

OUTSIDE RADIO

Edited and Published by Jersey Del Canneloni

The Latest Rumors, Gossip and Management Misinformation

Volume 4: September 14-17, 1988

by The American Comedy Network

Dear Executive:

NAB DEDICATES MONUMENT TO AM RADIO TO OPEN CONVENTION.

Dubbed "The AM Memorial", monument is actually a hole in the ground as deep as the nearby Washington Monument is tall. Passersby will be invited to throw money into it so they can watch it disappear, giving them the exact feeling of owning an AM station.

"RADIO 88" TO FEATURE FAMED CHANNELER "RAMTHA".

Broadcasters will be invited to sit down with Ramtha - presumed to be a 30,000 year old spirit and commune with the dead. Could be an interesting opportunity to speak with Elvis, the Beautiful Music Audience, NBC Radio, EOR, and all the Home Shopping Networks launched on radio last year.

CASE AND FRITZINGER REVEAL PLANS FOR THEIR L.A. STATION.

Industry has known for some time that Dwight Case and George Fritzinger will use their new AM facility to target the Los Angeles Asian community, but Outside Radio is first with details. Tentative call letters: KMSG. Probable formats: "Classic Wok," or specially modified CHR to be known as "Hot & Sour Hits." New station GM Ed Foo Young says KMSG will have unique advantage in recycling audience since "...people will listen, and then an hour later they'll want to listen again." Some experts warn that MSG may give listeners headaches.

SMULYAN SEEING RED IN BIG APPLE.

Emmis Broadcasting's all-sports experiment in New York City continues to fare poorly in ratings. AM facility recorded an all-time low .1 in most recent Arbitron monthly. PD Mark Mason tells Outside Radio, "I guess this is just a case of the FAN hitting the shit."

BOOM BOX DEVELOPER GOES AFTER NEW AUDIENCE.

Giant Boom Box Industries, creator of the hugely successful outdoor boom box now used by stations in over 100 markets, will unveil a similar promotional tool at Radio 88. Giant "Dentist Chair" will target beautiful music and "lite" stations.

MIDEAST HOSTAGES TURN OUT TO BE WACKY DJ STUNT.

Morning man Shadow Rafsanjani from the "Mecca Morning Zoo" at Radio Tehran (also known as "The Hot Flaming Rock-Thrower") confesses he seized American hostages to boost station ratings. Claims station was in the middle of an important book --the Koran -- and he was instructed by Allah. Radio Tehran General Manager, Ayatollah Kakoyiannis, has apologized to American families and promises to send free Mecca Morning Zoo T-Shirts as reparations.

NEW INSIGHTS INTO SILLERMAN-METROPOLITAN DEAL. Outside Radio recently heard that Metropolitan CEO Carl Brazell was so leveraged out by his initial deal that when a New York City street bum asked him for 25 cents for a cup of coffee —and Brazell tossed him the coin — four Metropolitan stations immediately went Chapter 11.

NEWS FLASH: BURKHART TO LEAVE BURKHART/DOUGLAS & ASSOC. Surprise announcement follows departure of Lee Abrams earlier this year. New firm will continue with consultancy as "Douglas & Associates".

TRANSTAR ANNOUNCES 3 NEW 24-HOUR FORMATS. In the wake of its success with "Format 41" and the more-recently launched "Niche 29" Transtar has unveiled three new satellite-delivered 24-hour formats: "Formula 44" (targeting listeners with persistent hacking cough); "Oxy 10" (aimed at the oily morning audience); and "Position 69". Transtar officials refused to elaborate on content of third new format, but promised it would be a natural move if your ratings are going down on you.

THIS JUST IN: DOUGLAS TO LEAVE DOUGLAS & ASSOCIATES. Follows bombshell resignation of Kent Burkhardt earlier this issue. Firm will stay in business, however, as "& Associates".

CORRECTION. In our last issue we incorrectly reported that "...Rick Dees is the most overrated personality in radio." We should have said "...Rick Dees is the most overrated personality in history." Outside Radio regrets the error and thanks Casey Kasem for pointing it out to us.

WOULDN'T YOU KNOW IT: ASSOCIATES TO LEAVE DOUGLAS & ASSOC. Follows bombshell resignation of Kent Burkhardt and surprise departure of Dwight Douglas just moments ago. Firm will stay in business as "&" providing punctuation tips and other grammatical pointers to radio clients.

MAJOR RADIO GROUP GOES ZERO-TALK ON ALL STATIONS. Outside Radio has learned Cox will go jock-less. Will change all formats to "swing". Experts say this will make Cox more vulnerable, too many balls in the air. Cox CEO Will Hung refuses to acknowledge possible boner, calls criticism "premature speculation". Promises Cox will hold its own, adding, "We're Cox — we're not nuts!"

ELVIS IS ALIVE! Outside Radio received a call from The King earlier this week. He offered \$1-million to anyone who can prove that AM Radio is still alive. No winners yet.

ANCHORAGE STATION INTRODUCES "SUB-ZERO" TALK. KIGL-FM, "The Igloo", now just allowing jocks to give temperatures below 32 degrees fahrenheit. Morning person Jill Factor plays 10 in a row, interrupted only by tips on how not to die from exposure. Station still recovering from death of overnight man who died during 6-month shift.

OUTSIDE RADIO INTRODUCES NEW FEATURE: "RADIO GLOSSARY".

With the industry changing and evolving as quickly as it is, we felt it would be helpful to include a list of definitions for frequently used words and phrases. We suggest you post this glossary at your stations for handy reference.

airczech: (n) taped sample from "Prague Morning Zoo".

all-talk: (adj.) description of NAB Board of Directors.

AM: (n) Almost Moribund.

AP: (n) What you go to the bathroom to take.

arbitrator: (n) a ratings book that turns on you.

back-to-back: (adj.) in sequence, without interruption.

back-to-wall: (adj.) safest position in a San Francisco Bar. (Also: see "fast turnaround")

billboard: (n) visually offensive advertising vehicle designed to be read in 10 seconds.

Billboard Magazine: (n) visually offensive advertising vehicle designed to be read in 10 seconds.

Broadcasting: (n) a magazine devoted to complete coverage of all electronic media, as long as its television.

broker: (n) a person who gets you to pay him for the privilege of spending your own money. (see "Stevens, Gary")

classic hits: (n/pl.) Carlo Gambino, Sonny Corleone, the St. Valentines day massacre.

commercial-free: (adj.) description of WFAN-AM's daily log.

consultant: (n) recently fired PD, GM, or personality who hasn't found another legitimate job yet.

convention: (n) derived from the Greek root, "conventus", literally "to blow smoke up one's behind". A gathering of smoke blowers.

countdown: (n) a sequence of numbers, read in reverse order prior to the launch of a rocket (such as the Space Shuttle) or prior to the detonation of a major bomb (such as the national Steve Allen Show).

DAT: (n) opposite of DIS

FCC: (n) three highest grades received by Scott Shannon in high school.

feeding the bird: (v) sending signal to a particular satellite.

flipping the bird: (v) sending signal to a particular asshole.

fired: (adj.) see "pro on the loose", "philosophical differences", and "future plans not announced".

RADIO GLOSSARY (cont. from page 3)

five-day week: (n) see "six-day week".

five second tag: (n) extremely brief children's game.

Murphy's Law: (n) If anything can go wrong, it will go wrong.

Thomas Murphy's Law: (abc) If anything can go, it will go...period.

network: (v) sucking up to people who can help your career. (n) a place for sucking up to people who can help your career.

network feed: (n) lunch at "21", dinner at "Lutece".

oldies: (n/pl.) the beautiful music audience.

on-air: (adj.) what the Metropolitan deal financing was based on.

pattiz: (n/pl.) tasteless meat by products, as in "two all beef pattiz".

raise: (n) archaic. Not applicable to most members of radio industry. See "contract".

ratings book, down: (n) an inaccurate, unrepresentative collection of random numbers which don't reflect a station's true impact. As in "Hey, we don't sell by the ratings book."

ratings book, up: (n) scientific proof of a station's indisputable dominance in a given market. As in "Hey, have you seen our latest ratings book?"

remote: (adj.) likelihood of earning money with AM station.

rep firm: (n) see "shark tank". Adj. form: reptilian.

shadow: (n) vague outline of real person, empty image, not to be confused with the real thing. See also "Shadoe".

Shadow Traffic: (n) the condition arising when all the jocks named "Shadow" at this convention head for the restroom at the same time.

sold out: (adj) Eric Clapton, Whitney Houston, Steve Winwood (see "This Notes for You"...but not on MTV).

street talk: (n) industry news without the obligation of facts.

talk turkey: (n) Toni Grant.

ten-in-a-row: (n/pl.) number of consecutive down books for WNBC.

top 40: (v) what Shadoe Steven's IQ does not do.

zero-talk: (n) what any comedy service (besides ACN) will create for your morning show.

YOUR WORDS EXACTLY. "A listener writes, Dear Casey: I've followed your show for years, and I know it's extremely profitable. I'd sure like to have a piece of that action. Can you help me? Signed...Norm. Well, Norm, I'd be glad to. You see, after 7 years of working with ABC, my patience has dropped 3 notches, from "wearing thin" to "completely exhausted", and I'm ready to move. So thanks for writing and remember: keep your meat finely ground, and keep wrenching at the bars!"

HOW TO SELL AGAINST TELEVISION:

- Step 1 - contact RAB for current costs comparing radio buys with more expensive TV buys;
- Step 2 - get local success stories from retailers using radio;
- Step 3 - put the finished presentation on videotape. This makes for a dynamic, visually exciting presentation -- much better than the usual audio cassette.

INDUSTRY NOTES. United Stations head Nick Twobitsky announces launch of new 24-hour satellite service to compete with Transtar's popular soft rock "Format 41"; service to be called "Flaccid Rock"; experts remain doubtful this format will penetrate women 25-54..."SuccessNet" folds after 2 months...Emmis President Jeff Smulyan inducted into Emerson Radio Hall of Fame as Ted Koppel Look-Alike Award winner...Westwood One announces music special to coincide with 1988 Summer Olympics: "Sweet Seoul Music" will feature top hits from Motown to Manchuria.

FCC CLARIFIES DEFINITION OF INDECENCY. Since broadcasters have deluged Commission with complaints that current definition of indecency is too vague, FCC has finally issued this new, clearer definition: "Material will be deemed indecent if the prevailing community standards run contrary to the material in question, such that said material may be deemed in violation of such standards as exist at the given time in question of said broadcast, and if such definition is not sufficiently clear for the radio station in question, then said station can get fucked."

FCC OK'S CBS-FM LBO. GM's of CBS O-and-O FM's offers \$450M cash, rest on IOU. Will change LA A/C to AOR a.s.a.p., playing more INXS, U2, UB40 on CD. More details t.b.a. Deal was on q.t. til one GM had to much J&B, tipped hat to ABC VP at A&P in D.C. ABC VP FAX'ed FYI memo to R&R, AP, UPI spreading story all over USA. NAB, RAB say A-OK. AWRT tells FCC CBS-FM's weak on EEO. SEC says BFD. S.W.A.K.

AMERICAN COMEDY NETWORK DOES IT AGAIN! Creates 4th outrageous edition of Outside Radio for Radio '88 Convention (remember last year's edition in Anaheim?) ACN is widely recognized for 5 consecutive years as the premier comedy service for morning shows. Now serving over 250 stations in United States, Canada, US Virgin Islands — even New Zealand! Look for ACN reps Bob James, Betsy Bisberg, Liza Sullivan, and Maggie Dugan here at the Convention — and catch "The Power of Sound" (a special presentation by ACN President Andy Goodman) scheduled for Saturday right here at Radio '88.

THE #1 CHR A/C AOR COUNTRY COMEDY SERVICE

The American Comedy Network is the first choice of morning shows all over the country—in all formats and all market sizes. But don't take our word for it. Listen to the morning personalities in **your** format who are winning with ACN every day. Just call (203) 384-9443, tell us what format you're in, and we'll send you a free tape with your colleagues describing how ACN works for them every morning. Find out why—for 5 consecutive years—jocks all over America have called ACN "The Best in the Business".

ACN

THE *BEST* IN THE BUSINESS.