

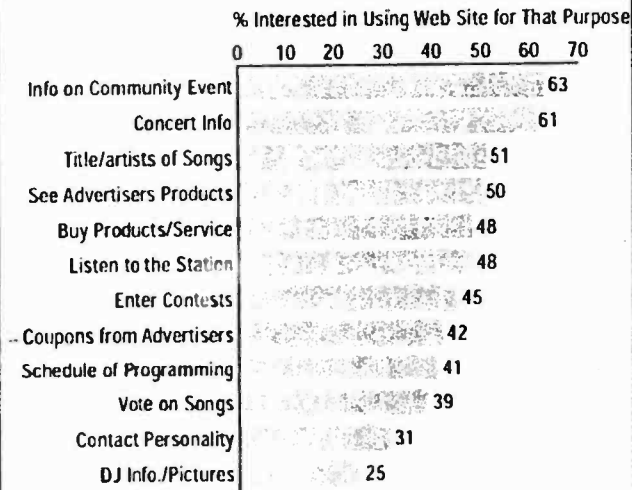
# The Pith of THE NAB RADIO SHOW

✓ Nearly 60% have heard stations talking about their Web sites. 25% have visited a radio station Web site at least once.

(Wallace Wisdom note: a very important figure to find out in the future is what percentage visit *weekly*, so we can compare this directly to our cume calculations.)

✓ 71% of those who have visited a radio station Web site have returned at least once.

## Interest in Visiting a Radio Station Web Site for...



Base: On-Line Telephone Survey

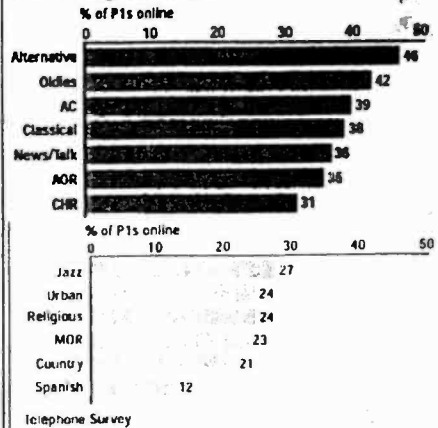
Features that drive return visits the most (see graph at left) include community event info (at 63%), concert info (61%), title/artist info (51%), find out more about advertisers/products (50%). Only 25% said DJ info/pictures.

✓ Listeners show interest in Web site functions that can generate revenue for stations. 40% express interest in printout out coupons, for example.

✓ Listeners are having difficulty recalling radio advertising information (25% say "frequently", 38% "sometimes"). Likelihood to go to a radio station's Web site for information about products/services: 29% "very", 47% "somewhat".

(Continued — See Pith Of NAB on page 7)

## Alternative and Oldies Listeners are Most Likely to be Online



Telephone Survey

(See explanation on page 3)

## The FUN Factor

(Continued — from page 5)

caused people to have less spendable income for entertainment so they turned to the Radio which really blossomed as an integral and essential part of every American home.

I'm often sad that I wasn't there in the 1950's when television came in and a bunch of kids playing phonograph records and reading wire copy reinvented our business and created a very personal niche medium that's stronger than it ever was before television.

I'm glad about the time period I was through — the emergence of FM, the bringing science to the art, adding research to creativity. I'm a huge fan of the people like **Todd Storz** and **Gordon McLendon** and people who really made our business *fun*.

And you look back at their accomplishments, you know you look at **Bill Drake**, I mean these guys were running 5, 6, and 7 radio stations — and that was *heavy*!

Hell, we're running that in a decent sized town!

When you look back at what we're doing, it's so much more significant, it's so much more powerful, and we

have a real obligation, to ourselves and everyone else, to make this time the most fun of anytime in Radio. We gotta' work through the stress. It's way too serious to take too seriously. And I intend not to."

**Wallace Wisdom:** If you know what's good for you, keep this man away from a *Sledge-O-Matic!*

TWTip # 7139 and #8036

Next Week

More The World According To Randy Michaels

### ■ On music playlists —

"Next thing you know, you're playing 43 records. Wait a minute — **Todd Wallace** is in the room — that'd be *long* for you, wouldn't it? Your list has *never* been 43, has it?"

### ■ On encouraging participation by talent —

"An effective method I've used is explaining what I call "the asshole factor"

### ■ On knowing "how far" you can go —

"There's a very fine line between *really big fun* and *really bad trouble*."