

The Best Internet Campaign I've Heard Yet

3MMM-FM in Melbourne (Australia) gets straight to the point. Their top-of-hour newscasts open with "Triple M dot com dot a u" (*triplem.com.au*) straight into the musical sig. No waffling or redundant BS copy. But the cumulative impact burns the Triple M URL into listeners' minds just as effectively (in a much more subtle and, I submit, *memorable* manner). Smart!

TW Tip #15051, #16057, #3170, #9151, and #10051

The "PD" Bookshelf

Anyone who appreciates the historical references we try to regularly provide in the pages of "PD" (which according to our 6-Month Checkup research is most of you) will find non-stop enjoyment in the new book *The Hits Just Keep On Coming: The History Of Top 40 Radio*.

Ben Fong-Torres, of *Rolling Stone* magazine and *Gavin Report* fame, has managed to capture the essence of the golden age of Top 40 Radio, a phenomenon that, as Ben points out, "has gone through 45 revolutions per minute for 45 years".

It's a fast-paced book, just like the format, rich in historical detail and anecdotes about how the Top 40 format has managed to stay "forever young". Over 272 pages, it features interviews with Dick Clark, Gary Owens, Casey Kasem, "Cousin Bruce" Morrow, Ron Jacobs, Scott Shannon, and Buzz Bennett (among dozens of others) and chronicles the achievements of Top 40 pioneers like Gordon McLendon, Todd Storz, Chuck Blore,

and Bill Drake.

You feel like you're in direct contact with the way many of Top 40's philosophical roots were formed (and why they've spilled over into other formats today).

Even Ben's book-signings in LA and San Francisco were star-studded events (featuring visits by such legendary names as Dr. Don Rose, Dave Sholin, Tommy Saunders, Russ Syracuse, and Beau Weaver) and included a "Top 40-style" promotional value-added vehicle: Bobby Ocean set up a make-shift studio to record a customized classic KFRC "And now, ladies and gentlemen . . ." ID for any radio geeks who bought the book. Cool!

Available at a 30% discount (\$19.57) from Amazon.com

TW Tip #21029 and #7185



Nasty Rock NewsTalk

- (Continued — from page 8) great phone response, but is boring as bat-shit to most of your audience (average listeners will tune-out in droves). Again, stick with things your audience has told you (through research) that they like or want to hear more of.
- Going public with your aspirations to get more younger listeners at the expense of older ones could serve to offend your 55+ audience base (no matter how euphemistically or colorfully you say it). I know of one heritage N/T station in a Top 50 U.S. market (the name withheld to protect the stupid) where the young, brash, swashbuckling PD was interviewed on

television and he openly complained that his station's audience was not comprised of "quality" listeners because there were too many "old farts". So what happened? In the course of three short months, this station managed to hemorrhage nearly half of its 55+ listeners (and consequently, 12+ and 35-64 shares) as the old farts put this station in *the penalty box* of their mind — and their diaries! -- by defecting to a competing N/T station. Older listeners are less likely to forgive a station that belittles them (and if you deliberately piss them off, you may *never* get them back).

End of rant.

TW Tip #1087, #6189, #9150, and #10050