

Avoiding The Big Mistakes

Continuing Education For The Dedicated Radio Programmer

The Biggest Promotion Mistakes Of The 90's

What did the great PDs of the 60's, 70's, and 80's know about marketing their stations to the total available radio audience? A lot *more* than you might think.

Seems that these days many stations have gotten just a little too "cute" with their promotional tricks (especially when it comes to contest-marketing) . . .

- ✓ Ignoring the impact that solid broad-based *forced-listen* contesting can have on the mass (targeted) audience, in favor of hyper targeting
- ✓ Overlooking the importance of applying one of Radio's greatest strengths, its *reach*, to the "magic" of appointment-marketing

- ✓ Then missing natural opportunities to *recycle* that reach
- ✓ Disregarding the universal appeal of cash, in favor of niche-oriented "lifestyle" prizes (often straight from Value-Added Hell)

(Continued . . . See Promotion Mistakes on Page 2)

Secrets of Loyalty Marketing **Part 2**

As we discussed last week, there's no such thing as "listener loyalty" to radio *stations*. But listeners can be fanatically-loyal to radio *personalities*.

Build Name-Equity With Longevity
Longevity, especially at the same station or in the same shift, can account for a tremendous amount of loyalty. The kind of loyalty that drives "passion scores" in
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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.

Avoiding Promotion Mistakes

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- ✓ Failing to effectively utilize the art of "teasing" to build expectancy
- ✓ Trying to make one contest cure all the ills of mankind, and
- ✓ Falling prey to the "Either/Or" trap of marketing.

Does anyone *you* know make any of these mistakes? Then, maybe it's time to revisit a few basics to see what we can learn – so you can correct this poor misguided soul before he/she kills again. (A promotion budget is a terrible thing to waste)

Broad-Scoped Simplicity

I've been mystified lately at how many stations seem intent on designing extremely complicated promotions that fly in the face of KISS-simplicity.

They often compound the problem by hyper-targeting an extremely small group of diarykeepers, while ignoring, even *excluding*, a *much larger* group (containing an even *greater number of diarykeepers*). It's like stooping over \$20 bills to pick up nickels.

Take this little contest test:

- ☑ If everyone in your audience can't participate in your contest, you're missing many of your listeners, leaving them "free to wander" (into other P1 corrals).
- ☑ And if your contest can't be explained quickly ("guess how much is in it to win it"), it's probably one step too deep to gain the kind of critical mass it needs to be successful (and put points on the board for you). Nobody ever won a rating battle by targeting the Mensa elite.

Hourly Reaching & Recycling

A lot of stations use appointment-marketing techniques to pull listeners into a specific quarter-hour (like 7:20am Thursday morning), thinking that with a big enough spike they'll not only win the quarter-hour and the hour, but the daypart, maybe the day, the week, the month, perhaps even the book. While this has been known to happen (more often than most PD's know!), there is a much easier (and more effective) way.

Multiple-appointments and forced-listens. This is less of an "intrusion" on a consumer's normal listening-lifestyle pattern which, you need to know, *most listeners will not alter*, just for a contest. A few weeks ago in the "PD" article about "Why Power Contests Work", we noted, for example, that targeting only the 7:15-7:30am quarter-hour on Thursday ignores 75% of your *cume*; that even targeting the same quarter-hour on *all five* weekdays still misses about 55% of your weekly *cume*. (Reference: See Page 2 of "PD" Issue 2, 5/4/98). Most morning listeners who listen in, say, the 6am hour, are *not* listening in the 7 or 8am hours. And vice versa.

So, by offering listeners contest driven listening-appointments in all three hours, you stand a much better chance of delivering more of your *cume* potential.

Hourly forced-listen appointments take this concept to the max. Because it enables the consumer to "adjust" the

participation windows according to the way he/she actually listens to the Radio. With the right contest, at "fever pitch", you give listeners more *good reasons* to listen longer and more frequently. Thus, you're able to boost TSL by *both* extending longer-spans *and* creating more occurrences..

Hourpart-recycling makes recycling more effective than mere daypart recycling. More natural. Instead of having to rely on the bulk of your listeners falling within your recycling-window of, say, 7:20am to 4:20pm, the *listener* can choose the "appointment" that is most convenient to recycle to (meaning it is more likely that they actually *will!*) Make sense?

TW Tip #1032, #9051, #4034, and #3071

Cashing In

Some PDs or Promotion/Marketing Directors argue that a "lifestyle" prizes better reflect the way their listeners "live". To which we say... *bullfeathers!* Not anymore! Problem is: in the 90's, there are just *too many individualized* "lifestyles" to be able to truly mirror most of them in a critical mass manner. (Look at the magazine rack at any good bookstore and you'll see what I mean!).

The lifestyle-leaning PD or Promo Director will also insist that lifestyle-prizes enable them to be more "topical". To which we say... *topical schmopical!*

You can still reflect topicality with a cash contest. I'd much rather have a big money forced-listen cash-contest on-the-air with "Truman Show" movie tickets as the consolation prize than the exclusive premiere of the movie.

Wallace Wisdom: There's *nothing* more relevant to your listener's lifestyle than *CASH*.

TW Tip #1033, #4035, and #3072

(Continued... See **Promotional Mistakes** on Page 9)

On making things SIMPLE...

"Never underestimate the value of the increment of convenience. At AOL, we're *we're all about convenience.*"

— **Bob Pittman**
COO, AOL

TW Tip #3901 & 7038

(Remember this next time you're tempted to add that "extra step" to a contest or feature)

"You've heard of the 'KISS theory', keep it simple stupid; at *Lifestyles*, we've found that copy comes alive when we 'keep it simple and stupid'".

TW Tip #9060

— **Robin Leach**

(proof that dumbing-down to a Third Grade level of understanding never hurts a popular show)

(Continued . . . from page 1)

Personality Impact research studies (where respondents are, in essence, saying "my favorite DJs/Personalities are . . .") Often a large core of listeners will become so familiar with some radio personalities that they feel like they actually *know* them (even though they've never actually "met"). Like a friend. The "comfortable old shoe" effect.

Examples abound. One of the secrets to Kiss 108's incredible string of ratings victories in Boston over the years is the fact that they've had stability with their jock-lineup locked-in for nearly 20 years! In nearly every daypart! Especially the key drivetimes, where **Matty Segal** and **Dale Dorman** have been in place since Day One (1979). (An effect accentuated by the fact that Matty and Dale were established market forces even *before* they joined Kiss 108.)

Often the longevity factor can be a driving force behind *expanded* demo-appeal (Case in point: Kiss 108's consistently strong 25-54 performance is the best of any Top 40/CHR station in America).

In Australia, 2DAY-FM's 9-Noon personality, **Ron E. Sparks**, has been associated with the leading CHR or Rock stations in Sydney for over 20 years (2SM, 2UW, 2MMM, and now 2DAY). Result: he regularly wins his timeslot in the coveted "Under 40" demographic-combo in the AGB/McNair surveys – occasionally even beating **John Laws***, 10+. He's also the "go to" guy when the Breakfast Team is on vacation (because contemporary listeners in Sydney are so comfortable listening to Ron E.)

His secret: *staying current* and *bonding his name* to listeners. In addition to his 2DAY-FM Radio show and voiceover projects, Ron E. Sparks hosts the Pop Music Channel on the international flights of Qantas Airways, and is the announcer for The Seven Network's national TV gameshow, *Hotstreak*.

* John Laws is "the Rush Limbaugh of Australia" and has been #1 9-Noon in Sydney for many more years than Rush has been "the Rush Limbaugh of America".

Key To Longevity: Bonding Your Name

Ron E. suggests finding a way to tie your name into everything you do (whether it be on-the-air or at a personal appearance). After all, if you're already doing it, why not take credit for it? If you do an interview, it becomes "another Ron E. Sparks exclusive interview with Elton John" (not just "we're talking with Elton John"). **Rick Dees** at KJIS-FM/LA does this extraordinarily well. With Dees Sleaze. And Dees-grees. Can't miss him!

The old Top 40 rule of thumb, said half in jest, used to be that the jock who said his/her name the most times an hour usually turned out to be the #1 jock in town. There is a bit of truth to that.

TW Tip #6019 and #5034

Key To Longevity: Staying Current

To avoid being "slimed" with a "use-by" date stamped on their forehead, encourage your heritage air talents to *stay current*. It's this cutting-edge *freshness* that separates the Dale Dorman's, the Rick Dees's, the Ron E. Sparks's from the "lower tier" of wannabe's and hangers-on who slog their way to lesser fame in the same markets. Even though these top jocks have many years of experience behind them, they don't "live in the past". **And they always continue to pay their dues. Willingly!** Hence, they *never* sound like "yesterday's newspaper".

Another great illustration is America's longest running Rock'n'Roll morning show, **Dave Pratt** (on KUPD/Phoenix). Ask Phoenix listeners the open-end "passion-score" question ("who's your favorite DJ?"), and you'll find Pratt at the very top of the rank-order list. Dave stays on the front wave by constantly reinventing himself, and constantly looking for new ideas. Excellent example: Dave *personally* subscribes to **Programmer's Digest** (along with other fine publications). He feels he has a responsibility to keep learning about his craft – finding newer and better ways of doing it. Also, in this way, he feels he can have better dialogue with his PD and make more meaningful contributions to Morning show critique and brainstorming sessions.

TW Tip #6020 adn #5034

(Continued . . . see Loyalty Marketing on Page 4)

Capsule Combat

Flashback . . . to the Phoenix Top 40 war of 1972 . . .

Contesting on KRIZ:

"This hour's KRIZ Cash Call jackpot is \$2,155. I might be calling *you* later this hour. When I do, tell me what the Cash Call jackpot is and you'll win it from Krizz".

Counter-Promo Tag-Line on KRUX:

"Oh, and one thing The Krux will *never* do is say, 'don't call us, we'll call you'. Your odds can be one in a million or one-on-one when you play "hi-lo", K-R-U-Xclusively".

(KRUX won during this Arbitron sweep, 11.9% to 3.9%, 12+)

TW Tip #4039 and #9054

Secrets of Building Name-Equity Loyalty Marketing

(Continued . . . from Page 3)

Another Key: Public Service Direct“Touch”

Many Radio personalities believe that celebrity is an invitation to service. But just as important, it carries with it a big payoff: a large percentage of listeners are *naturally attracted to* personalities who they perceive are *genuine* public servants. (Key word: genuine).

A shining example is W. Steven Martin (Noon-3 jock on heritage Country station, KNIX/Phoenix). *On his own*, W. *personally* organizes several major public service projects a year, benefiting local charities.

Many of them have become recurring annual events. The largest: The W. Steven Martin *Christmas Police Toy Drive* (which he has recently elevated to a national scale**). How it works: Policemen get a Christmas wish-list from underprivileged kids on their neighborhood beat. The cops then visit W's toy warehouse (a huge converted former supermarket) where they pick up toys donated by W's listeners. They

personally wrap them and deliver them. End result: warm fuzzies and tears of joy everywhere, as the cops build on their relationship with the kids and their families. TW Tip #6021, #5036, & #11006

* Contact W. at (602) 921-6307

Another cool touch that endears W. to his listeners: he *personally* maintains a large *direct-mail database*, made up of listeners he's met over the years (either by phone or at sponsored remotes or public service events). He sends listeners a newsletter update about his public service projects several times a year.

Remember, he does this *on his own!*

(You could, too! Couldn't you?)

TW Tip #6026, #5037 and #11007

Wallace Wisdom: Staying current keeps you YOUNG. (Age is 99% “mental”). If you live in the past, you'll feel old. (Notice I didn't say you shouldn't “*appreciate the past*” . . . which you should . . . and learn from it). If you don't already do so, make it your normal m.o. to *move with the flow of today's beat*. And encourage your air-staff to do so, too. You'll be a lot more likely to gain the longevity in a market that *builds* name equity and, in turn, listener *loyalty*.

But always remember —

The loyalty will be directed to your *personalities*.

There's no such thing as loyalty to a radio *station*.

TW Tip #6022, #5037, and #1034

Cut Through Campaigns

Transit

Missed The Bus

Many moons ago, 3KZ/Melbourne (Australia) had a simple, but effective bus-back that managed to cut through the clutter (achieving great recall levels in our in-house research tracking).

It promoted the station's morning tandem-team newscasts featuring Robert Hicks and Barry Owen.

**If you missed this morning's
Hicks/Owen Report,
you missed the bus!**

1179/3KZ

Are there any daily (or especially morning) benchmark features that *you* could promote this way? Don't limit your thinking to transit. What kind of play on words could you do with other media?

TW Tip #3077, #5038, #10021

In this day of “large list” programming consultants and “consultation by the pound”, perhaps it's timely to salute a programmer who has made his name by considering each client a major project — usually one client at a time.

Mike Joseph. Mr. “Hot Hits”.

The Joseph m.o. calls for *intensive monitoring*. It is not unusual to see Joseph devoting 6 months of his full-time to being a “live-in” consultant, planning a launch or turnaround.

He spends that time carefully designing *counter-programming* moves that would exploit the vulnerabilities of other radio stations and to take advantage of market dynamics (like factory-shift overlaps, school dismissal times, etc.). This is one reason why a Joseph-programmed station always sounds intensely *local*. From the flashy formatics right down to what the jocks say and how they say it. “*Localize before you vocalize*”, he's been known to say. “*And remember, brevity is art*”.

His game-plans are so meticulously laid out that he often requires a one-week “dry-run” shakedown cruise *off-the-air*, 24/7, before letting the public hear it. The net effect: it sounds smooth, right out of the chute.

Joseph's Hottest Hit. His biggest claim to fame: authorship of the “*Hot Hits*” format. But “hot hits” is more than just a catchy slogan. It's a philosophy — and a term he insists that clients live up to. You'll never hear an oldie or recurrent on a Joseph-programmed “hot hits” station. And to make sure the hits are, indeed, “hot”, comprehensive retail research identifies what songs hit listeners' hot buttons. (Ultimate example: WABC surveyed 1,000 record stores every week to zero-in on only the cream of the crop).

TW Tip #7034, #9055, #9056, #2012, and #19107

Snap8!
**Hotly
LOCAL**

Old Tricks That *STILL* Move The Needle

"We Apologize". When you need to spread some word-of-mouth about your station. Apologize to your audience for something that one of your high profile personalities said on-the-air. You'll be amazed at how well it works. It spreads like wildfire. *Everyone* will want to know, "what did he/she say?". Listeners will be making up versions of what "the two words" were. A very effective way of demonstrating to advertisers and prime prospects how well listeners pay attention to a message on your station.

Recommended promo copy:

"Ladies and Gentleman, Fred Nerk, General Manager of X-109FM." (or Program Director)

"Thank you. I'd like to take this opportunity to sincerely apologize for the choice of language used this morning on the Joe Blow Morning Show on X-109. We'd especially like to thank those of you who took the time to call us. Those of you who, like we, felt it was "less than proper". Rest assured, those two words will never again be heard on X-109. Thank you."

(Cold-roll the song after.)

Keys to making it work:

- ☑ **Play off an actual event.** Wait for a personality to actually say something that needs "retracting" or "addressing". (Whatever you do, don't instruct your personality to say one of the "seven" words just so you can get your promotion going). Just be prepared for when it actually happens.
- ☑ **Never tell anyone what was actually said (especially other media).** Even staff members. That lets the air out of the mystique. Always "no comment". (Instruct the personality to do the same).
- ☑ **Don't overdo it.** I know of some stations who mount billboard or print campaigns afterward, blowing it so out of proportion that it looks *contrived*. Remember, you never want listeners to think it was all a "campaign" or "ad copy" or merely "a stunt" (that smacks of deceit, which listeners may later hold against you).

Play it cool, play it straight, and close to the vest and this one works. Every time. (Keep this one up your sleeve in case you ever need it) TW Tip #3088, #9057, and #6023

"If it isn't fun, don't do it."

"There's nothing more fun than good hard work".

— **Lowry Mays**, Chairman/CEO, Clear Channel Communications

TW Tip #7035 and #21007

Quotes Worth Internalizing

Lifestyle File™

The Bank-Balance Of Daily Life

Imagine there's a bank that credits your account each morning with \$86,400.

It carries over no balance from day to day.

Every evening it deletes whatever part of the balance you failed to use during the day.

What would you do?

Draw out every cent, of course.

Each of us has such a bank. Its name is "time".

Every morning, it credits you with 86,400 seconds.

Every night it writes off, as "lost", whatever of this you have failed to invest to good purpose.

It carries over no balance. Allows no overdraft.

Each day it opens a new account for you.

Each night it burns the remains of the day.

If you fail to use the day's deposits, the loss is yours.

There's no going back.

There is no drawing against the "tomorrow".

You must live in the present on *today's* deposits.

Invest it so as to get from it the utmost in health, happiness, and success.

The clock is running. Make the most of today.

Thanks to John Peace of Audio Production Experts for passing along this great perspective piece.

TW Tip #21008

Element Of Stationality Classic Slogans & Sweepers

"Rock 102 . . . is that a radio in your pants – or are you just happy to hear us?"

"5KA . . . the only radio station in the world with Bazz & Pilko for Breakfast."

"98 at Night. Where the listener comes first . . . then smokes a cigarette, rolls over and goes to sleep. 98 at Night."

"Before you listen to another radio station, let us get you Dr. Kervorkian's telephone number. 98Q."

"It's elevator music for really *cool* elevators. Grand Rapids' hottest music. 104.5 WSNX."

"The only bigger library . . . is the Library Of Congress. And frankly, their music sucks. 96 S T O."

"It's Sunday afternoon, get up, take a couple of aspirin, and go find your car. The weekend ROCKS! On 107.9 The Fox."

"While everyone else is still talking in the morning, Cozy 101 kicks off your workday with the 8 o'clock all music hour. Start your day with the 8 o'clock music hour on K O S I."

"Remember, if it's Classic Rock (silence) the station you listen to most *IS* Classic Rock 93-7, KSD."

"WGY News, serving the Capital region for more than 75 years. And now serving Chop Suey in the company cafeteria. Now *that's* news you really need to know".

"Tell a friend, there's a change in the air in the Valley. The new Alice, at 102 dot 7."

"The Thousand Dollar Workday Double-Play. It's the *easiest* thousand dollars you'll ever win. Cash is still king and Oldies 106.9 still rolls!"

"When the boss steps away, turn it up ALL the way! Zed 95.3 FM."

TW #9058 and #3089

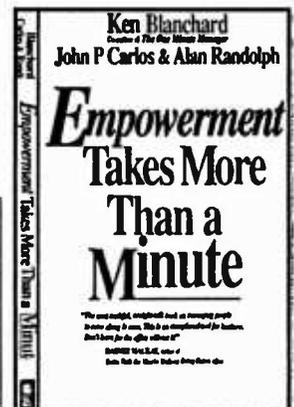
The "PD" Bookshelf



If you're getting inspired about the virtues of Participative Management, and how it can enhance the productivity at your station, two excellent books can provide you with more deep background about how to put PM into practice.

Leadership Is An Art by Max DePree lays down the participative premise, inviting readers to consider, "Would you rather work as part of an outstanding group or be part of a group of outstanding individuals?" *Empowerment Takes More Than A Minute* is another one of Ken Blanchard's *One Minute Manager* masterpieces, in collaboration with John Carlos and Alan Randolph. TW Tip #7039, #7040, #8011, #22009, and #22010

People *without* information cannot act responsibly.
People *with* information are *compelled* to act responsibly.
Empowerment means you have *freedom* to act;
it also means you are *accountable* for results.
— from *Empowerment Takes More Than A Minute* by Ken Blanchard





Last week, we set the stage for how to utilize the tenets of Participative Management to empower your staff.

This week, we'll put forward a few ideas on *making it work*.

First, and perhaps foremost, be *proactive*. And be *outcome-oriented*. "Begin with the end in mind", as Stephen Covey puts it. Don't just bring folks together to "talk" about a problem. Those meetings waste everyone's time.

Focus on the solution, and ways to get there. If possible, try to resolve things in *today's* meeting, instead of prolonging it by scheduling a series of follow-up meetings (time-wasters all).

Participation As Opposed To "Voting"

It's important to make sure your staff knows one very significant

principle, up front: Everyone may be invited to *participate*, but everyone does *not* necessarily get a "vote". (And the "election" doesn't necessarily occur at the meeting). Otherwise, you'd end up with nothing more than "management-by-committee" – and probably a strange-sounding radio station, in the process. (The proverbial "horse designed by committee" camel).

Two More Crucial Points

Not every "vote" is created equal. And voting privileges may *shift* amongst the staff, depending on the nature or complexity of the issue. As a PD, you may think you should make all the decisions. But if the issue is "production libraries", your Production Director's vote should carry more weight than yours (unless you're really an audiophile with deep production background).

The Power Of Synergy

One of the most graphic illustrations of the power of synergy and teamwork I've ever seen was "the green vegetable" exercise presented by KFBK/Sacramento GM **Marc McCoy** at one of his quarterly management seminars for department heads. (See the above box). This, by the way, is a fun little sparkler to use in your next staff meeting.

McCoy is one of the pioneers of putting the participative principle to work in this business (and one of PM's staunchest proponents). When he was GM of KTAR/Phoenix, he regularly used participative style to find solutions and exploit opportunities. And he encouraged everyone in a position of responsibility to do the same. (That's where I was exposed to its alchemy).

Does PM work? The short answer is . . . yes!

Let me share a few examples from my KTAR experience . . .

In one case, the objective was to increase 4th Quarter revenue by \$300,000 in order to hit a year-end budget target. Marc assembled the management team to collaborate on creative

ways to accomplish the goal. Thus, instead of this being merely a "Sales" issue (the way it's treated at most stations), we *all* looked for ways we could contribute to the solution (and the opportunity for the station). #17010

- ✓ What could Programming do? (Add some extra units in a loss-leader time-period, 5-6am. This was worth \$50,000).
- ✓ What could Promotions/Marketing do? (Create some value-added promotions that helped support a higher unit-rate – another fast 50 thou).
- ✓ This helped clear the way for Sales to do what they do best.

Net effect: This team effort actually ended-up increasing revenue not just by \$300,000, but by **\$400,000**. A perfect illustration of how a simple 60-minute participative meeting can literally put dollars in the till.

The "Green Veggie" Exercise

Here's the two-minute drill . . .

Minute One: Everyone in the room is asked to write down as many "green vegetables" as they can think of. (Most have 8 or 9 written down after 60 seconds).

Minute Two: Now the group *collaborates* on a bigger list. The total quickly jumps to 25!

Bottom Line: Same time-frame. Many more ideas. Individually, no one even came close to *the power of the group*.

TW Tip #8010, #7037, and #6025

A few weeks ago, I told the story of how the KKLTV/Phoenix Programming staff used the principles of Participative Management in a 90-minute brainstorming meeting to create 105 innovative "Sales pods" which could be sponsored at a premium advertising rate. More than that, the team also hashed out the fundamentals of how the concept would work logistically. Best of all, we all had fun doing it, as we munched on pizza and chowed-down on salads'n'sprouts. (Reference: See **PM** issue #5, 5/25/98, page 5 for background)

Moral of the story: When you put good minds together in the same room, with a clear goal on the table, *good things happen*. *TW Tip #7019, #17004*

Wallace Wisdom: I'm not suspicious by nature, I'm suspicious by experience. So, having received my early education from the old school of programming ("Our Lady Of Format Discipline"), it took a *lot* of convincing for me to embrace a concept that seemed to fly in the face of traditional "boot camp" order.

What did it for me was seeing Participative Management *in action*. Witnessing employees growing by *interacting better* and by *accepting more responsibility* (and, in the process, becoming increasingly *enthusiastic* the more they were empowered). Take it from a skeptic. PM moves mountains . . . and makes for a happier workforce.

The hardest part is learning to "let go". Think of it as another form of "delegation" only with multiplied impact. Once you do, your program of PM will almost run itself.

Two of my favorite programming and business principles seem to ring truer today than ever before:

- There's *always* more than just *one* way to skin a cat. And . . .
- There's no such thing as *too many* great ideas.

One way of finding out how many "other ways" there are is to unleash your staff on a problem or an opportunity using Participative Management techniques. *TW Tip # 7036, #6024, and #8009*

News & Surveillance Ingredients

News

Listener News-Tip Awards

A Radio news operation can never get enough story leads. And listeners are only too willing to help. Especially when you sweeten the pot. If you pay cash for the best news tip of the week, month and/or year, it rings a Pavlovian bell in a listener's head whenever they see news in the making.

Which is best? Weekly, monthly, or yearly?

I vote for monthly, because it gives you 12 times a year to salute winning news-tippers while plugging your breaking-news coverage-capabilities, proving that the system works.

(Note: make sure you *do* salute winning-tippers on-the-air!

You'd be surprised how many stations "forget" to!).

Weekly is too often to attach a sizeable enough cash incentive to. If you opt for yearly, make sure the "prize" is substantial (at least \$500, preferably tied to your frequency). If you only pay \$100 for the best news-tip of the year, you sound cheap — better not to do it at all.

Ways to implement:

Tag your newscasts with a short liner . . .

"Remember X109 pays \$100 for the best newstip of the month. When you see news in the making, call the X109 City Desk at 222-N-E-W-S."

Use your website to promote it . . .

Especially if you're a News/Talk station, it's a natural.

Note the way WOAI/San Antonio solicits for newstips on its home page (above).



If you have any news tips or any other news related information, please call the newsdesk at (210)736-9731. You can also send email and the news department will respond as soon as possible.

TW Tip #1022, #3090, #4040, #15024, and 9059

"Good Doggie"

— Ivan Pavlov

(And so it begins)

Responsive Quotation

(approximate translation)

Ponderable Questions

In the year 2048, will we consider 75-to-104-year-old "baby-boomers" a hot money demo? (And . . . will it still be controlled by a 23-year-old Queen B media-buyer?)

Next Week In "PD"

The Fine Detail Of An Expanded Storm-Coverage Policy

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

Avoiding Promotional Mistakes

(Continued . . . from page 2)

Building Expectancy

Don't forget about the magic of "anticipation". Pre-teasing can actually help make a contest appear bigger than it really is. Notice the perceptual difference between an ordinary nondescript call-in-and-win contest and "The Great Rip-Off". Same thing . . . one just had a better spin. Sometimes it's all in how you say it. *TW Tip #9052*

The Double-Whammy

One type of contest can't always ring all the bells. There are basically two types of contest-likers: Mechanical-participants and vicarious-mental-players.

- The mechanical-types will write-down your Cash Call jackpots, listen all day for your Song Of The Day, and jump through practically any hoops you put in front of them. (Within reason).
- Mental-players just like the titillation of "playing along" and hearing others win.

Expecting one contest to fully "satisfy" both types is "a big ask". Often, you need to structure different contests to rifle-target both types. That's why some stations use what I call "the double whammy" approach to contesting — using two contests at the

same time. One, a mechanical underlay (like a Cash Call, Song Of The Day, or Hi-Lo), and the other to generate "interest" (like a pop culture trivia game). *TW Tip #9053, #3074*

The Fallacy Of The "Either/Or" Trap

Some stations make the mistake of thinking they have to put all their marbles in one basket to be effective. "Either we can do TV or Direct-Mail. Either we can do contesting or data-base marketing. Etc." What's wrong with doing TV and Direct-Mail and DB-marketing and contest-marketing? Can you walk and chew gum?

(Don't answer that!)

TW Tip #3076

The Wallace Wisdom Quick-Take:

- ✓ Force listens with big money cash.
- ✓ Give listeners hourly chances to win so they'll listen longer and more often.
- ✓ Use different horses for different courses.
- ✓ Use your imagination to tease what's coming.
- ✓ And figure out a way to utilize various marketing angles over the course of a year.

Do all this and you'll be home'n'hosed before you know it!

TW Tip #3075 and #4038

Coming Next Week

Assessing Your Station's
SWOT
 Strengths Weaknesses Opportunities Threats

In The World's

Fastest Growing
 Programming Newsletter

And . . .

How To Involve Your Staff In
Grassroots
 Loyalty Marketing

The Secrets Of
 & Measuring
 Interpreting
TV Spot Recall

Als

In Defense Of Paranoia

Think you're paranoid? Then chew on this . . . In a competitive world, where excellence-driven companies keep raising the bar and leave no stone unturned to achieve a win (at your expense, if need be), there's *no such thing as paranoia*. It's just "cautious wisdom".

After writing this week and last about Participative Management, this pro-paranoia rant may seem at odds with the principles of PM. But not really. There are times for sharing and times for confidentiality. (Turn, turn, turn). You need to identify specifically which issues, strategies, and/or tactics lend themselves to openness — and which need to be classified "top secret".

Loose Lips Sink Ships

One way to deal proactively with paranoia is to elevate secretive nature and sensitive documents to a level of extreme importance. Stress this to everyone who is involved on the "need to know" basis. Impress upon them the dire consequences of a leak-a-rama. When Coca Cola rolled out New Coke, key staff members (and agency planners) who were on "the inner loop" wore t-shirts to the launch celebration, proudly proclaiming "I was there in the trenches during the planning stage". It sent a clear, "I can be trusted to keep a secret" message to their co-workers.

In a Radio war (or any other kind of consumer-product marketing-battle), sometimes you can't be "too safe". Don't blame your competition for rifling through your trash can at night (or bribing your janitor). The responsibility to protect confidential material lies with YOU. And that has nothing to do with "paranoia". If you're silly enough to leave secret stuff sitting out in the open, blame *yourself* (for not being mindful of how the competitive world really works).

Or better yet . . . if your competitor places a high premium on gamesmanship, use this opportunity to lead them down the *wrong track*. Example: going into an important ratings-sweep as the PD of a Top 10 market station a few years ago, I "planted" phony memos in our trash about a "\$5,000 Button" promotion we were supposedly planning. Not so much because I thought it was a "bad" promotion (though on the Dick Clark scale, I barely give it a 50 — it has a bad beat, and you can't dance to it), but more because it required a protracted "commitment" to pull it off. If I could get my competition to run this promotion, I pretty well knew exactly what they'd be doing for the rest of the book. (Besides, most "hip" target-age people who listen to a hot

Top 40 station don't wear "buttons"). To make sure that they "bit", I also "carelessly" left a prize-button from another station clearly visible on my desk during the Tuesday round of record-rep visits.

Predictably, it only took one day for our competition to proudly announce their "\$5,000 Button" on-the-air. They were happy as pigs in slop, thinking they'd preempted our big Fall promotion. They had no idea that they were "set up".

What they didn't realize, initially, was that they were duped into committing themselves (and most of their fall promotion budget) to a cumbersome, lengthy contest that had a maximum perceivable prize value in listeners' minds of only \$5,000.

Once they were committed, we then proceeded with our *real* promotional thrust — a one-two punch based around a "say it and win" (which *didn't* require the extra unhip step of wearing a button) and a big money mystery voice contest (where listeners had the impression they could win \$10,000 "this hour" just for one simple answer).

By the way, if you subscribe to the "Management By Sneaking Around" premise, let this be an early-warning "reminder" to be on-guard for a similar "set-up".

Don't believe everything you read in your competitor's trashcan.

So . . . here's to paranoia. And its many offshoots! Long may it live!

In my experience, paranoia is the highest state of awareness. And readiness.

TW Tip # 7038

All The Best,



"Just because you think you might be paranoid doesn't mean that they're not out to get you!"

— (Folk Wisdom)

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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

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