

TW Tips Index #1 — 2Q98

As promised, at the end of each Quarter, we'll issue a free **"PD" Index** to cross-reference all of the **TW Tips** for the previous 13 issues.

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

We suggest that you pull out these Quarterly "Index" inserts and place them 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:

- 1000 series - The Audience
- 2000 series - Music
- 3000 series - Promotion/Mktg
- 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

1000 Series — The Audience

- | | | | |
|-------|---------|---------|---|
| 1001 | 4/27/98 | Page 2 | QH Leverage: Invisible (Long-Term) Cume |
| 1002 | 4/27/98 | Page 9 | Avoiding Pavlovian Tip-Offs |
| 1003 | 4/27/98 | Page 10 | PD Bookshelf: Trout & Ries Today |
| 1004 | 5/4/98 | Page 1 | The Mystical Math Behind Forced-Listen Contesting |
| 1005 | 5/4/98 | Page 1 | The Filter System Of The Mind |
| 1006 | 5/4/98 | Page 7 | Sales: The Only 3 Reasons Radio Won't Work |
| 1007 | 5/4/98 | Page 6 | Eras Of Musical Influence: The Age Gauge |
| 1008 | 5/4/98 | Page 5 | Home-Page-Less (Levels Of Station Web-Site Surfing) |
| 1009 | 5/11/98 | Page 1 | The Holistic 8 Ms: Momentum |
| 1010 | 5/11/98 | Page 5 | Effective Frequency |
| 1012 | 5/11/98 | Page 7 | Filter System: Marketing |
| 1013 | 5/11/98 | Page 7 | Filter System: Passives and Musical Differentiators |
| 1014 | 5/11/98 | Page 7 | Filter System: Human Communication |
| 1015 | 5/11/98 | Page 7 | Filter System: One-On-One |
| 1016 | 5/11/98 | Page 8 | Underestimating Your Audience (Joan Of Arc Example) |
| 1017 | 5/11/98 | Page 9 | Research "Rule Of 20" |
| 1018 | 5/11/98 | Page 7 | Full Page Front Page |
| 1018 | 5/11/98 | Page 3 | Bulshit Buzzers |
| 1019 | 5/18/98 | Page 2 | Bob Pittman Quote: Brand-buyers |
| 1020 | 5/18/98 | Page 1 | Winning Positions: Perceptual Attribution |
| 1020b | 5/18/98 | Page 8 | Researching "TV Shows" (Quick & Dirty) |
| 1021 | 5/25/98 | Page 1 | Word Of Mouth: The Power Of Pals, Curiosity Cume |
| 1022 | 5/25/98 | Page 2 | Word Of Mouth: Advertising Your Hipness |
| 1023 | 5/25/98 | Page 2 | Word Of Mouth: Operation: Tell A Friend |
| 1024 | 5/25/98 | Page 5 | Beginner's Guide To The Internet |
| 1025 | 5/25/98 | Page 6 | Winning Positions: A Station Mosaic |
| 1026 | 5/25/98 | Page 6 | Winning Positions: Format FaceOffs |
| 1027 | 5/25/98 | Page 6 | Winning Positions: Trending Benchmarks |
| 1028 | 5/25/98 | Page 9 | Knowing "When" |
| 1029 | 5/25/98 | Page 3 | Two Unhip Songs Back-To-Back |
| 1030 | 6/1/98 | Page 1 | VR: Making Virtual Reality Sound "Apparently Live" and Very Local |
| 1031 | 6/8/98 | Page 1 | Building Name Equity & Listener Loyalty |
| 1032 | 6/15/98 | Page 2 | Avoiding Promotion Mistakes: Hourpart Recycling |
| 1033 | 6/15/98 | Page 2 | Avoiding Promotion Mistakes: Lifestyle Contests |
| 1034 | 6/15/98 | Page 1 | Secrets Of Loyalty Marketing: Loyalty To Personalities/Building Name Equity |
| 1035 | 6/22/98 | Page 1 | Measuring Big Mo (Momentum) |
| 1036 | 6/22/98 | Page 4 | Grassroots Loyalty Marketing: "Operation: Shake & Howdy" |
| 1037 | 6/22/98 | Page 5 | Lifestyle File: Reverse-Psychology & Basic Human Nature "I'm An Idiot" |
| 1038 | 6/22/98 | Page 6 | Cumulative Reasoning (Rhody Bosley, Todd Wallace) |
| 1039 | 6/22/98 | Page 7 | TV Spot Recall: Likeability vs. Effectiveness |
| 1040 | 6/22/98 | Page 7 | TV Spot Recall: Dancing Fat Boy |
| 1041 | 6/22/98 | Page 7 | TV Spot Recall: Post-Testing |
| 1042 | 6/22/98 | Page 7 | TV Spot Recall: Radio Index TV Campaign Awareness Trends |
| 1043 | 6/22/98 | Page 7 | TV Spot Recall: The Ultimate Post-Test: Ratings |
| 1044 | 6/29/98 | Page 8 | Surveillance: Traffic: Locations Before Situations |
| 1045 | 6/29/98 | Page 8 | Things Listeners Hate (That PD's Love): Background Music Behind Spots |
| 1046 | 7/6/98 | Page 2 | How To Convince A Stubborn Personality To Say The Calls |
| 1047 | 7/6/98 | Page 9 | About Audience Loyalty & Exclusive Cume (Doug McCall Quote) |
| 1048 | 7/6/98 | Page 8 | Find Interesting Story Angles In The New York Post |
| 1049 | 7/6/98 | Page 8 | The "Official" Stamp Of Approval (Weather Marketing, Outdoor) |
| 1050 | 7/6/98 | Page 7 | Help Your Receptionist Communicate With Potential Diarykeepers |
| 1051 | 7/6/98 | Page 5 | WWWWebWWWise Whirl Til You Hurl - Coaster Marathon II (KFMB-FM) |

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 (602) 443-3500 or fax (602) 948-7800.

TW Tips Index #1 — 2Q98

2001	4/27/98	Page 2	Cloning Diarykeeper Mentality (also Music Diaries)
2002	5/4/98	Page 6	Rock Cred
2003	5/4/98	Page 6	Eras Of Musical Influence: The Age Gauge
2003b	5/11/98	Page 1	The Holistic 8 Ms: Music
2004	5/11/98	Page 7	Filter System: Predictable
2005	5/11/98	Page 7	Filter System: Musical Differentiators
2006	5/18/98	Page 4	Mystery Oldie Feature
2007	5/18/98	Page 7	Forgotten Basics: Music Radio Policies
2008	5/25/98	Page 2	Quantifying Oldies "Hit" Status

2000 Series — Music

2009	5/25/98	Page 3	Oldies Balance
2010	5/25/98	Page 3	Oldies Balance Texture (2 Unhip Songs Back-To-Back)
2011	6/1/98	Page 4	Music Rotations: How "Hot" is HOT (Audience Speaks)
2012	6/15/98	Page 4	Snap8! Hotly Local (Hot Hits) Mike Joseph
2013	6/22/98	Page 4	Official Workplace Request Catalog
2014	6/22/98	Page 6	Morning/Breakfast Special Shows & Features
2015	7/6/98	Page 2	Morning Music Considerations (Sweeps)
2016	7/6/98	Page 1	Music For Dummies: The Long & Short Of It

3000 Series — Promotion/Marketing

3001	4/27/98	Page 2	Make A Lasting Impression: Million \$ Bills
3002	4/27/98	Page 5	Prizes Money Can't Buy
3003	4/27/98	Page 3	Website Live Streaming Audio (KJIS)
3004	4/27/98	Page 5	Website Canned Audio (Dees, Virgin, KFVB)
3005	4/27/98	Page 5	Website Wave Sound (WCBS-FM, 3AK)
3006	4/27/98	Page 5	Website Live Studio Cam (KBXO)
3007	4/27/98	Page 9	Forgotten Basics: McLendon Promotion Strategy
3008	4/27/98	Page 6	Cut-Through Campaigns (Video Mailer)
3009	4/27/98	Page 3	Cut-Through Campaigns (Newspaper Sticker-Drop)
3010	4/27/98	Page 5	PD Bookshelf: Trout & Ries Today
3011	4/27/98	Page 5	Promotional Art & Science: Annual Recurrents (Kiss Party)
3012	4/27/98	Page 11	Promotional Art & Science: Annual Recurrents (2nd Chance Prom)
3013	4/27/98	Page 8	Most Effective Promotions: Stunts: Marathons (KILT)
3014	5/4/98	Page 1	The Mystical Math Behind Forced-Listen Contesting
3015	5/4/98	Page 2	Assertions: Roger Ailes Quote
3016	5/4/98	Page 1	Practical Application of Filter System Mentality: Sticker Campaigns
3017	5/4/98	Page 7	Movie Ticket Giveaways: Win One You Want or Exclusive Premiere
3018	5/4/98	Page 5	Home-Page-Less (Levels Of Station Web-Site Surfing)
3019	5/4/98	Page 5	Enhanced Sites: High Road or Low Road
3020	5/4/98	Page 5	What Most Stations Forget To Include On Their Website
3021	5/11/98	Page 1	The Holistic 8 Ms: Money
3022	5/11/98	Page 2	The Holistic 8 Ms: Marketing
3023	5/11/98	Page 2	The Holistic 8 Ms: Magic
3024	5/11/98	Page 1	Promo's First Or Last
3025	5/11/98	Page 4	Golcha Card
3026	5/11/98	Page 4	Promo's Last
3027	5/11/98	Page 4	Why Some People Buy Chevy's & Others Buy Fords
3028	5/11/98	Page 6	Titanic Topical Tactical TV
3029	5/11/98	Page 6	The World's Easiest Contest
3030	5/11/98	Page 7	Filter System: Marketing: Passive Listeners
3031	5/11/98	Page 2	Rupert Murdoch Quote: Way To Beat Bingo
3032	5/11/98	Page 9	Arthur Carlson: Turkeys Fly Quote (Consider All Angles)
3033	5/11/98	Page 9	Mental Participation Contests
3034	5/18/98	Page 2	Bob Pittman Quote: Brand-Buyers
3035	5/18/98	Page 1	Winning Positions: Perceptual Attribution
3036	5/18/98	Page 9	Cut-Through Campaigns: Sexy 7 Color-Combos Of Outdoor
3037	5/18/98	Page 9	Car-Sticker Color Combos
3038	5/18/98	Page 8	Cliché's are Good As Gold
3039	5/18/98	Page 4	Real Positioning: Truth In Advertising (Strength Of Intense Local Focus)
3040	5/18/98	Page 4	Battle Of The Sexes Morning Show Bit
3041	5/18/98	Page 7	Snap 4: Circus Radio (Ron Jacobs)
3042	5/18/98	Page 5	Websites With Attitude
3043	5/25/98	Page 1	Word Of Mouth: Power Of Pals
3044	5/25/98	Page 2	Word Of Mouth: Advertising Hipness
3045	5/25/98	Page 2	Word Of Mouth: "Operation: Tell A Friend"
3046	5/25/98	Page 4	Morning Benchmarks: Win-A-Wish
3047	5/25/98	Page 4	Morning Benchmarks: Listener-Interactive "Question Of The Day"

3048	5/25/98	Page 4	Morning Benchmarks: Trivia-Based Contests
3049	5/25/98	Page 4	Morning Benchmarks: Sound-Alike Political-Dignitary Phoners
3050	5/25/98	Page 4	Morning Benchmarks: Random Acts Of Coolness
3051	5/25/98	Page 5	Beginner's Guide To The Internet
3052	5/25/98	Page 5	Sponsorable "Pods" - Unobtrusive Sales Features PD's Will Love
3053	5/25/98	Page 5	Airplane-Banner Fly-By: "Hit This Plane, Win \$500"
3054	6/1/98	Page 2	Elements Of Stationarity: Slogans
3055	6/1/98	Page 4	Cut Through Campaigns: TV: "The Songwriter"
3056	6/1/98	Page 4	Cut Through Campaigns: TV: "The Baby"
3057	6/1/98	Page 5	Web-Mistakes Many Stations Make: "Under Construction" Hiatus
3058	6/1/98	Page 5	Daily News Sheet
3059	6/1/98	Page 5	Daily Fax
3060	6/1/98	Page 6	Most Effective Promotions: "The Last Contest" (KCBQ)
3061	6/1/98	Page 6	Million Dollar Stash
3062	6/1/98	Page 6	\$50,000 Christmas Tree
3063	6/1/98	Page 6	"Concentration"
3064	6/8/98	Page 3	Capsule Combat: KKFR vs. KPTY
3065	6/8/98	Page 5	Wheel World: Lex & Terry
3066	6/8/98	Page 6	Speaking Of Stickers: Effectiveness
3067	6/8/98	Page 6	Stickers: Stand-Out Shapes
3068	6/8/98	Page 6	Stickers: Size
3069	6/8/98	Page 6	World's Greatest City Stickers
3070	6/8/98	Page 6	World's Greatest City Stickers
3071	6/15/98	Page 2	Avoiding Promotion Mistakes: Hourpart Recycling
3072	6/15/98	Page 2	Avoiding Promotion Mistakes: Lifestyle Contests
3073	6/15/98	Page 9	Avoiding Promotion Mistakes: Building Expectancy
3074	6/15/98	Page 9	Avoiding Promotion Mistakes: The Double Whammy
3075	6/15/98	Page 9	Avoiding Promotion Mistakes: Quick-Take Overview
3076	6/15/98	Page 9	Avoiding Promotion Mistakes: The Fallacy Of The "Either/Or" Trap
3077	6/15/98	Page 4	Cut-Through Campaigns: Transit: Missed The Bus
3078	6/22/98	Page 3	Battle Of The Sexes, The Board Game
3079	6/22/98	Page 4	Official Workplace Request Catalog
3080	6/22/98	Page 4	Grassroots Loyalty Marketing: "Operation: Shake & Howdy"
3081	6/22/98	Page 5	Murray FM & Streaming Live Video
3082	6/22/98	Page 5	Car Sticker Promo: "Gettin' Sticky Wit It"
3083	6/22/98	Page 7	TV Spot Recall: Likeability vs. Effectiveness
3084	6/22/98	Page 7	TV Spot Recall: Dancing Fat Boy
3085	6/22/98	Page 7	TV Spot Recall: Post-Testing
3086	6/22/98	Page 7	TV Spot Recall: Radio Index TV Campaign Awareness Trends
3087	6/22/98	Page 7	TV Spot Recall: The Ultimate Post-Test: Ratings
3088	6/15/98	Page 5	Old Trick That Still Moves The Needle: We Apologize
3089	6/15/98	Page 6	Elements Of Stationarity: Slogans & Sweepers
3090	6/15/98	Page 8	Listener News-Tip Awards
3091	6/15/98	Page 2	Bob Pittman Quote: Value Of The Increment Of Convenience
3092	6/22/98	Page 5	Car Sticker Promo: 50 Ways To Stick Your Sticker
3093	6/29/98	Page 2	Capsule Combat: KIMN vs. KBTR (Car Giveaway)
3094	7/6/98	Page 8	The "Official" Stamp Of Approval (Weather Marketing, Outdoor)
3095	7/6/98	Page 8	Cool Concert Contest: The Concert Countdown
3096	7/6/98	Page 5	WebWise: Whirl Til You Hurt - Coaster Marathon II (KFMB-FM)
3097	7/6/98	Page 6	Snap11! Color Radio (Chuck Blore) & The Chuck Blore Company
3098	7/13/98	Page 1	Stupid Human Tricks: Building Names & Audiences With Cunning

4000 Series — Contests

4001	4/27/98	Page 5	Prizes Money Can't Buy
4002	4/27/98	Page 5	Promotional Art & Science: Annual Recurrents (Kiss Party)
4003	4/27/98	Page 11	Promotional Art & Science: Annual Recurrents (2nd Chance Prom)
4004	4/27/98	Page 8	Most Effective Promotions: Stunts: Marathons (KILT)
4005	5/4/98	Page 1	The Mystical Math Behind Forced-Listen Contesting
4006	5/4/98	Page 4	Practical Application of Filter System Mentality: Sticker Campaigns
4007	5/4/98	Page 7	Movie Tix Giveaways: Win One You Want or Exclusive Premiere
4008	5/11/98	Page 2	The Holistic 8 Ms: Money
4009	5/11/98	Page 4	Golcha Card
4010	5/11/98	Page 6	Titanic Topical Tactical TV

4011	5/11/98	Page 6	"The World's Easiest Contest"
4012	5/11/98	Page 2	Rupert Murdoch Quote: Way To Beat Bingo
4013	5/11/98	Page 9	Arthur Carlson: Turkeys Fly Quote (Consider All Angles)
4014	5/11/98	Page 9	Mental Participation Contests
4015	5/18/98	Page 4	Mystery Oldie Contest
4016	5/18/98	Page 4	Joke Of The Day Contest
4017	5/18/98	Page 4	Up-Late Update
4018	5/18/98	Page 4	Screen Test Contest
4019	5/18/98	Page 4	Battle Of The Sexes Contest
4020	5/18/98	Page 7	Snap 4: Circus Radio (Ron Jacobs) Battle Of Fresno
4021	5/25/98	Page 2	Word Of Mouth: Operation Tell A Friend
4022	6/1/98	Page 6	Most Effective Promotions: "The Last Contest" (KCBQ)
4023	6/1/98	Page 6	Million Dollar Stash

Continued ... On Page 3

Continued... From Page 2

4024	6/1/98	Page 6	\$50,000 Christmas Tree
4025	6/1/98	Page 6	"Concentration"
4026	6/8/98	Page 4	"The Yes/No Game"
4027	6/8/98	Page 4	"Must-Solve TV"
4028	6/8/98	Page 4	"Secret Sound"
4029	6/8/98	Page 4	"Spot The Spoof-Spot"
4030	6/8/98	Page 4	"What's My Line?"
4031	6/8/98	Page 4	"Word Of The Day"
4032	6/8/98	Page 5	"Wheel World" (Lex & Terry)
4033	6/8/98	Page 6	Stickers: Slightly Larger Size
4034	6/15/98	Page 2	Avoiding Promotion Mistakes: Hourpart Recycling

4035	6/15/98	Page 2	Avoiding Promotion Mistakes: Lifestyle Contests
4036	6/15/98	Page 9	Avoiding Promotion Mistakes: Building Expectancy
4037	6/15/98	Page 9	Avoiding Promotion Mistakes: The Double Whammy
4038	6/15/98	Page 9	Avoiding Promotion Mistakes: Quick-Take Overview
4039	6/15/98	Page 3	Capsule Combat: Top 40 Cash Call War Ptx 72
4040	6/15/98	Page 8	Listener News-Tip Award
4041	6/22/98	Page 3	"Battle Of The Sexes", The Board Game
4042	6/22/98	Page 5	Car Sticker Promo: "Gettin' Sticky Wit It"
4043	6/22/98	Page 5	Car Sticker Promo: 50 Ways To Stick Your Sticker
4044	6/29/98	Page 2	Capsule Combat: KIMN vs KBTR (Car Giveaway)
4045	7/6/98	Page 5	WebWise Whirl Til You Hurt - Coaster Marathon II (KFMB-FM)
4046	7/6/98	Page 8	Cool Concert Contest: The Concert Countdown
4047	7/13/98	Page 1	Stupid Human Tricks: Building Names/Audiences With Cunning Stunts

5000 Series — Mornings

5001	4/27/98	Page 11	Kidd Craddick's "2nd Chance Prom"
5002	4/27/98	Page 5	Rick Dees Web-Site Audio
5003	4/27/98	Page 5	Virgin Radio Web-Site Archive Of Past Week Shows
5004	5/11/98	Page 1	The Holistic 8 Ms: Mornings
5005	5/11/98	Page 5	Helium Hilarity
5006	5/11/98	Page 5	Impossible Question
5007	5/11/98	Page 5	Morning Show Archives on Website
5008	5/11/98	Page 5	Real Audio Feature That Touches Emotions
5009	5/18/98	Page 4	Mystery Oldie Contest
5010	5/18/98	Page 4	Joke Of The Day Contest
5011	5/18/98	Page 4	Up-Late Update
5012	5/18/98	Page 4	Screen Test Contest
5013	5/18/98	Page 4	Battle Of The Series Contest
5014	5/18/98	Page 4	Morning Show Bits: Don't Get Off A Winning Horse Mid-Race
5015	5/18/98	Page 6	Morning News Grid
5016	5/25/98	Page 4	Morning Benchmarks: Win-A-Wish
5017	5/25/98	Page 4	Morning Benchmarks: Listener-Interactive "Question Of The Day"
5018	5/25/98	Page 4	Morning Benchmarks: Trivia-Based Contests
5019	5/25/98	Page 4	Morning Benchmarks: Sound-Alike Political-Dignitary Phoners
5020	5/25/98	Page 4	Morning Benchmarks: Random Acts Of Coolness
5021	6/8/98	Page 4	Birthday Club
5022	6/8/98	Page 4	The Yes No Game
5023	6/8/98	Page 4	Hollywood Dirt Alert
5024	6/8/98	Page 4	Wild Track Drops
5025	6/8/98	Page 4	Must Solve TV
5026	6/8/98	Page 4	The Secret Sound
5027	6/8/98	Page 4	Phony Spoof Spots

5028	6/8/98	Page 4	Song Parodies
5029	6/8/98	Page 4	What's My Line
5030	6/8/98	Page 4	The Word Of The Day
5031	6/8/98	Page 4	Wheel World (Lex & Terry)
5032	6/8/98	Page 1	Name Equity
5033	6/8/98	Page 8	Complete Weather: Components Of An Efficient Weathercast
5034	6/15/98	Page 3	Secrets Of Listener Loyalty: Name Equity: Bonding Your Name
5035	6/15/98	Page 3	Secrets Of Listener Loyalty: Name Equity: Staying Current
5036	6/15/98	Page 4	Secrets Of Listener Loyalty: Name Equity: Public Service Direct Touch
5037	6/15/98	Page 4	Secrets Of Listener Loyalty: Loyalty To Personalities, Not Stations
5038	6/15/98	Page 4	Cut-Through Campaigns: Transit: Missed The Bus
5039	6/15/98	Page 4	W. Steven Martin Direct-Mail Database
5040	6/22/98	Page 3	"Battle Of The Sexes", The Board Game
5041	6/22/98	Page 5	Mulray FM & Streaming Live Video
5042	6/22/98	Page 6	Morning/Breakfast Special Shows & Features
5043	6/29/98	Page 3	How To Justify Big Bucks For Your Morning Show
5044	6/29/98	Page 1	Great Stations Have Defining Morning Shows
5045	6/29/98	Page 4	Snap10! Unconventional, Personality, "Mayberry" Radio (Jerry Ryan/KEZ)
5046	6/29/98	Page 8	Surveillance: Traffic: Locations Before Situations
5047	6/29/98	Page 1	Win Mornings Win The War
5048	7/6/98	Page 2	Morning Station Identification (and Sloganeering)
5049	7/6/98	Page 2	Timechecks In The Morning
5050	7/6/98	Page 2	Weather In The Morning
5051	7/6/98	Page 2	Strive For Funny
5052	7/6/98	Page 2	How To Convince A Stubborn Personality To Say The Calls
5053	7/6/98	Page 2	Morning Music Considerations (Sweeps)
5054	7/6/98	Page 9	Encapsulate Essentials (Info-Capsules)
5055	7/6/98	Page 9	Quantify Your Features
5056	7/6/98	Page 9	Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
5057	7/6/98	Page 9	Local Topicality
5058	7/6/98	Page 8	Find Interesting Story Angles In The New York Post

6001	4/27/98	Page 11	"The Secrets Of Radio" (J. Paul Emerson)
6002	5/4/98	Page 2	The Voice Of The Station x2 = Twice The Image
6003	5/4/98	Page 6	TV News Anchors Who Have "It"
6004	5/4/98	Page 5	Building Morale By Rewarding Teamwork (Team Bonuses)
6005	5/18/98	Page 10	Virtual Radio: Paying Attention To Paradigms
6006	5/18/98	Page 8	Researching TV Shows (Quick and Dirty)
6007	5/18/98	Page 6	Grading Each Newscast using News Grid
6008	5/18/98	Page 5	Ted Turner Teamwork: Lead, Follow, or Get Out Of Way
6009	5/25/98	Page 1	The OKOP Factor: Hiring Secret
6010	5/25/98	Page 7	Leadership Cliff's Notes: Achieving Discipline and Order
6011	5/25/98	Page 2	Gordon McLendon Sign In CR: Would YOU Listen
6012	6/1/98	Page 4	Snap6! Execution, Discipline, Will To Win (Drew, Rook, Wilson)
6013	5/1/98	Page 5	Son Of Sun Tzu: Getting An Air Talent's Attention
6014	6/1/98	Page 1	VR: Making Virtual Reality Sound "Apparently Live" and Very Local
6015	6/1/98	Page 9	Timeless Teachings To Talent: Jim O'Brien "This Ain't Clay Class"
6016	6/1/98	Page 7	Authorized Boss Memos #1 (Ron Jacobs): Warmth; Don't Get Cocky
6017	6/8/98	Page 1	Participative Management: Building Synergy That Wins
6018	6/8/98	Page 1	Building Name Equity & Listener Loyalty
6019	6/15/98	Page 3	Secrets Of Listener Loyalty: Name Equity: Bonding Your Name
6020	6/15/98	Page 3	Secrets Of Listener Loyalty: Name Equity: Staying Current
6021	6/15/98	Page 4	Secrets Of Listener Loyalty: Name Equity: Public Service Direct Touch
6022	6/15/98	Page 4	Secrets Of Listener Loyalty: Loyalty To Personalities, Not Stations
6023	6/15/98	Page 5	Old Trick That Still Moves The Needle: We Apologize
6024	6/15/98	Page 7	Leadership Cliff's Notes: Empowerment: Making PM Work

6000 Series — Talent

6025	6/15/98	Page 7	The Green Veggie Exercise
6026	6/15/98	Page 4	W. Steven Martin Direct-Mail Database
6027	6/22/98	Page 4	Grassroots Loyalty Marketing: "Operation: Shake & Howdy"
6028	6/22/98	Page 5	Mulray FM & Streaming Live Video
6029	6/22/98	Page 9	Anonymous Quote: Running A CHR Station Like HS
6030	6/22/98	Page 10	Rick Shaw Advice About "Great Attitude"
6031	6/29/98	Page 3	How To Justify Big Bucks For Your Morning Show
6032	6/29/98	Page 1	Win Mornings Win The War
6033	6/29/98	Page 4	Snap10! Unconventional, Personality, "Mayberry" Radio (Jerry Ryan/KEZ)
6034	6/29/98	Page 1	Great Stations Have Defining Morning Shows
6035	7/6/98	Page 2	Morning Station Identification (and Sloganeering)
6036	7/6/98	Page 2	Timechecks In The Morning
6037	7/6/98	Page 2	Weather In The Morning
6038	7/6/98	Page 2	Strive For Funny
6039	7/6/98	Page 2	How To Convince A Stubborn Personality To Say The Calls
6040	7/6/98	Page 2	Morning Music Considerations (Sweeps)
6041	7/6/98	Page 9	Encapsulate Essentials (Info-Capsules)
6042	7/6/98	Page 9	Quantify Your Features
6043	7/6/98	Page 9	Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
6044	7/6/98	Page 9	Local Topicality
6045	7/13/98	Page 1	Stupid Human Tricks: Building Names & Audiences With Cunning

TW Tips Index #1 — 2Q98

7001	4/27/98	Page 4	Meaningful Mission Statements (KHTC)
7002	4/27/98	Page 11	Leadership Cliff's Notes: Meaningful Meetings
7003	4/27/98	Page 11	"The Secrets Of Radio" (J. Paul Emerson)
7004	5/4/98	Page 5	Building Morale By Rewarding Teamwork (Team Bonuses)
7005	5/11/98	Page 5	Kissing: Is This Your Best?
7006	5/11/98	Page 6	Snap 3! Fun, Flair, Coolness (Sunny Joe White)
7007	5/4/98	Page 4	Snap 2! Flow (Ken Dowe)
7008	4/27/98	Page 8	Snap! (Steve Rivers)
7009	5/11/98	Page 10	Keep Your Mind On The Cutting Edge: Read Other Industry Trades
7010	5/18/98	Page 2	Bob Pittman Quote: Brand-Buyers
7011	5/18/98	Page 2	Harmless Dirty Tricks: The Ratings Scam
7012	5/18/98	Page 10	Food For Thought: Preparing For VR
7013	5/18/98	Page 1	Failure Avoidance Formula
7014	5/18/98	Page 8	Charles Warner Book: Broadcast & Cable Selling
7015	5/18/98	Page 7	Snap 4: Circus Radio (Ron Jacobs)
7016	5/18/98	Page 5	Ted Turner Teamwork: Lead, Follow, Or Get Out Of The Way
7017	5/25/98	Page 1	The OKOP Factor: Hiring Secret
7018	5/25/98	Page 4	Snap 5! Swagger! Energy! Originality! (Lee Abrams)
7019	5/25/98	Page 5	Sponsorable "Pods" — Unobtrusive Sales Features PD's Will Love
7020	5/25/98	Page 7	The Art Of War by Sun Tzu
7021	5/25/98	Page 7	Leadership Cliff's Notes: Achieving Discipline and Order
7022	6/1/98	Page 4	Snap6! Execution, Discipline, Will To Win (Drew, Rook, Wilson)
7023	6/1/98	Page 5	Son Of Sun Tzu: Getting An Air Talent's Attention
7024	6/1/98	Page 7	Authorized Boss Memos #1 (Ron Jacobs): Warmth, Don't Get Cocky
7025	6/1/98	Page 1	VR: Making Virtual Reality Sound "Apparently Live" and Very Local
7026	6/1/98	Page 9	Timeless Teachings To Talent: Jim O'Brien "This Ain't Clay Class"
7027	6/8/98	Page 1	Participative Management: Building Synergy That Wins
7028	6/8/98	Page 4	Snap7! Streamline & Sweat The Details (John Sebastian)
7029	6/8/98	Page 5	Bernie Waterman Quote: Everything involves salesmanship
7029	6/8/98	Page 5	Gary Edens Quote: No act of salesmanship goes unrewarded.
7030	6/8/98	Page 5	Lifestyle File: Making Time For Family (Stephen Covey)
7031	6/8/98	Page 9	IBM motto: What workers respect
7032	6/8/98	Page 7	How To Be A Switched-On VR PD
7033	6/8/98	Page 9	Bookshelf: How To Get Your Point Across In 30 Seconds
7034	6/15/98	Page 4	Snap8! Hotly Local (Mike Joseph)
7035	6/15/98	Page 5	Lowry Mays Quotes: Fun and Hard Work

7000 Series — Leadership

7036	6/15/98	Page 7	Leadership Cliff's Notes: Empowerment: Making PM Work
7037	6/15/98	Page 7	The Green Veggie Exercise
7038	6/15/98	Page 2	Bob Pittman Quote: Value Of The Increment Of Convenience
7038b	6/15/98	Page 10	Food For Thought: In Defense Of Paranoia
7039	6/15/98	Page 6	PD Bookshelf: Leadership Is An Art By Max DePree
7040	6/15/98	Page 6	PD Bookshelf: Empowerment Takes More Than A Minute
7041	6/22/98	Page 1	SWOT Studies Illuminate: The State Of The Station
7042	6/22/98	Page 2	Lucille Ball Quote: About "Doing"
7043	6/22/98	Page 9	Dave Robbins Quote: "The Best Have Passion"
7044	6/22/98	Page 3	A Word About Excellence: Kaizen
7045	6/22/98	Page 5	Lifestyle File: Reverse-Psychology & Basic Human Nature "I'm An Idiot"
7046	6/22/98	Page 6	10 Dynamic Principles Of Selling Yourself
7047	6/22/98	Page 8	Surveillance: Expanded Storm-Coverage Policy
7048	6/22/98	Page 9	Anonymous Quote: Running A CHR Station Like HS
7049	6/22/98	Page 10	Rick Shaw Advice About "Great Attitude"
7050	6/29/98	Page 1	How To Make The Most Of Your Time
7051	6/29/98	Page 2	Capsule Combat: KIMN vs KBTR (Car Giveaway)
7052	6/29/98	Page 4	Snap10! Unconventional, Personality, "Mayberry" Radio (Jerry Ryan/KEZ)
7053	6/29/98	Page 5	Authorized Boss Memos #2 (Ron Jacobs): Perform For The People
7054	6/29/98	Page 7	The State Of The Station: How Monthly Reports Help You
7055	6/29/98	Page 1	Win Mornings Win The War: Great Stations Defining Morning Shows
7056	6/29/98	Page 2	Ernest Hemingway Quote: Finish What You Start
7057	6/29/98	Page 3	How To Justify Big Bucks For Your Morning Show
7057b	7/6/98	Page 2	On Commitment To Winning: Richie Balsbaugh Quote
7058	7/6/98	Page 1	Music For Dummies: The Long & Short Of It
7059	7/6/98	Page 8	Broadcast News, 3rd Editions by Mitchell Stephens
7060	7/6/98	Page 4	The State Of The Station: Annual Action Plans
7061	7/6/98	Page 7	Help Your Receptionist Communicate With Potential Diarykeepers
7062	7/6/98	Page 6	Snap11! Color Radio (Chuck Blore) & The Chuck Blore Company
7063	7/6/98	Page 6	Lifestyle File: Finding Quality Time For Your Kids
7064	7/13/98	Page 10	Always An Upside (Sidebar About Mariah Carey Misquote)
7065	7/13/98	Page 2	Shut Up & Play The Hits
7066	7/13/98	Page 3	Make Most Of Time (Delegation, Procrastination, Communication)
7067	7/13/98	Page 3	Things To Come: 1 Terabyte Hard Drives (Bill Gates 640k Quote)
7068	7/13/98	Page 8	Compel Listeners To Go Out Of Their Way To Listen (Mini-Docs)
7069	7/13/98	Page 5	PD Bookshelf: "Lead The Field" By Earl Nightingale

8000 Series — Morale

8001	5/4/98	Page 5	Building Morale By Rewarding Teamwork (Team Bonuses)
8002	5/11/98	Page 4	In Search Of Excellence: Business Cards
8003	5/11/98	Page 4	Gotcha Cards
8004	5/25/98	Page 1	The OKOP Factor: Hiring Secret
8005	5/25/98	Page 7	Leadership Cliff's Notes: Achieving Discipline and Order
8006	6/1/98	Page 1	VR: Making Virtual Reality Sound "Apparently Live" and Very Local
8007	6/1/98	Page 10	Food For Thought: "To Your Health" (Get Fit)
8008	6/8/98	Page 1	Participative Management: Building Synergy That Wins

8009	6/15/98	Page 7	Leadership Cliff's Notes: Empowerment: Making PM Work
8010	6/15/98	Page 7	The Green Veggie Exercise
8011	6/15/98	Page 6	PD Bookshelf: Leadership Is An Art By Max DePree
8011	6/15/98	Page 6	PD Bookshelf: Empowerment Takes More Than A Minute
8012	6/22/98	Page 3	A Word About Excellence: Kaizen
8013	6/22/98	Page 4	Grassroots Loyalty Marketing: "Operation: Shake & Howdy"
8014	6/22/98	Page 9	Anonymous Quote: Running A CHR Station Like HS
8015	6/22/98	Page 10	Rick Shaw Advice About "Great Attitude"
8016	6/29/98	Page 2	Capsule Combat: KIMN vs KBTR (Car Giveaway)
8017	6/29/98	Page 5	Authorized Boss Memos #2 (Ron Jacobs): Perform For The People
8018	7/6/98	Page 2	On Commitment To Winning: Richie Balsbaugh Quote
8019	7/6/98	Page 6	Lifestyle File: Finding Quality Time For Your Kids

9000 Series — Presentation

9001	4/27/98	Page 3	Website Live Streaming Audio ("how to keep listening")
9002	4/27/98	Page 4	Meaningful Mission Statements (KHTC)
9003	4/27/98	Page 6	Word-Efficient Temperature Perspectives
9004	4/27/98	Page 6	Gold/Silver Price
9005	4/27/98	Page 6	Partial Scores On Music Stations
9006	4/27/98	Page 8	Elements Of Stationality: Snap! (Steve Rivers)
9007	4/27/98	Page 9	Avoiding Pavlovian Tip-Offs
9008	4/27/98	Page 9	Forgotten Basics: McLendon Promotion Strategy
9009	4/27/98	Page 11	"The Secrets Of Radio" (J. Paul Emerson)
9010	5/4/98	Page 2	The Voice Of The Station x2 = Twice The Image
9011	5/4/98	Page 2	Assertions: Roger Ailes Quote
9012	5/4/98	Page 4	"SNAP2": Flow (Ken Dowe)
9013	5/4/98	Page 6	Instant News Credibility
9013	5/4/98	Page 6	Surveillance Experts
9014	5/4/98	Page 6	The News-Writing "Rule Of 3"
9015	5/4/98	Page 6	TV News Anchors Who Have "It"
9016	5/4/98	Page 6	"From The KTAR News Center"
9017	5/11/98	Page 2	Holistic 8 Ms: Math
9018	5/11/98	Page 2	Holistic 8 Ms: Magic
9019	5/11/98	Page 2	Lines That Deliver (KOOL, WLSS, KZZP)

9020	5/11/98	Page 3	The Case For Promo's First
9021	5/11/98	Page 3	The Case For Promo's Last
9022	5/11/98	Page 4	Why Some Folks By Chevys and Others Buy Fords
9023	5/11/98	Page 6	Snap3! Fun, Flair, Coolness (Sunny Joe White)
9024	5/11/98	Page 7	Filter System: Music Differentiators
9025	5/11/98	Page 7	Filter System: Passives
9026	5/11/98	Page 7	Filter System: Casual Not Pitch
9027	5/11/98	Page 8	Attribution: How To WIN The "Traffic Reliance" Perception
9028	5/11/98	Page 7	Filter System: One-On-One
9029	5/11/98	Page 7	Full Page Front Page
9029	5/11/98	Page 3	Bullshit Buzzers
9030	5/18/98	Page 3	Statements & Sweepers & Liners (KLTR, KOPA, 2DAYFM)
9031	5/18/98	Page 8	Cliché's Good As Gold
9032	5/18/98	Page 7	Snap4! Circus Radio (Ron Jacobs)
9033	5/18/98	Page 6	Grading Each Newscast Using News Grid
9034	5/18/98	Page 6	News Grid
9035	5/18/98	Page 5	"You've Got Spam" Voiceovers
9036	5/18/98	Page 5	Websites With Attitude
9037	5/25/98	Page 5	Sponsorable "Pods" — Unobtrusive Sales Features PD's Will Love
9038	5/25/98	Page 9	News-Writing Styles Of The Rich & Famous: The Basics
9038b	6/1/98	Page 2	Elements Of Stationality: Slogans
9039	6/1/98	Page 4	Snap6! Execution, Discipline, Will To Win (Drew, Rook, Wilson)

Continued... on Page 5

TW Tips Index #1 — 2Q98

9000 Series — Presentation

Continued ... From Page 4

9040	6/1/98	Page 6	Most Effective Promotions: "The Last Contest" (KCBO)
9041	6/1/98	Page 7	Authorized Boss Memos #1 (Ron Jacobs): Warmth, Don't Get Cocky
9042	6/1/98	Page 1	New Millennium News-Writing Intricacies
9043	6/1/98	Page 9	VR: "Hamburger Helper" for Newscasts
9044	6/1/98	Page 1	VR: Making Virtual Reality Sound "Apparently Live" and Very Local
9045	6/8/98	Page 3	Capsule Combat: KKFR vs KPTY
9046	6/8/98	Page 4	Snap71: Streamline & Sweat The Details (John Sebastian)
9047	6/8/98	Page 6	Speaking In Superlatives: The World's Greatest City
9048	6/8/98	Page 8	Complete Weather: Components Of An Efficient Weathercast
9049	6/8/98	Page 7	How To Be A Switched-On VR PD
9050	6/8/98	Page 9	Bookshelf: How To Get Your Point Across In 30 Seconds
9051	6/15/98	Page 2	Avoiding Promotion Mistakes: Hourpart Recycling
9052	6/15/98	Page 9	Avoiding Promotion Mistakes: Building Expectancy
9053	6/15/98	Page 9	Avoiding Promotion Mistakes: The Double Whammy
9054	6/15/98	Page 3	Capsule Combat: Top 40 Cash Call War Pbx 72
9055	6/15/98	Page 4	Snap81: Holy Local (Mike Joseph) Localize
9056	6/15/98	Page 4	Snap81: Holy Local (Mike Joseph) Brevity
9057	6/15/98	Page 5	Old Trick That Still Moves The Needle: We Apologize
9058	6/15/98	Page 6	Elements Of Stationality: Slogans & Sweepers
9059	6/15/98	Page 8	Listener News-Tip Award
9060	6/15/98	Page 2	Robin Leach Quote: Keep It Simple AND Stupid
9061	6/22/98	Page 4	Official Workplace Request Catalog
9062	6/22/98	Page 5	Car Sticker Promo: "Gettin' Sticky Wit It"

9063	6/22/98	Page 6	Morning/Breakfast Special Shows & Features
9064	6/22/98	Page 8	Surveillance: Expanded Storm-Coverage Policy
9065	6/22/98	Page 5	Car Sticker Promo: "Gettin' Sticky Wit It"
9066	6/29/98	Page 2	Capsule Combat: KIMN vs KBTR (Car Giveaway)
9067	6/29/98	Page 5	Authorized Boss Memos #2 (Ron Jacobs): Perform For The People
9068	6/29/98	Page 8	Surveillance: Traffic: Locations Before Situations
9069	6/29/98	Page 8	Things Listeners Hate (That PD's Love): Background Music Under Lives
9070	7/6/98	Page 2	Morning Station Identification (and Sloganeering)
9071	7/6/98	Page 2	Timechecks In The Morning
9072	7/6/98	Page 2	Weather In The Morning
9073	7/6/98	Page 2	Strive For Funny
9074	7/6/98	Page 2	How To Convince A Stubborn Personality To Say The Calls
9075	7/6/98	Page 2	Morning Music Considerations (Sweepers)
9076	7/6/98	Page 9	Encapsulate Essentials (Info-Capsules)
9077	7/6/98	Page 9	Quantify Your Features
9078	7/6/98	Page 9	Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
9079	7/6/98	Page 9	Local Topicality
9080	7/6/98	Page 8	Cool Concert Contest: The Concert Countdown
9081	7/6/98	Page 5	Elements Of Stationality: Sweepers
9082	7/6/98	Page 6	Snap111: Color Radio (Chuck Blore) & The Chuck Blore Company
9083	7/13/98	Page 2	Shut Up & Play The Hits
9084	7/13/98	Page 1	Stupid Human Tricks: Building Names/Audiences With Cunning Stunts
9085	7/13/98	Page 8	Compel Listeners To Go Out Of Their Way To Listen (Mini-Docs)
9086	7/13/98	Page 6	Compel Listeners To Go Out Of Their Way (Commentary/Substance)

10000 Series - News/Surveillance

10001	4/27/98	Page 6	Continuing Education In The Newsroom
10002	4/27/98	Page 6	Word-Efficient Temperature Perspectives
10003	4/27/98	Page 6	Gold/Silver Price
10004	4/27/98	Page 6	Partial Scores On Music Stations
10005	5/4/98	Page 6	Instant News Credibility
10005	5/4/98	Page 6	Surveillance Experts
10006	5/4/98	Page 6	The News-Writing "Rule Of 3"
10007	5/4/98	Page 6	TV News Anchors Who Have "It"
10008	5/4/98	Page 6	"From The KTAR News Center"
10009	5/4/98	Page 5	News Update Ticker On Your Website
10010	5/11/98	Page 2	Holistic 8 Mts. Meaningful Information
10011	5/11/98	Page 8	Attribution: How To WIN The "Traffic Reliance" Perception
10012	5/18/98	Page 6	Grading Each Newscast Using News Grid
10013	5/18/98	Page 6	News Grid
10014	5/18/98	Page 6	Wallace Wisdom: Perfectly Balanced Newscast

10015	5/25/98	Page 9	News-Writing Styles Of The Rich & Famous: The Basics
10016	6/1/98	Page 5	Daily News Sheet
10017	6/1/98	Page 5	Daily Fax
10018	6/1/98	Page 1	New Millennium News-Writing Intricacies
10019	6/1/98	Page 9	VR: "Hamburger Helper" for Newscasts
10020	6/8/98	Page 8	Complete Weather: Components Of An Efficient Weathercast
10021	6/15/98	Page 4	Cut-Through Campaigns: Transit: Missed The Bus
10022	6/15/98	Page 8	Listener News-Tip Award
10023	6/22/98	Page 8	Surveillance: Expanded Storm-Coverage Policy
10024	6/29/98	Page 8	Surveillance: Traffic: Locations Before Situations
10025	7/6/98	Page 9	Morning Surveillance Ingredients (News, Weather, Traffic, Sports)
10026	7/6/98	Page 2	Morning Weather
10027	7/6/98	Page 8	Broadcast News, 3rd Editions by Mitchell Stephens
10028	7/6/98	Page 8	Find Interesting Story Angles In The New York Post
10029	7/6/98	Page 8	The "Official" Stamp Of Approval (Weather Marketing, Outdoor)
10030	7/13/98	Page 10	Always An Upside (Sidebar About Mariah Carey Misquote)
10031	7/13/98	Page 8	Compel Listeners To Go Out Of Their Way To Listen (Mini-Docs)
10032	7/13/98	Page 6	Compel Listeners To Go Out Of Their Way (Commentary/Sub-

11000 Series — Public Service

11001	4/27/98	Page 4	Meaningful Mission Statements (KHTC)
11002	4/27/98	Page 5	Promotional Art & Science: Annual Recurments (Kiss Party)
11003	4/27/98	Page 11	Promotional Art & Science: Annual Recurments (2nd Chance Prom)
11004	4/27/98	Page 8	Most Effective Promotions: Stunts: Marathons (KILT)
11005	6/8/98	Page 6	Speaking In Superlatives: The World's Greatest City
11006	6/15/98	Page 4	Loyalty Marketing: Building Name Equity: Public Service Direct Touch
11007	6/15/98	Page 4	W. Steven Martin Direct-Mail Data-Base

12000 Series — Operations

12001	6/29/98	Page 1	How To Make The Most Of Your Time
-------	---------	--------	-----------------------------------

13000 Series — Talk

(None)

14000 Series — Technical

(None)

15000 Series — The Internet

15001	4/27/98	Page 3	Website Live Streaming Audio (KIS)
15001	4/27/98	Page 3	Website Live Streaming Audio ('how to keep listening')
15002	4/27/98	Page 5	Website Carried Audio (Dees, Virgin, KFWB)
15003	4/27/98	Page 5	Website Wave Sound (WCBS-FM, 3AK)
15004	4/27/98	Page 5	Website Live Studio Cam (KBXX)
15005	5/4/98	Page 5	News Update Ticker On Your Website
15006	5/4/98	Page 5	Home-Page-Less (Levels Of Station Web-Site Surfing)
15007	5/4/98	Page 5	Enhanced Sites: High Road or Low Road
15008	5/4/98	Page 5	What Most Stations Forget To Include On Their Website
15009	5/11/98	Page 5	Cool Features For Your Deep Site: Helium Hilarity (KDKB)
15010	5/11/98	Page 5	Cool Features For Your Deep Site: Geek Jokes (KIMXZ)
15011	5/11/98	Page 5	Cool Features For Your Deep Site: The Impossible Question (KIMXZ)
15012	5/11/98	Page 5	Cool Features For Your Deep Site: Morning Show Archives (KIMXZ)

15013	5/11/98	Page 5	Cool Features For Your Deep Site: RealAudio Features (KIMXZ)
15014	5/11/98	Page 5	"Titanic" Topical Tactical TV (See Spot on Internet) (KIS-FM)
15016	5/18/98	Page 5	Websites With Attitude
15017	5/18/98	Page 5	"You've Got Spam" (AOL Voice Guy)
15018	5/18/98	Page 8	Charles Warner Website
15019	5/25/98	Page 5	Beginner's Guide To The Internet
15020	5/25/98	Page 5	TW Quote: Icon Contact No Substitute For Eye Contact
15021	6/1/98	Page 5	Web-Mistakes Many Stations Make: "Under Construction" Hiatus
15022	6/1/98	Page 5	Daily News Fax
15023	6/8/98	Page 5	Wheel World (Lex & Terry)
15024	6/15/98	Page 8	Listener News-Tip Award
15025	6/22/98	Page 5	Mulray FM & Streaming Live Video
15026	7/6/98	Page 5	WebWise Whirl Til You Hurt - Coaster Marathon II (KFMB-FM)
15027	7/6/98	Page 8	Find Interesting Story Angles In The New York Post
15028	7/6/98	Page 7	Bobby Ocean Website
15029	7/6/98	Page 7	Radio 411 Website (Includes Bobby Ocean Cartoon Gallery)
15030	7/13/98	Page 6	Cyber-Survival For The New Millennium: How To Quote Original Text

TW Tips Index #1 — 2Q98

16000 Series — Computers

16001 4/27/98 Page 3 Website Live Streaming Audio (KJIS)
 16001 4/27/98 Page 3 Website Live Streaming Audio ("how to keep listening")
 16002 4/27/98 Page 5 Website Canned Audio (Dees, Virgin, KFWB)
 16003 4/27/98 Page 5 Website Wave Sound (WCBS-FM, 3AK)
 16004 4/27/98 Page 5 Website Live Studio Cam (KBOX)
 16005 4/27/98 Page 7 Constructing An Arbitrend-Extrap Spreadsheet
 16006 5/4/98 Page 5 News Update Ticker On Your Website
 16007 5/4/98 Page 5 Home-Page-Less (Levels Of Station Web-Site Surfing)
 16008 5/4/98 Page 5 Enhanced Sites: High Road or Low Road
 16009 5/4/98 Page 5 What Most Stations Forget To Include On Their Website
 16010 5/11/98 Page 5 Cool Features For Your Deep Site: Helium Hilarity (KDKB)
 16011 5/11/98 Page 5 Cool Features For Your Deep Site: Geek Jokes (KMXZ)
 16012 5/11/98 Page 5 Cool Features For Your Deep Site: The Impossible Question (KMXZ)
 16013 5/11/98 Page 5 Cool Features For Your Deep Site: Morning Show Archives (KMXZ)
 16014 5/11/98 Page 5 Cool Features For Your Deep Site: RealAudio Features (KMXZ)
 16015 5/11/98 Page 5 "Titanic" Topical Tactical TV (See Spot on Internet) (KIS-FM)

16016 5/18/98 Page 5 Websites With Attitude
 16017 5/18/98 Page 5 "You've Got Spam" (AOL Voice Guy)
 16018 5/25/98 Page 5 Beginner's Guide To The Internet
 16019 5/25/98 Page 5 TW Quote: Icon Contact No Substitute For Eye Contact
 16020 6/1/98 Page 5 Web-Mistakes Many Stations Make: "Under Construction" Hiatus
 16021 6/1/98 Page 5 Daily News Fax
 16022 6/8/98 Page 5 Wheel World (Lex & Terry)
 16023 6/8/98 Page 7 How To Be A Switched-On VR PD
 16024 6/22/98 Page 5 Murray FM & Streaming Live Video
 16025 6/29/98 Page 1 How To Make The Most Of Your Time
 16026 7/6/98 Page 5 WebWise Whirl Til You Hurl - Coaster Marathon II (KFMB-FM)
 16027 7/6/98 Page 8 Find Interesting Story Angles In The New York Post
 16028 7/6/98 Page 7 Bobby Ocean Website
 16029 7/6/98 Page 7 Radio 411 Website (Includes Bobby Ocean Cartoon Gallery)
 16030 7/13/98 Page 3 Things To Come: 1 Terabyte Hard Drives (Bill Gates 640k Quote)
 16031 7/13/98 Page 6 Cyber-Survival For The New Millennium: How To Quote Original Text

17000 Series — Sales

17001 5/4/98 Page 7 Sales 101: The ONLY 3 Reasons Why Radio Won't Work
 17002 5/11/98 Page 3 Premium Rate: First Spot In Slotset
 17003 5/18/98 Page 8 Broadcast & Cable Selling: Charles Warner
 17004 5/25/98 Page 5 Sponsorable "Pods" - Unobtrusive Sales Features PD's Will Love
 17005 6/1/98 Page 6 Most Effective Promotions: "The Last Contest" (KCBO)
 17006 6/1/98 Page 6 Million Dollar Stash

17007 6/1/98 Page 6 \$50,000 Christmas Tree
 17008 6/1/98 Page 6 "Concentration"
 17009 6/8/98 Page 5 Bernie Waterman Quote: Everything involves salesmanship
 17009 6/8/98 Page 5 Gary Edens Quote: No act of salesmanship goes unrewarded.
 17010 6/15/98 Page 7 Participative Management: 4th Quarter Budget Goal Meeting
 17011 6/22/98 Page 6 10 Dynamic Principles Of Selling Yourself
 17012 6/29/98 Page 3 How To Justify Big Bucks For Your Morning Show
 17013 6/29/98 Page 1 Win Mornings Win The War
 17014 6/29/98 Page 1 Great Stations Have Defining Morning Shows

18000 Series — Production

19001 4/27/98 Page 2 QH Leverage: Invisible (Long-Term) Cume
 19002 5/4/98 Page 7 Weekly Tracking: Key Factors You Should Be Benchmarking
 19003 5/11/98 Page 2 Holistic 8 Ms: Math
 19004 5/11/98 Page 5 Effective Frequency
 19005 5/11/98 Page 8 Joan Of Arc (Underestimating Your Audience)
 19006 5/11/98 Page 9 The Research "Rule Of 20"
 19007 5/18/98 Page 1 Winning Positions: Perceptual Attribution
 19008 5/18/98 Page 3 Gerard Duignan: Statistics Made-Up
 19009 5/18/98 Page 9 Cut-Through Campaigns: Sexy 7 Color Combos Of Outdoor
 19010 5/18/98 Page 9 Car-Sticker Color Combos
 19011 5/18/98 Page 8 Researching TV Shows
 19012 5/18/98 Page 8 Researching TV Shows (Quick & Dirty)
 19013 5/25/98 Page 6 Winning Positions: A Station Mosaic
 19014 5/25/98 Page 6 Winning Positions: Format FaceOffs
 19015 5/25/98 Page 6 Winning Positions: Trending Benchmarks

18001 5/4/98 Page 2 The Voice Of The Station x 2 = Twice The Image
 18001b 6/15/98 Page 7 Participative Management: Votes (Who Decides)
 18003 6/22/98 Page 5 Car Sticker Promo: "Gettin' Sticky Wit It"
 18004 6/22/98 Page 5 Car Sticker Promo: 50 Ways To Stick Your Sticker
 18005 7/6/98 Page 6 Snap11! Color Radio (Chuck Blore) & The Chuck Blore Company
 18006 7/6/98 Page 5 Elements Of Stationality: Sweepers

19000 Series — Research

19016 6/1/98 Page 4 Music Rotations: How "Hot" is HOT (The Audience Speaks)
 19017 6/15/98 Page 4 Snap! Hot Local (Mike Joseph) Retail Research (WABC)
 19018 6/22/98 Page 1 Measuring Big Mo (Momentum)
 19019 6/22/98 Page 7 TV Spot Recall: Likeability vs. Effectiveness
 19020 6/22/98 Page 7 TV Spot Recall: Dancing Fat Boy
 19021 6/22/98 Page 7 TV Spot Recall: Post-Testing
 19022 6/22/98 Page 7 TV Spot Recall: Radio Index TV Campaign Awareness Trends
 19023 7/6/98 Page 9 About Audience Loyalty & Exclusive Cume (Doug McCall Quote)
 19024 7/13/98 Page 4 Making Sense Of "Flukes"
 19025 7/13/98 Page 4 How To Use Arbitron Data: To Know If You Were Stirred

20000 Series — Ratings

20001 4/27/98 Pg 7 Extrapolating Arbitrend Pure Monthlies
 20002 4/27/98 Pg 2 Cloning Diarykeeper Mentality (Music Diaries)
 20003 4/27/98 Pg 7 Constructing An Arb-Extrap Spreadsheet
 20004 5/4/98 Pg 1 Mystical Math Of Forced-Listen Contesting
 20005 5/4/98 Pg 1 The Filter System Of The Mind
 20006 6/22/98 Pg 6 Cumulative Reasoning (Rhody Bosley, TW)
 20007 6/22/98 Pg 7 TV Spot Recall: Ultimate Post-Test: Ratings
 20008 7/6/98 Pg 9 Audience Loyalty/Excl Cume (Doug McCall)
 20009 7/13/98 Pg 4 Making Sense Of "Flukes"
 20010 7/13/98 Pg 4 Using Arb Data To Know If You Were Stirred

For Back Issues of Programmer's Digest

Call (602) 443-3500

Fax (602) 948-7800

21000 Series — Life

21001 4/27/98 Pg 9 The Meaning Of Life (100 words or less)
 21002 5/4/98 Pg 3 How To Lose 5 Pounds In 2 days
 21003 5/18/98 Pg 1 Failure Avoidance Formula Applied To Life
 21004 5/18/98 Pg 5 Funding Your IRA/401K Today
 21005 6/1/98 Pg 5 Lifestyle: 14,000 Things To Be Happy About
 21006 6/1/98 Pg 10 "To Your Health" (Get Fit)
 21007 6/8/98 Pg 5 Lifestyle: Making Time For Family (Covey)
 21007 6/15/98 Pg 5 Lowry Mays Quote: Fun and Hard Work
 21008 6/15/98 Pg 5 Lifestyle File: Bank-Balance Of Daily Life
 21009 6/22/98 Pg 2 Using SWOT Model In Your Personal Life
 21010 6/22/98 Pg 5 Reverse-Psychology "I'm An Idiot"
 21011 6/29/98 Pg 1 How To Make The Most Of Your Time
 21012 6/29/98 Pg 8 Lifestyle File:
 Investments That Pay For Themselves
 21013 6/29/98 Pg 2 Ernest Hemingway: Finish What You Start
 21014 7/6/98 Pg 6 Lifestyle: Finding Quality Time For Your Kids
 21015 7/13/98 Pg 5 Bookshelf: "Lead The Field" Earl Nightingale

22000 Series - PD Bookshelf

22001 4/27/98 Pg 10 PD Bookshelf: Trout & Ries Today
 22002 4/27/98 Pg 11 "The Secrets Of Radio" (J. Paul Emerson)
 22003 5/11/98 Pg 10 Keep Your Mind On Cutting Edge;
 Read Other Trade Publications
 22004 5/11/98 Pg 5 Effective Frequency (ANA)
 22005 5/18/98 Pg 8 Broadcast & Cable Selling: Charles Warner
 22006 5/25/98 Pg 7 The Art Of War by Sun Tzu
 22007 6/1/98 Pg 5 Lifestyle File:
 14,000 Things To Be Happy About
 22008 6/1/98 Pg 2 Writing Broadcast News:
 Shorter, Sharper, Stronger by Merv Bloch
 22008a 6/8/98 Pg 5 7 Habits Of Highly Effective Families (Covey)
 22009 6/15/98 Pg 6 Leadership Is An Art By Max DePree
 22010 6/15/98 Pg 6 Empowerment Takes More Than A Minute
 by Ken Blanchard
 22011 7/6/98 Pg 8 Broadcast News, Third Edition (Stephens)
 22012 7/13/98 Pg 5 "Lead The Field" By Earl Nightingale

4/27/98	Page 12	Going The Extra Mile	6/8/98	Page 10	Too Hip For The Room
5/4/98	Page 8	Preemptive Tactics and "Pulitzer Prize Plagiarism"	6/15/98	Page 10	In Defense Of Paranoia
5/11/98	Page 10	Keep Your Mind On Cutting Edge: Read Other Industries Publications	6/22/98	Page 10	A Famous Last Word: (Great) Attitude (Salute To Rick Shaw)
5/18/98	Page 10	Paying Attention To Paradigms	6/29/98	Page 10	Win A \$7,000 Think-Tank Weekend
5/25/98	Page 10	About That Major Announcement: The Authorized Boss Memos	7/6/98	Page 10	Pick Up The Phone Right Now (And Call A Friend)
6/1/98	Page 10	To Your Health (Getting Fit)	7/13/98	Page 10	I Owe Mariah Carey An Apology

Quotes Worth Re-Quoting

4/27/98	Page 2	Rod Muir	Unique Markets	6/15/98	Page 7	Stephen Covey	Begin With The End In Mind
4/27/98	Page 10	Randy Michaels	Making Mistakes, Trying Hard	6/15/98	Page 8	Ivan Pavlov	Good Doggie
4/27/98	Page 10	Chinese Proverb	Focus	6/15/98	Page 9	Todd Wallace	Ponderable Questions:
4/27/98	Page 11	Anthony Robbins	Inspiration (Getting Started, Doing Impossible)				75-104 Year Old Baby Boomers
5/4/98	Page 2	Roger Ailes	Assertions Not Responded To (Positioning)	6/15/98	Page 10	Folk Wisdom	Paranoia
5/4/98	Page 2	Yogi Berra	The Future	6/22/98	Page 9	Dave Robbins	The Best Have Passion
5/4/98	Page 5	John McKay	Your Team's Execution	6/22/98	Page 2	Lucille Ball	About "Doing"
5/11/98	Page 3	Branch Rickey	Errors Of Enthusiasm	6/22/98	Page 6	Rhody Bosley	Cume Is Always Going Down,
5/11/98	Page 2	Rupert Murdoch	Better Bingo Beats Bingo				Can't Have TSL Without Cume
5/11/98	Page 9	Arthur Carlson	Turkeys Fly (WKRP)	6/22/98	Page 6	Todd Wallace	No Such Thing As Too High A Cume
5/18/98	Page 2	Bob Pittman	Nation Of Brand Buyers & Being Sociologists	6/22/98	Page 9	Anonymous	Running CHR Station Like High School
5/18/98	Page 3	Gerard Duignan	Statistics Made Up	6/22/98	Page 10	Rick Shaw	Always Have Good Attitude, Honor Your Audience
5/18/98	Page 7	Ron Jacobs	Preparation, Concentration, Moderation	6/22/98	Page 3	Todd Wallace	Kaizen: Where Everything Is Good/Better
5/18/98	Page 5	Ted Turner	Lead, Follow, or Get Out Of Way	6/29/98	Page 2	Ernest Hemingway	Finish What You Start
5/18/98	Page 3	Ken Greenwood	Can't Freeze-Frame Radio (Failure Avoidance)	6/29/98	Page 4	Todd Wallace	Listeners Being Herded Into P1 Stalls
5/25/98	Page 2	Ken Palmer	Nothing's We've Ever Done In The Past	6/29/98	Page 5	Ron Jacobs	Boss Memo #2 (Perform For The People)
5/25/98	Page 2	Gordon McLendon	Would YOU Listen To You	6/29/98	Page 7	George Burns	On Sincerity
5/25/98	Page 5	Todd Wallace	Icon-Contact No Substitute For Eye Contact	6/29/98	Page 9	E. Karl	25-54 Is A Family Reunion
5/25/98	Page 7	Sun Tzu	Know Yourself and Your Enemy	7/6/98	Page 2	Richie Balsbaugh	On Commitment To Winning
5/25/98	Page 7	John Mitchell	When You've Got 'em By The Balls	7/6/98	Page 9	Doug McCall	About Audience Loyalty & Exclusive Cume
5/25/98	Page 7	Public Notice	Daily Floggings	7/6/98	Page 3	Dr. Laura Schlessinger	Subtlety
5/25/98	Page 9	George Schlatter	Knowing "When": Do Too Much	7/13/98	Page 2	Rivers, Stewart, Joseph	Shut Up & Play The Hits
6/1/98	Page 2	Malcomb Forbes	Doing What You Want To Do	7/13/98	Page 3	Bill Gates	Things To Come: 1 Terabyte Hard Drives
6/1/98	Page 2	Jerry Della Femina	No Such Thing As A Bad Client	7/13/98	Page 5	Steven Wright	Ambition
6/1/98	Page 3	Wayne Gretzky	Skating To Where The Puck Is Going	7/13/98	Page 5	Earl Nightingale	Learn Something New / Pass It On
6/1/98	Page 3	Todd Wallace	Anything Can Be Said "Apparently Live"	7/13/98	Page 7	Saint Edmund	Working and Living
6/1/98	Page 5	Ron E Sparks	If I Put A Gun To Your Head				
6/1/98	Page 5	Ron E Sparks	I Know We Don't Pay You Much				
6/1/98	Page 5	Steve Strait	"Listen Asshole"				
6/1/98	Page 6	Marion Barry	Outside Of Killings				
6/1/98	Page 7	Ron Jacobs	Boss Memo #1 (Warmth, Cocky)				
6/1/98	Page 9	Jim O'Brien	This Ain't Clay Class				
6/1/98	Page 10	Jane Fonda	Hate To Exercise				
6/1/98	Page 10	Larry Hagman	Quitting Cold Turkey; So What				
6/8/98	Page 2	Buck Showalter	Getting Lots of Opinions (PM in Sports)				
6/8/98	Page 3	Ron Jacobs	Overconfidence Kills				
6/8/98	Page 4	Cd Tom Parker	Overexposure				
6/8/98	Page 5	Bernie Walerman	Salesmanship				
6/8/98	Page 5	Gary Edens	Salesmanship				
6/8/98	Page 9	IBM Motto	What workers respect				
6/8/98	Page 9	Paul McCartney	"And In The End"				
6/15/98	Page 2	Bob Pittman	Value Of The Increment Of Convenience				
6/15/98	Page 2	Robin Leach	Keep It Simple AND Stupid				
6/15/98	Page 4	Mike Joseph	Localize Before You Vocalize, Brevity Is Art				
6/15/98	Page 5	Lowry Mays	Fun and Hard Work				
6/15/98	Page 6	Ken Blanchard	Empowering People With Accountability				
6/15/98	Page 6	Max DePree	Outstanding Individuals or Outstanding Group				

Our Policy Regarding Photocopying Programmer's Digest Is Simple:

- ✓ Each subscribing station can make as many copies as they would like for station employees at their physical location. In other words, you can copy **PD** for anyone at *your* station; but a group owner cannot pay for just one subscription and distribute **Programmer's Digest** to 50 stations.
- ✓ In the spirit of fairness, we ask you, and expect you, to honor this liberal policy.
- ✓ As a service to our subscribers, we'll gladly supply extra copies of **PD** for \$75 a year (per extra copy) for 51 issues, which is about what it would cost you to do it yourself over the course of a year.
- ✓ Just call (602) 443-3500 or fax (602) 948-7800

If you've always wanted
to schedule a weekend
Programming Retreat

... or ...

If you've wanted a
FULL WEEK vacation
away from all the
busy-ness of the biz
but didn't think you
could afford it this year

"PD" has got ya' covered (either way)!

Deadline Is August 10th!

Hurry!
Don't Put It Off!

YOU Win a
can **\$7,000** Think-Tank
Weekend!

"Ya' feel Lucky, Punk?"

Todd and Kathy Wallace are making *Observation Lodge*, their hermitage in the tall pine country of Forest Lakes, Arizona (just two hours from Scottsdale) available to one lucky Radio professional, who will WIN a one week personal stay or a weekend consultation think-tank retreat, including round-trip air travel for two.

The main idea is to help you ... Recharge!

To some people the restorative powers of a week off with nothing to do but walk in the woods and commune with nature can't be matched.

To others, a weekend business retreat at an out-of-the-way venue surrounded by lots of nature (away from the hustle and bustle of the city and the distractions of the station) is a great way of emancipating those pent-up programming ideas that are just waiting to get out!

If you're our winner, you'll get to choose whatever turns your crank!

You'll stay at a 4-story, 4,500 square-foot rustic lodge set on 5 acres of Northern Arizona pine country (elevation 7,900 feet) on the historic Mogollon Rim surrounded by the Apache Sitreaves National Forest.

When we say rustic, we mean rustic-chic. The *Observation Lodge* way of "roughing it" includes all the creature comforts - and then some. Complete kitchen facilities and, of course, indoor plumbing. Conference table which seats 12 people. Complete telephone and fax service (modern capable). 120 channels of satellite TV from PrimeStar. Or choose from hundreds of books, dozens of board games, or a collection of over 500 video tapes to satisfy your whims or amuse any boredom. Fire up the fireplace, eat our food, drink our grog, feed the birds and squirrels, observe elk and deer, even the occasional bear, grazing nearby. Here's how it works ...

When YOU Win, Choose From The Following Prize Options

■ **A 7-day Personal Vacation**

We'll fly you and your "significant other" to Phoenix (and back) for a week-long escape to the pine country at *Observation Lodge*. You'll have unlimited use of our Landrover for day-trips to nearby lakes. Date availability: any 7-day continuous period between August 25th and October 11th (except the weekend of Sept 12-13th) or October 25th-November 15th.

■ **A Think-Tank Weekend For Two**

We'll fly you and another member of your staff (Owner, Group Head, Group PD, GM, Assistant PD, Music Director, Morning Personality, whatever) to Phoenix (and back) for a Friday-Saturday-Sunday *Think-Tank Intensive* conducted by programming consultant Todd Wallace. No holds barred, no secrets withheld. You'll get the same actionable information it would normally cost you \$2,500 a day to get if TW flew into your market to meet with you for three days. The Think-Tank will

occur the weekend of Sept 25-26-27 at *Observation Lodge*. All on-site transportation and expenses will also be covered.

■ **A "Buddy System" Think-Tank For 2-4 Stations**

You can share your TW *Think Tank* prize with another station - or with the three other PD's you've told about "TW". [Only proviso: we'll cover airfare and expenses for you and one other person. Any other tag-alongs will be responsible for their own airfare expenses. Their 3-day stay at *Observation Lodge* will be FREE, though.] While you will be sharing the think-tank consultation time that would normally be devoted exclusively to your station, you'll probably find that the synergy of the group more than makes up for it (because we can cover so many more bases and issues as learning experiences).

■ **A Think-Tank Weekend For Your Entire Programming Staff**

We'll fly two members of your staff to Phoenix (and back) for a Think-Tank Weekend with Todd Wallace at *Observation Lodge* (including ground transportation). You can fly up to 10 more members of your staff in for the full weekend event (plus cover their ground transportation and food expenses). Full catering service will be available for a reasonable fee. Accommodations at the lodge include: two twin-beds available in 5 bedrooms, sharing 3 bathrooms, plus a king-size bed available in the Master Suite. This Think-Tank will occur the weekend of September 25-26-27. ... OR ...

■ **A 3-Day Think-Tank At Your Station's Venue**

Todd Wallace will fly into your market for a 3-day *Think-Tank Programming Intensive* with your entire staff. You'll have no expenses for this event (unless you choose to locate the event at an off-station site). Any consecutive three days during 1998 may be chosen (including weekdays or weekends), subject to TW's availability.

**Winning's As Easy As 1-2-3 —
Just Tell 3 Friends & Fax-In To WIN!**

- 1 Just tell three Radio PD's about "TW".
 - 2 Then fax your name, address, phone-, and fax-number on your company letterhead, along with the names, addresses, phone- and fax-numbers of the people you've told about **Programmer's Digest** to (602) 948-7800.
 - 3 We'll put every entrant's name in a hat and randomly draw one name on August 10, 1998. Winner will be notified on that date (and winner's name will be published in the August 10th issue of **Programmer's Digest**).
- Good luck!

For a complete copy of contest rules, including restrictions, disclaimers and fine-print, call (602) 443-3500.

Stupid Human Tricks

Continuing Education For The Dedicated Radio Programmer

Building Names & Audiences
with

Cunning Stunts 'n' Stuff

For years, "personality" jocks have used stunts, gimmicks, and other neat twists to provide a non-quantifiable "chemical reaction" that can kick-start their name-recall and propel them to instant "household word" status.

Programmer's Digest Contributing Editor Ron Jacobs and I were comparing notes the other day about some of the more effective promotional mechanisms that have been used over the years. It might surprise you to know that some of the most exciting ones go clear back to the 50's for their roots.

One of the classic marathons is the *Wake-A-Thon*, featuring a jock's non-stop battle against sleeplessness. The first one may have been in 1959 at

K-POL in Honolulu, when Tom "TR" Rounds (now President of Radio Express) stayed awake in a department store window for 8½ days (the Guinness certified record at the time, before anyone knew what a Guinness was), getting front-page coverage.

(Continued... See *Cunning Stunts* on Page 2)

Compelling Newscast Tune-In

**How To Get Listeners To
GO OUT OF THEIR WAY
To Listen To Your News**

Many radio stations (especially music-based stations) view their news commitment as a necessary evil — something listeners expect in the Morning (and maybe PM Drive, in some formats) so they reason "we may as

(Continued... See *Compelling News* on Page 6)

Inside "PD" Issue # 12

Page 2 *Cunning Stunts'n' Stuff*

Page 3 *Making Time: Delegation, Procrastination, Communication*

Page 4 *Making Sense of Flukes (How To Use Arbitron Data)*

Page 5 *PD Bookshelf: Lead The Field (Earl Nightingale)*

Page 6 *Compelling News Listens: Commentary & Style*

Page 7 *More Lead The Field*

Page 8 *Something Every TV Station Does That You Should Do*

Page 9 *Ocean Toons* by Bobby Ocean

Page 10 *Food For Thought: Apology To Mariah Carey*



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.

Cunning Stunts'n'Stuff

(continued from page 1)

(When I was PD of KRUX/Phoenix, voice-over and production artist **John Driscoll**, then a young-pup jock, stayed awake for 250 hours to break and set the new record.)

KPOI lived up to its "Circus Radio" signature with an array of other interesting marathon stunts . . . from *Kiss-A-Thons* to *Pool-A-Thons*.

And two of the more unusual "thons" you'll ever hear of . . .

An "*Insult-A-Thon*", where TR and Dave Donnelly (now a columnist with the Honolulu Star-Bulletin) took turns trading insults. Days before the event, the station took calls from listeners suggesting insults.

(Could Stern and Imus be far behind?)

And a "*Talk-A-Thon*" face-off between Donnelly and Bob "The Beard" Lowrie. A stage was set-up at competing car-dealership locations. Listeners were encouraged to visit the venues and suggest topics for each jock to talk about. They lasted 52 hours straight (with only 5-minute potty-breaks allowed each hour).

KMEN continued the carry in the 60's, with the *San Bernardino-to-Riverside Walk-Back-And-Forth*, where jocks walked til they dropped. And the KMEN "*Build-A-Thing*" ("welders are standing by, 24 hours a day"). Both great charity fund-raisers.

During the "Great Top 40 War Of '63-64" in Fresno, KMAK featured Tom Maule doing a non-stop *Bowl-A-Thon* and Frank Terry's 80-hour *Drum-A-Thon* (which drew 3,000 people for the finish).

Pogo Pogue made a legendary name for himself in Denver in the early 60's by doing a series of stunts. Perhaps the most notable: broadcasting live for an extended period inside a snake pit full of live rattlers! People talked (and listened).

Years later in Denver, Steve Kelly (now with KOA) hamassed the power of "Bronco-mania" to raise funds for charities, once sitting in every seat of Denver's 74,000-seat Mile-High Stadium. He also endured a *Handshake-A-Thon*, shaking thousands of listeners hands for charity.

Tony Raven (now Jim Pruett of the popular *Stevens and Pruett* morning show at KLOL) once spent a complete week suspended in a car by a crane, clearly visible over a busy Houston freeway exchange. His live broadcasts gave listeners a reason to go out of their way to listen to KNUZ to see how he was coping. The listener who guessed when he descended won the car.

Addendum: A clever twist that many Radio New Zealand stations have added to this suspended-car promotion was a series of pre-promos the day-before stating that, "Due to occurrences on this morning's show, effective tomorrow morning, (Jock Name) will be suspended indefinitely". The next day, of course, listeners tune in to hear him/her doing the

The Guiding Force Of Top 40 Radio . . .

"Shut up and play the hits!"

— **Steve Rivers, Mike Joseph, Bill Stewart, Don Keyes, Bill Drake, Ken Dowe, Ron Jacobs, Paul Drew, John Rook, Ted Atkins, Bill Hennes, Todd Wallace, etc., etc. etc.**

(Apologies to the hundreds of other PD's left out, due to space constraints)

TW Tip # 7065 and #9083

"suspended" broadcast. (Meanwhile, everyone tells a friend about the jock who's been "suspended").

Gordon McLendon capitalized on the natural braggin' rights rivalry between Houston and Dallas, when Jimmy Rabbit (representing KLIF) and Russ "The Weird Beard" Knight (representing KILT) raced river-rafts down the Trinity River.

W. Steven Martin arranged a similar city-rivalry grudge-match when he organized the *Race Against Cancer, Ride Against Time* bike-race from Phoenix to Tucson (pitting KNIX jocks against KCUB personalities). W. is famous for his impromptu fund-raisers. Like *The Midnight Motorcycle Ride*, where he charged fellow riders \$10 to ride with him up to the city of Prescott, AZ at Midnight. 500 riders presented the \$5,000 to a young boy's family, who couldn't afford to buy him a much-needed motorized wheelchair.

Another attention-getter that captured listeners' imaginations was *The Race 'Round The World*, originated in the mid-70's on KVIL/Dallas and WIBC/Indianapolis. Two jocks take off in opposite directions (one flying eastward, one westward), racing around the world on commercial airlines. Hourly status-checks updated their whereabouts, painting theater-of-the-mind vistas about the city they've just visited or are flying over. This promotion is usually good for a 2-4 day actual run (plus a 3-4 day tease).

Involving The Listener: Guess which jock wins and closest to the total-elapsed-time to win \$10,000. Designate an official "finish line" at a conspicuous point in the airport; then try to book the incoming final flights to arrive simultaneously at different gates (hopefully on opposite ends of the airport, or in different terminals). This way, the grand finale culminates in a literal *foot-race to the finish line* (like we did at 2UW/Sydney, for Ric Melbourne and Pete Rudder). Great photo-opp (that listeners talk about at the water cooler for months).

Wallace Wisdom: I believe one of the linchpins to putting a stunt or marathon "over the top" (to the point where it captures an entire market's imagination) is to have a public service tie-in. "I vow to live on top of the Astrodome until we can raise \$50,000 for the United Way" (See "PD" Issue #1, page 8 for details about my Dome-Sitting Marathon in 1969). As RJ puts it, "All Circus promos were *always* for charity".

TW Tip # 3098, #4047, #6045, and #9087

Next Week

Signature Gimmicks & Radio With Pictures

Leadership Cliff's Notes

How To Make The Most of your Time

Delegation Procrastination & Communication

Part 2

Two weeks ago, we covered daily and weekly time management strategies (**PD** Issue #10, pages 1 & 2). This week we'll zero-in on the importance of delegation, how to avoid procrastination, and ways to improve your level of communication.

Delegate, Delegate, Dance To The Music

In the multipoly world of the new millennium, dividing up your duties and delegating them to staff members you can trust can mean the difference between being "in control" of your time (a confident feeling) and always "running to catch up" (a stressful one).

Every delegated task needs a point-person who'll be responsible for following its progress.

Try to get yourself out of the trap of thinking "it'll take me 5 hours to teach someone to do this, and only 5 minutes for me to do it myself". This ignores the hundreds of hours that may be saved *in the future* from the 5 hours teaching the right person the right way to handle a recurring task.

Give an employee "room" to do it his/her way (as long as you've clearly communicated what the outcome must be).

Don't insist that it be done "your way", in your style. In this way, the employee will feel that you've delegated the *responsibility* for the task or project to them (which they'll be more eager to tackle), not just the dirty work.

Some PD's use an interesting technique that fosters a genuine "team" feeling — letting subordinates take turns "running" their staff meetings. This demonstrates respect to you staff, while helping you spot upwardly mobile management talent. It also gives each staff member a chance to develop their leadership skills (and builds a confidence they can't get in any other way but by "doing").

Establish regular monitor-points for each project or task you delegate, preferably where employees are proactively

reporting progress to you (rather than you having to chase it down). In the file-folder for each delegated task/project, remember to include the names (and, when applicable, the phone or fax-number or e-mail address, of the persons taking responsibility for it. (It's useful to write it *on the front of the folder* (saves digging through the folder's contents).

Your Procrastination Station

Avoid the temptation to put things off. Try to establish a completion deadline for each project or task on your "to do" list. (If you know how long it will take, you can "work backward" mentally to know when you must start). Try to only begin a task or project that can be finished today (or stopped at an obvious "break" point). Caveat from my News/Talk practical experience: many major tasks at N/T stations are *multi-day* chores that don't always have a "clean" break point; don't be afraid to stop at a specific point and come back to it "fresh" tomorrow (I guarantee it won't go anywhere — it *will* be waiting there for you tomorrow!)

Phone Jobs & E-Mail

Recognize up-front that nearly every call is an interruption to your clockwork schedule. So don't be afraid to let the receptionist know when to hold your calls or put them directly to voicemail. Phone-tag is just part of business life. You can minimize it by leaving as detailed a message on the taggee's vm as possible. Granted, it's a little more impersonal than a live call, but you gain the benefit of time-efficiency.

E-Mail is a great way to quickly keep in touch. The key is keeping your e-messages short. By limiting your e-mail messages to just two or three quick bullet-points (or preferably one), you increase the likelihood that your e-mail will be read and that a succinct reply will occur. TW Tip #7066

Coming In "PD" Issue #14:

Snail Mail, Meeting Management, & People Skills

Signs Of Things To Come

"640k ought to be enough for anybody".

— Microsoft Chairman **Bill Gates** (circa 1981)

Some computer industry experts now estimate that **1 Terabyte** hard-drives will be commonplace by the year 2003 (assuming we all make it past Y2K)

TW Tip # 7067 and #16030

Making Sense Of "Flukes"

We've all seen situations where a station suddenly loses a substantial portion of its core-target demo in one book – only to see the same audience miraculously reappear (and then some!) in the very next book. Aside from seasonal cycles, sometimes these fluctuations absolutely defy logic or explanation. (We should probably add a new *TW Tips* category for "things that drive PD's to drink")

Survey "Wobbles"

The ratings services, of course, all take great pains to point out (with paragraph upon gobble-de-gook paragraph of fine-print in the back of the book) that audience estimates are just that. *Estimates!* And they, therefore, are subject to what's been lovingly called "survey wobbles". Abnormalities. Spikes and troughs. Sometimes you get kicked, sometimes you get kissed.

The larger the sample, the less the variance and volatility . . . but . . . the mathematical laws of probability, and what's called "standard error", still apply.

What's important for you to know is:

They apply on two levels . . .

- ✓ Even with a decent sample size, the result will still be roughly within plus or minus 5% of the actual truth. So if you have a 10-share, it could be a 9.5% or a 10.5. That's the case 80% of the time.
- ✓ Less publicized is the other part of the standard

error equation that says that *one out of five times, the results could vary as much as plus or minus 20%*. In other words, your 10-share could be an 8 . . . or a 12!

How To Use Arbitron Data To Know If You Were Slimed

It'll take you a few hours of work at the computer (hopefully something you can delegate), but the feeling of getting to the bottom of a fluke is usually worth it.

Here's How You Do It . . .

- ☑ Using Arbitron's Maximiser program, look at hour-by-hour by narrow demos (25-34, 34-44, 45-54, etc.). Some programmers like to do it 21-30, 31-40, 41-50, and/or 51-60. (Choose the method that best reflects your target).
- ☑ Then go back and do it again . . . month-by-month (weeks 1-4 vs. 5-8 vs. 9-12).
- ☑ At the monthly level, you'll usually see huge fluctuations. But when you see a demo that's particularly out of whack in a single-month, you can go back and isolate it *week-by-week*. You can also do a Max-run on what that hour (or that daypart) would look like *leaving out* the abnormal week.
- ☑ When you find the silly week(s), you can even isolate by individual day(s). And you can do a Max-run reconstruction of what that hour (or daypart) would look like without the oddball day(s) in the deviant week.

Wallace Wisdom: The above exercise seems to work well for zeroing-in on a quarter-hour loss due to a massive (and sudden) decrease in TSL (time-spent-listening). Go through the above motions and you'll usually have an "ah!" or two to reward your suspicions (and set your mind at ease).

But massive *cume-induced* fluke-drops can also occur (usually isolated to a "diary drop" that is unfavorable to a certain format type over the course of a month or series of weeks). This happens less frequently, but it *does* happen!

Unfortunately, the only options for waiting out a cume-fluke are

- trusting your "alternative" ratings-tracking source or
- trusting your gut (staying the course while "sweating it out" until the trend "rights itself" three months later).

TW Tip 20010 and #19025

This is one of the reasons I've always been so keen on maintaining some form of audience tracking – either in-house (as part of a comprehensive music-research program, where tracking calls are made for the ultimate purpose of snorkeling for music research respondents) or from syndicated tracking services (like *Accuratings*, *Willhight*, or *Radio Index*).

If *Arbitron* shows a sudden drop that is *not* confirmed with your weekly or monthly tracking, it's probably *not* really happening.

And the steadfast PD will avoid any premature knee-jerk reactions).

So is there a way of using the actual Arbitron data to know when you've been slimed by a mathematical gremlin? In a word, yes. See the box above.

TW Tip # 20009 and #19024

The "PD" Bookshelf

Lead The Field by Earl Nightingale

Our Down Under mate Ian Grace reminded me of a great book for the "PD" bookshelf. There are lots of "hip and cool", new wrinkle "pop-psych" books at any bookstore.

But, while this one was written long ago, it manages to retain a timeless quality that's as valid for the new millennium as it was decades ago.

It's actually offered as a tape series (with an accompanying notebook which contains the entire script).

Available from Nightingale-Conant (1-800-323-5553 or 1-708-647-0300; \$59.95).

As Gracie points out, "Every single manager, PD, or leader of any type . . . if they only ever read one book, *this* should be it". I couldn't have put it better myself. Following are a few of the reasons why.

First, some background . . .

The late Earl Nightingale was a Hall Of Fame broadcaster and lecturer, often called "The Dean Of Development". He lived his life around his personal philosophy,

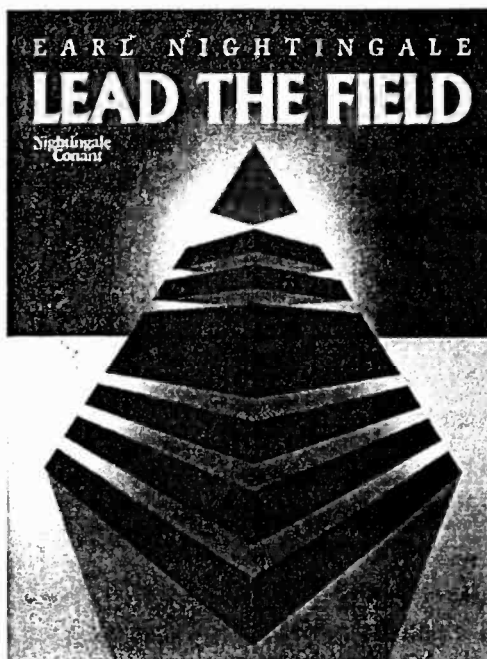
"Never let a day go by that you don't learn something new – and pass it on to others".

Some of the outstanding points offered by Nightingale in *Lead The Field*:

■ The magic word in life is *attitude*. People with great attitudes stack the percentages that they'll succeed. That's why a *positive mental attitude* is so important.

■ "Constructive discontent" is a good thing. It keeps you reaching and growing.

(Continued . . . See *Lead The Field* on page 7)



How You Can WIN

A \$7,000 Think-Tank Weekend In The Pines

Just help us spread the word about "PD" and you could WIN YOUR CHOICE of the following prizes worth roughly \$7,000

- A 7-Day Personal Vacation For 2 (including round-trip airfare) at Observation Lodge in Forest Lakes, Arizona
- A Think-Tank Weekend For 2, conducted by programming consultant Todd Wallace at Observation Lodge (including round-trip airfare)
- A "Buddy System" Think-Tank For 2-4 Stations (we pay for 2)
- A Think-Tank Weekend For Your Entire Programming Staff — OR —
- A 3-Day Think-Tank At Your Station's Venue

See "PD" Issue #10, page 10 for complete details (also page 9 for the fine print and restrictions)

How You Win –

- ① Just Tell 3 of your PD friends about "PD"
- ② Fax your name, address, phone, and fax-number (on your company letterhead) along with the names, addresses, phone, and fax-numbers of the people you've told about **Programmer's Digest** to (602) 948-7800.
- ③ We'll put every entrant's name in a hat and randomly draw one name on August 10, 1998. Winner will be notified on that date and the winner's name will be published in the August 10th issue of "PD". Good luck!

"Ambition is a poor excuse for not having enough sense to be lazy."

— Steven Wright

News & Surveillance Ingredients



Compelling News Tune-In (Even On A Music Station)

How To Get Listeners To GO OUT OF THEIR WAY To Listen To Your Newscasts

(Continued . . . from Page 1) well give it to 'em, get it out of the way, and move on".

Very few stations view news programming as an "opportunity" to attract listeners they might not otherwise be able to get. But it *can be*. When you give listeners something worth making a listening appointment for, they usually will!

Hard Hitting Commentary

Day after day, week after week, year after year, the audience appeal of ABC's #1-rated *Paul Harvey News & Comment* proves that listeners *will* go out of their way to hear news they think they can't get anywhere else.

Why it works: Paul Harvey *delivers! Without fail!* Paul Harvey's winning combination is:

- his concise writing style, which results in a high story-count (normally touching on 12-15 stories in a 4½ -minute newscast)
- punctuated by his unique vocal style, which covers an incredible inflectional range
- his disarming, unexpected manner of conveying a story, often finding angles no one else can, and
- his well-reasoned commentary that always *makes you think* (whether you agree with him or not).

Yes, there is only *one* Paul Harvey. But there have been some good examples of *localized* personality news over the years.

- In the 70's and 80's, Logan Stewart (now retired) did a "Paul Harvey" style of *local* newscast (right down to the biting commentary and live testimonial commercials) on Top 40 stations KRUX/Phoenix and KTSA/San Antonio. It was a *serious, credible* newscast on a CHR station. But it was so original, not to mention *entertaining*, that, not only were existing CHR P1's satisfied, but Logie's presence served as a *cume-magnet*, drawing listeners from other formats (in a way that few other programming elements would or could).
- When I was OMPD of News/Talk KTAR/Phoenix, we hired former Editor/Publisher of the *Arizona Republic*, Pat Murphy, to deliver four totally different one-minute commentary pieces daily. Murphy is the most dedicated journalist I've ever heard of, much less known. (He'll wake up every 2 or 3 hours in the middle of the night to check out CNN, just to make sure he hasn't missed anything!) This dedication, coupled with his intelligence and comprehensive knowledge of local issues, made his *Murphy At Large* commentaries a "must-listen" for many Phoenixians.

Style & Substance

Often a hip, unusual, or uniquely personable "style" within a newscast can serve the purpose of putting the right strokes in diaries.

- Great contemporary news journalists like Brad Messer, J. Paul Huddleston, Jo Interrante, and J. Paul Emerson all had "followings" on their respective CHR stations.
- Consider an unusual "signature style". Like H. G. Listiac, the Morning Traffic Reporter on KMLE/Phoenix, who uses alliterative phrasing and creative analogies that would make Dan Rather jealous in his reports ("We've got the roads livin' it up faster than a new credit card, as our *bad-to-the-bone* babes bubbas, and banditos bail on the big-bucks bouncin' their bodacious bottoms and burnin' butts back to the barn, and here's what we've got, Northbound I-17, a 5-mile backup."). Many folks *need* their daily HG-fix.

Sometimes a *non-journalist* personality's unique "take" on the news makes him/her into a regular daily "habit" that can't be missed. One of the all-time best examples was the late J. Akuhead Pupule (better known as "Aku"), who was *the* force that built KSSK's Honolulu dominance. Aku did his own news (that's what his listeners preferred), which included his own running reactive commentary about many of the stories.

TWTip# 10022 and #9086

On Page 8: Part 2: Something Every TV Station Does That YOU Should Be Doing

Cyber Survival For The New Millennium

From time to time, we'll try to pass along useful efficiency tips to help you flourish in our computerized race toward 2000.

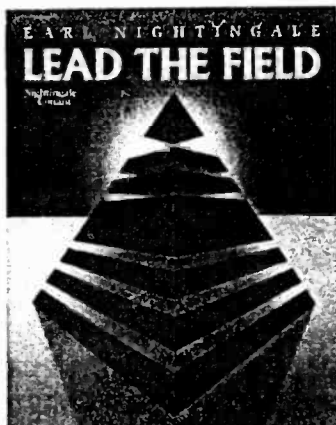
How To Quote Original Text In E-Mail Or A Post

If you check out any of the Radio-related message boards or chat rooms, you may have noticed posts that attempted to quote original text but were "empty". Or you may have simply wondered how to do it correctly (so you don't make the same mistake).

"PD" to the rescue . . . TWTip# 16031 and #15030

The problem with the "empty" message or post usually stems from mixing up the use of the >> and the << symbols.

Here's the trick: Just insert the >> symbol where you want to *start* your quote from original text, then the << symbol at the *end* of your quote, and you're home and hosed. (Remember, though, if you *reverse* the order, it doesn't work!) With many internet providers (like AOL), you can simplify the process even further by simply mouse-clicking (once) at the beginning of your quote, depressing the shift key, and then arrowing down to the end of the part you want to quote (while *keeping* the shift-key depressed). Try it both ways, and see which way best fits your keyboard pace and style.



(Continued . . . from Page 5)

■ Successful people have a "success habit". Every hour of every day. All the time. They don't know how to do things the wrong way.

■ Acceptance and esteem from your contemporaries is one

of the deepest human cravings. But respect must be earned, not commanded.

- Establish goals. Keep your eye on your goals, and keep working towards them. Every day. Every week. Every month. Every year. 95% of people *never* try to better themselves.
- Keep raising the bar. If you're not growing, you're actually going backward. (Especially true in business – especially *ours!*)
- Become a sponge for information. Systematically study what you are most interested in. Look everywhere for new ways to skin the cat.
- "Getting along with people" should be a subject taught in school. It's what our adult life is *really* all about.
- Readers are leaders. Will to read more. Discipline yourself to make the extra effort to read 15 minutes a day. End result: you'll be able to read 2 books a month, 24 a year, and over 1,000 extra books in a reading lifetime.
- Your mastery of the language controls your success. The average person adds only 5 new words a year to his/her vocabulary. Good news: it's *never* too late to begin.
- Usually the amount of money you make is in direct proportion to the caliber of people with whom you associate. So choose your employer wisely.
- The importance of order: prioritize your day (tackling the most important things you have to do first); be efficient in every job or task

you do; stay with one thing at a time until you see it through.

- Live one day at a time. Saint Edmund, archbishop of Canterbury was right when he said, "*Work as though you would live forever; but live as though you would die tomorrow*".
- Nothing can take the place of persistence and determination. Remember that (if at first you don't succeed).

Most of all, strive in every way to be "the person on the white horse". Organizations always reflect the person at the top. Their style of management somehow always manages to "trickle down" and be emulated all the way throughout the chain of command.

Clear Channel's **Lowry Mays**. Jacor's **Randy Michaels**. Mel Karmazin at CBS. Chancellor's **Jimmy DeCastro**. Tom Hicks at Hicks/Muse. Capstar's **Steve Hicks**. ABC's **Robert Callahan**. Cox's **Bob Neal**. Bonneville's **Bruce Reese**. Emmis' **Jeff Smulyan**. Citadel's **Larry Wilson**. Jefferson-Pilot's **Clark Brown**. Saga's **Ed Christian**. Entercom's **Joe Field**. AOL's **Bob Pittman**. CNN's **Ted Turner**. The Celtics' **Rick Pitino**. Sports magnates **Jerry Colangelo** and **George Steinbrenner**. Fox/NewsCorp's **Rupert Murdoch**. The (Australian) 9 Network's **Kerry Packer**. Virgin's **Richard Branson**. **Bill Gates**. **Lee Iacocca**. **Donald Trump**.

You can literally "visualize" their style, and the aura of their entire organizations, as you read their name, can't you?

Same applies, on a smaller scale, to the management of an individual radio station (or cluster of stations). **The GM and the PD set the "tone" for how the business of creating entertaining programming is undertaken.**

Wallace Wisdom: Do yourself (and your career) a big favor and buy this tape series. Or rent it from an Audio Bookstore, or see if it's available at your public library. *Re-listen* to it at least *annually*. You'll find it to be a wise investment in your future. Worth making the extra effort to track down.

TW Tip # 7069, #21015, and #22012

News & Surveillance Ingredients

News

Compelling Listeners To GO OUT OF THEIR WAY To Listen

Part 2 — Something EVERY TV Station Does That YOU Should Be Doing

Every single network-affiliate TV station in America does one thing in particular to attract nomad viewers during "sweeps weeks" which, I submit, Radio should also do . . .

Mini-docs. Enterprise Stories. Sweeps series. Topicals. Special reports. Call 'em whatever you want, they really work! They work so well, in fact, that during sweeps-weeks most radio commercials for TV stations (often up-to-the-minute SAP-feeds) will be built around that night's "special".

Why they work: It's basic human nature — especially when you see/hear a promo that hits an emotional hot-button (like "How To Tell If Your Spouse Is Cheating On You", or "The Newest Way To Look 10 Years Younger In Just 10 Days"), you naturally make a point of going out of your way to satisfy your curiosity. There are even old standbys that always seem to drive ratings, year after year — like any angle (new or old) on UFO's. That's why you'll often see the Channel 5's mini-doc in February re-treaded as Channel 10's "topical" in May (or vice versa). (Radio isn't the only industry with a lemming effect and unabashed piracy!)

So why don't RADIO stations do "sweeps-series" type of specials? Usually, it's the old excuse, "it's too hard". Or other lame alibis, like "we don't have the staff". Even well-staffed News/Talk stations will claim they can't justify pulling a reporter off the street to do an enterprise story or that they don't have the right "kind" of staff to do it.

To which I say . . . *horsefeathers!* If you have the commitment, you can do it. Here's how . . .

- ✓ First, take notes on what the TV stations are all doing for their sweeps series. And not just in your market. Use Yahoo to find TV station websites from other markets (especially "the bigs") where you can borrow an idea and adapt it to your local marketplace and situation.
- ✓ Keep files on sweeps series and don't be afraid to recycle them (just like the TV stations do to each other). A report on "How To Tell If Your Teen Is Doing Drugs" hits a viewer/listener between the eyes/ears just as well today as it did 10 years ago (maybe even more so!)
- ✓ See what the "hot" contemporary newspapers in America's Top 100 markets are targeting for enterprise stories. Especially *USA Today*, which only has 2% penetration in most markets (thus 98% of your listeners will not have seen it this morning). Do your own local research to augment their basic findings and re-work it as "your" story.
- ✓ Use magazines that have mastered the art of "hot-button-hitting" (*Redbook*, *Vogue*, *Cosmo*, etc.) and pith (like *Boardroom*). Really, these days nearly any top magazine will feature headlines or articles that can serve as either thought-starters or even finished-products. If you credit the magazine, you can practically "steal" the story (just make sure you give proper attribution).
- ✓ Use participative management principles — and brainstorm "sweeps topics" with your staff. What are some stories that you'd go out of your way to watch for on TV? Those same stories might make an excellent come-attractant for your radio station.
- ✓ Word to the wise: here's a deployment-technique most TV stations have discovered over the years: As a general rule, avoid extended multi-part series (even on hot topics). The prevailing wisdom (based on extensive research) is that if a viewer/listener thinks they've missed any of the first 3 or 4 parts, they're less likely to tune-in "mid-stream". Makes sense.
- ✓ Think you can't do it because you're a music station? KFRC used to, in their hey-day as an RKO station. And I'll give you a more recent example which proves that one person can do it. When I was OMPD of KKLT/Phoenix, I inspired Morning Co-Host & News Anchor **Monica Nelson** to write weekly enterprise stories (using the above reference materials), which we stripped hourly over Wednesday and Thursday's morning newscasts (thus influencing two weeks of diarykeepers). We called them "*Nelson's Lifestyle File*", usually written in four 45-60 second parts (two on each day, providing vertical "tune-in next hour" recycling and horizontal "tune-in tomorrow at this time" incentives.) Turns out she was/is a prolific writer with a solid journalism background and was able to crank out these interesting audience-magnets pretty much "on cue". Like these 25-54 Female targeted topicals: "Secrets The Hollywood Stars Use To Look Beautiful & Lose Weight Quickly", "The New Street-Smart Guide To Staying Safe In Your Neighborhood", "How To Raise A Non-Racist Child", "More Secrets Of The Stars — How To Grab Some Style And Dress Thinner", and "The Ultimate Fashion No-No's, Which Ones Don't You Know About?", etc. She now provides them on a freelance basis to radio stations of various formats around the world (either in complete script form, for you to "claim" as your own, or custom pre-voiced, to perceivably "increase" your news-staff) (You may reach *Monica Nelson Media* at 1-888-873-6217 toll-free or e-mail mnelson05@sprynet.com)

Wallace Wisdom: I strongly encourage you, even if you're a music station, to look for new, contemporary ways to make your newscasts so compelling that they bring listeners out of the woodwork.

- Search for a special talent that can deliver meaningful, interesting commentary.
- Or maybe someone whose style makes you stand out so much that listeners simply have to tune-in
- Or take my challenge to do regular, weekly enterprise topicals.
- Or better yet . . . do what I would do . . . do them all. (Who says you can't?)

TW Tip #7068, #9085, and #10031

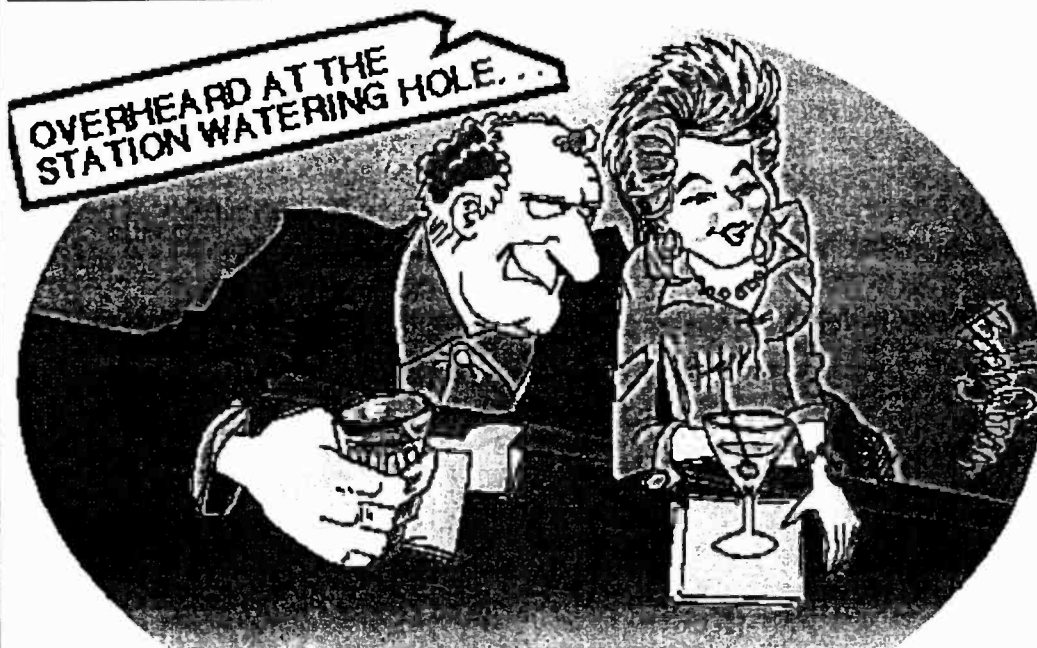
About "TW Tips"

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). Full of interesting ideas, links, quotes, production and voiceover demos. E-Mail Osh at oceanvox@pacbell.net
Jeff Young's Radio 411 (www.radio411.com) is the cyber-home of Ocean Toons and the Bobby Ocean Cartoon Gallery.



IT MUST BE CONTAGIOUS. YOU READ ABOUT MERGERS AND ACQUISITIONS SO MUCH THAT, THE NEXT THING YOU KNOW, YOU'RE COMMITTING ONE.

Copyright 1998. Bobby Ocean® All Rights Reserved

Programming Note:

Music Science 101

Originally scheduled for this week will appear in "PD" Issue #14 (July 27th)

Coming Next Week In The World's **Fastest Growing** Programming Newsletter

The First Quarterly "PD" Index Of

TW Tips
Categorized For Easy Reference

And

More! Morning Basics
Prep
Pacing
Spontaneity
Pre-Flight & In-Flight Checklists

Also

Smart Human Tricks

Using Signature Gimmicks & Radio With Pictures To Build A Name

I Owe Mariah Carey An Apology

And so do hundreds, maybe thousands, of other people both in and out of the media who, unknowingly, helped to spread a story that the singer supposedly uttered a dumb statement about starving children in an interview. (For deep background, the quote being attributed to her was, "Whenever I watch TV and see those poor starving kids all over the world, I can't help but cry; I mean, I'd love to be skinny like that, but not with all those flies and death and stuff".)

Come to find out . . .
. . . *she never said it.*

And it's a good lesson for all of us, myself included, straight out of Journalism 101 about *why* it's so important to check – and *double-check* – facts, figures, and sources. (Just ask *CNN*, *Time*, or the *Cincinnati Enquirer*!)

The phony Mariah-quote momentum was apparently set in motion by an innocuous spoof interview on Cupcake (www.cupcake.com). Then it was plastered on several internet websites. It really took on a life of its own when some British tabloids printed it as gospel, without fact-checking, and even BBC's Radio One was sucked in, quoting the tabloid story, again without verifying the source. (That's where I first heard about it).

Look, Mariah Carey doesn't even know I'm alive . . . but I still feel very bad about this, because the guiding doctrines of my business and management style have

always been based on *fairness* and *treating others right*. (even if you don't know them personally) In this case, in my haste to add a small tidbit of what appeared to be observational humor (straight from a "newsmaker's" mouth), I made her appear to be stupid. That's not fair. And that's not right.

So . . . to Mariah Carey, I say *I'm sorry*. I truly am. And by extension, I would also like to apologize to any Sony/Columbia employees, who've had the uncomfortable task of having to deal with this situation (Who needs the headache of having to defend someone for something she didn't actually say?) And, by the way, just so you know . . . my apologies are based purely on principle; no one is coercing or encouraging me to do it.

Just as importantly, I feel I also owe an apology to "PD" readers. As you may remember, our mission at **Programmer's Digest** is *to provide useful, continuing education for dedicated, "thinking" Radio programmers worldwide*. I would never knowingly mislead you or want you to feel you cannot trust any of the material in the pages of "PD" to be based in accuracy. Please know that I will redouble my efforts to making sure that this is indeed always the case in the future.

All The Best,



Always An Upside

Let's all use this incident as a positive force for improving electronic journalism . . . as a new reminder to us all that we must *always* double-check our references on a story. And, no matter how imposing your deadline is or fierce the competitive pressures to be "first" are, if you can't attribute a quote or a fact to a specific, *legitimate* source, don't just "run with it" (on the mistaken thought that it's no big deal and it's easy to retract).

Take the higher road.
Be *right*. And be *fair*.

TW Tip # 7064 and #10030

Subscriptions

Your Investment

One Year \$US295

Six Months \$US165

Charter Subscription:

\$US195 for first year

Call us for special group and multiple-copy rates

How To Reach Us

By Phone: (602) 443-3500

By Fax: (602) 948-7800

By E-Mail: Tw3tw3@aol.com

By Snail Mail or Fed-Ex:

6044 E. Foothill Drive N.

Paradise Valley, AZ 85253

© Copyright 1998

Programmer's Digest and
Todd Wallace/Associates.

All Rights Reserved. No form of this publication may be reproduced without the written consent of the Publisher.