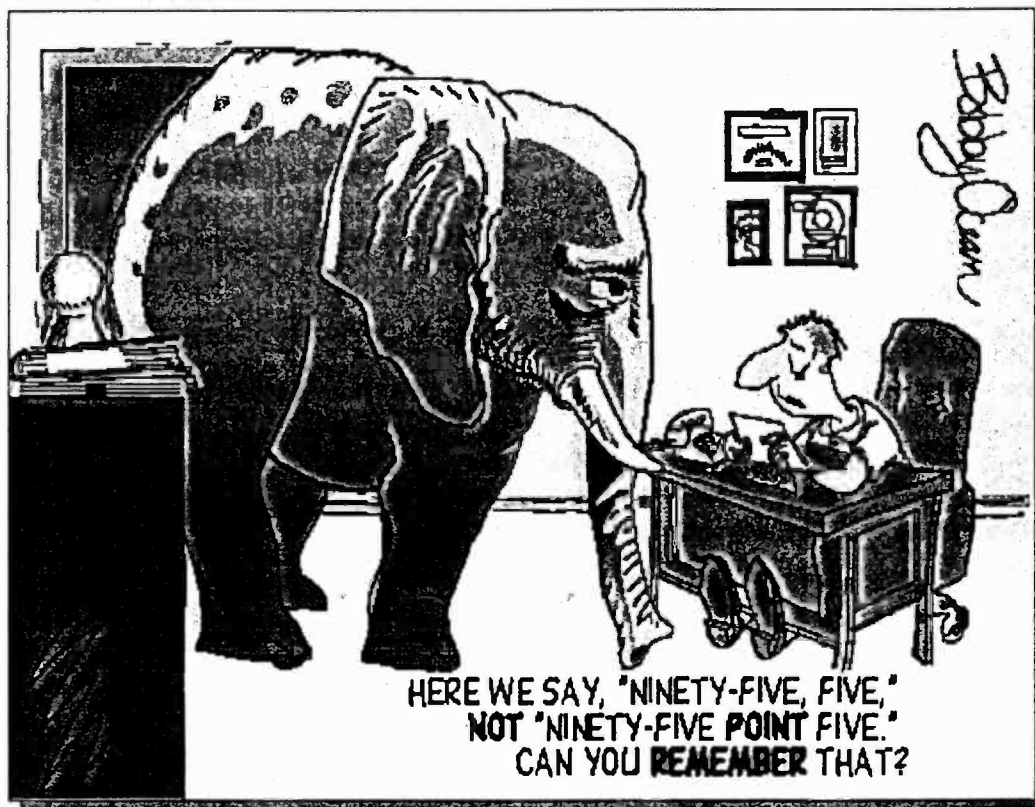
## About "TW Tips"

At the end of each quarter, we'll issue a free "PD Index", to cross-reference every TW Tip into the following programming categories —

- 1000 series - The Audience
- 2000 series - Music
- 3000 series - Promotion/Marketing
- 4000 series - Contests
- 5000 series - Mornings
- 6000 series - Talent
- 7000 series - Leadership
- 8000 series - Morale
- 9000 series - Presentation
- 10000 series - News/Info
- 11000 series - Public Service
- 12000 series - Operations
- 13000 series - Talk
- 14000 series - Technical
- 15000 series - Internet
- 16000 series - Computers
- 17000 series - Sales
- 18000 series - Production
- 19000 series - Research
- 20000 series - Ratings
- 21000 series - Life
- 22000 series - Bookshelf

## Ocean Toons®

Check out Bobby Ocean's creative website ([www.bobbyocean.com](http://www.bobbyocean.com)). Full of interesting ideas, links, quotes, production and voiceover demos. E-Mail Osh at [oceanvox@pacbell.net](mailto:oceanvox@pacbell.net)  
 Jeff Young's Radio 411 ([www.radio411.com](http://www.radio411.com)) is the cyber-home of Ocean Toons and the Bobby Ocean Cartoon Gallery.



**Coming Next Week**

In The World's

**Fastest Growing**

Programming Newsletter

**Street Fleets!**  
 Ready To **ROLL!**

**And**

Wimmer-Hudson's

**"Sampling Error" Grid**  
 A "PD" Clip & Save

**Also**

Part 2 of

**Music Science 101**

## Positive Pep

Have you ever noticed that some leaders seem to have a certain "energy" that surrounds them everywhere they go? It even surrounds their office – to the point of being contagious (which seems to bring their entire staff "up" a notch).

Having been accused of having an energetic management style, myself, let me pass along what I think are some of the secrets to conveying an infectious intensity that leads to high morale.

## Put some "pep in your step"

Energetic people seem to exude passion – and passion is contagious. When you move from meeting to meeting (or even just down the hall to the Pepsi machine and back), walk like you *mean it!* At a brisk pace! Makes you look like you *know* where you're going! (It's also good exercise).

## Be Passionate

Especially about Radio. Employees just naturally feel more confident when their boss is gung-ho about the biz (no matter what the biz). These really *are* the best of times! Just look at all the great opportunities for great managers and programmers to become great leaders. (Ask **Randy Michaels**, or **Dan Mason**, or **Steve Rivers**, or **Jack Taddeo** or **Dave Robbins** if they think opportunities for PD's are dwindling!) In particular, be *passionate about your station!* Your people really must *feel* that you *believe* in what you're doing – and that you proudly wear your X109-logo'd pajamas every night (or you wear nothing at all)!

## Use Humor

A lot! Life really *is* a banquet. And practically *everything* has a humorous side. (That is, if you have a sick mind like mine! Thank God most of the people I've worked with and for do, too!!!)

## Lead By Example

It's often the fastest way to earn respect from those you're leading. Recently I flew on a Southwest Airlines flight that

Southwest  
CEO Herb

Kelleher was also flying on.

What did Herb do? Act "Presidential"? Hell, no! He rolled up his sleeves and helped the flight attendants pass out drinks'n'nuts and pick up trash, and spent the entire flight laughing and joking with passengers and the cabin crew! He put himself on *their* level. And you could tell that absolutely *everyone* loved (and respected) him for it! (Ask any Southwest employee, even the luggage-loaders, and they'll tell you they work for the greatest company on the planet! They have *fun*!)

## Keep Your Office Door OPEN

Nothing fuels vicious rumors faster than a closed door. (Especially when it doesn't have to be!)

## Practice MBWA

Management By Walking Around. Visit staff-members on *their* turf, like Kelleher does (because you're *interested*, not because you're snooping).

## Most of all ... Always Be Positive

All the time. Practice what *Boston Celtics* President/Head Coach **Rick Pitino** calls his "98/2 Principle", where you're positive 98% of the time and *trying to be* positive the other 2%. That's what separates the positive-thinking contributors (with their "can-do", "I can conquer anything" spirit) from the negative-thinking "destroyers" (who waste their time trying to organize little mutinies and seem intent on bringing everyone else on the team down to their level of dissatisfaction and unhappiness).

Remember, the glass *is* always half-full. Life *does* unfurl the way it should. Things *do* always happen for the better (no matter what) – especially when you view things that appear to be problems and obstacles as simply *more opportunities to improve*.

TW Tip #7091, #8021, and #21018

All The Best,



## Did You Notice

# ???

This week's  
**Programmer's Digest**  
is 12 pages!

# !!!

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of "adding value"

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