

WLOL ratings gain stirs debate

Contest prompts outcry by rivals

By Noel Holston
Staff Writer

WLOL-FM vaulted to second place in Arbitron's just-released spring radio ratings, but the "contemporary hits" station's gain prompted complaints of foul airplay from some competitors.

"WLOL bought the (ratings) book," said Steve Goldstein, general manager of WCCO-AM, whose first-place lead continued to erode to its lowest in station history, according to Arbitron. Goldstein's allegation concerned WLOL's Incredible Prize Cat-

alog Sweepstakes, a ratings-period contest in which the station teased listeners with the prospect of winning "nearly \$1 million in prizes." He called the sweepstakes potentially fraudulent because WLOL didn't give away nearly \$1 million worth of prizes.

"It was a hype," echoed Mark Steinmetz, general manager of KQRS-FM, who added that Arbitron should have marked WLOL's ratings numbers so advertisers would recognize its involvement in "unusual contesting."

WLOL general manager Tac Hammer, however, said his station has shown steady growth in audience over the past three ratings periods, scoring a 6.9 percent share last fall, an 8.2 share in winter and a 10 share this spring. "The primary reason we increased was that we improved our programming," Hammer said. "The contest was just icing on the cake."

As for the contest's legitimacy, Hammer said, "We didn't say we were going to award \$1 million. We said you can *choose* from nearly \$1 million in prizes. That's the line that was on the (prize) catalog."

The wording on the mass-mailed catalog doesn't say all the prizes will be

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Radio ratings

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given away; nor does it indicate that they won't. WLOL gave away two Mazda automobiles, five \$5,000 shopping sprees, a 10-day Alaskan cruise and other prizes totaling about \$130,000. Nobody won either the 1987 Porsche or the 1987 Mercedes-Benz pictured in the sweepstakes catalog. The contest was the product of a California company, which markets similar contests to stations nationwide.

An executive at another Twin Cities station who asked to remain anonymous labeled the complaints about the contest "sour grapes" and suggested that WCCO in particular was trying to divert attention from its falling numbers.

Indeed, WCCO's 16.3 share, although good enough for another first-place finish by a substantial margin, also was the lowest in the station's history. KSTP-FM, which came in third with its adult-contemporary music format, had its lowest share this decade — 8.5 percent. And fourth-ranked KQRS, which plays album-oriented rock, had an 8 percent share, its lowest in more than a year.

The biggest spring gains were not posted by WLOL, but by KJJO-FM. That station's switch from a format of "20 years of rock 'n' roll" to a teen-targeted, heavy-metal playlist sent its numbers soaring. Its share more than doubled, from 2.7 percent to 5.9 percent. Other stations showing significant gains were "beautiful music" broadcaster WAYL-FM, which went from a 5.8 percent winter share to 6.5, and KTCZ-FM, whose mix of "new age" music and softer

Arbitron radio ratings metro area

The following chart compares stations' shares of the average quarter-hour audience during the Spring 1987 rating period to the Winter 1986 period. The numbers represent the percentage of the actual listening audience won by each station.

Radio Station	Spring 1987	Winter 1986
WCCO-AM	16.3	17.6
WLOL-FM	10.0	8.2
KSTP-FM	8.5	9.5
KQRS-FM-AM	8.0	8.9
KDWB-FM	6.8	7.0
WAYL-FM	6.5	5.8
KJJO-FM	5.9	2.7
KEEY-FM	5.8	6.1
KTCZ-FM	4.4	3.2
WLTE-FM	3.8	3.8
KSTP-AM	2.7	4.5
KDWB-AM	2.1	1.7
KMGK-FM	2.1	3.3
WDGY-AM	1.8	2.3
KLBB-AM	1.4	1.3
KTCJ-AM	.6	.9

rock drew 4.4 percent, compared with 3.2 percent in winter.

The biggest audience loss was recorded by KSTP-AM, which has undergone budget-tightening staff reductions and the departure of two high-profile personalities, Don Vogel and Geoff Charles, since the last ratings period. The news-talk station went from a 4.5 share to a 2.7 share.

WLOL radio ratings draw grumbling from competitors

(7-23-87) St. Paul Pioneer Press

Does this sound familiar? A Twin Cities station, owned by one of the nation's most successful broadcasting corporations, is being accused of distorting the local ratings by running a fraudulent promotion.

We're not talking about television, however.

The station in question this time is WLOL-FM, the clear winner in this spring's quarterly competition to emerge as closest competitor to WCCO. The promotion in question is WLOL's Incredible Prize Catalog Sweepstakes.

WLOL has been here before. In 1984, the Emmis Broadcasting station ran the same contest and leapt to a second-place finish with 11.3 percent of all listeners over the age of 12 in the spring Arbitron ratings book. Last spring, WLOL ran the contest again and managed only a 7.8 rating, a much smaller increase.

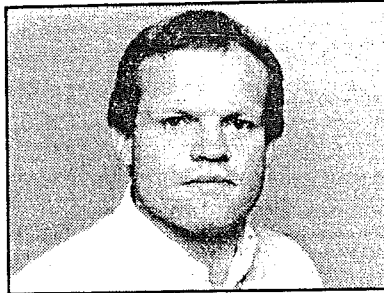
This spring, WLOL jumped up to a 10 rating from 8.2 last winter. At least two station managers claim WLOL "bought the book" by spending nearly \$500,000 to run the contest. And they also believe that WLOL deceived its listeners by promising more money and prizes than were actually won.

Not surprisingly, one of the station managers complaining is Steve Goldstein of first-place WCCO, which saw its share drop from 17.6 to an all-time low 16.3, despite big audience gains by the Minnesota Twins.

"They distributed 500,000 catalogs through the mail and 250,000 through retailers, and the catalog said, 'Nearly \$1 million in prizes,'" Goldstein said. "I was told they gave away 16 prizes totaling \$125,000. To me, that's fraud."

Tom Gowan, WLOL station manager, said the contest merely promised listeners they could choose from \$1 million in prizes.

Gowan said WLOL gave away almost \$150,000 worth of prizes during the contest, including the top prize of a Mercedes-Benz, which the winner decided to exchange for \$30,000 in Coca-Cola stock.



RICK SHEFCHIK
TV COLUMNIST

"The purpose of the contest is to invite the listeners to tune into the radio station," Gowan said. "We've made significant changes in our talk (there's less of it, according to general manager Tac Hammer) and our music (a more adult sound that seems to lean towards the established format of KS95). The listeners liked what they heard."

In so doing, the listeners boosted WLOL's Hines and Berglund into second place among all morning drive personalities, beating KSTP-FM's Knapp and Donuts for the first time.

KQRS fell from second to third, but station manager Mark Steinmetz said KQ is continuing to strengthen its position with the baby-boomer demographics the station has coveted since concentrating on "classic rock."

Steinmetz was also perturbed about WLOL's contest.

"It sticks in my craw," he said. "We tend to be more product-driven and content-driven. It's probably a philosophical debate at a lot of radio stations now. Do we play this game, or put our resources into more product-oriented substance?"

That was the question on Goldstein's mind, too.

"Will everybody be taking and uping the ante with games instead of investing in programming?" he asked rhetorically. "It's also important how the media-buying community reacts to the numbers. If they're prudent, they'll see the trend that follows these kinds of hypes. But if they use this as their evaluation of what the audience would be over a longer period of time, that's naive."

ARBITRON RADIO RATINGS

All listeners 12-plus, 6 a.m.-midnight Monday-Sunday:

Stations	Spring	Winter
WCCO	16.6	17.6
WLOL	10.0	8.2
KSTP-FM	8.5	9.5
KQRS	8.0	8.9
KDWB-FM	6.8	7.0
WAYL	6.5	6.8
KJJO	6.2	2.7
KEEY	5.8	6.1
KTCZ	4.4	3.2
WLTE	3.8	3.6
KSTP-AM	2.7	4.5
KDWB-AM	2.1	1.7
KMGK	2.1	3.3
WDGY	1.8	2.3
KLBB	1.4	1.3
KTCJ	0.6	0.9

Steinmetz had some things to cheer about, including the strong showing of the Twins, who notched a huge gain over the station's 7-10 p.m. programming this winter, and a big increase over ratings last spring, as well.

Another rock station that staged a spectacular surge this spring was KJJO-FM, which has evolved from country to oldies to classic rock to heavy metal in recent years.

Former station manager Scott Meier, who became general manager of New York's all-sports station WFAN this week, gave the credit to program director Scott Klohn for designing the "Hot Rockin' 104" heavy-metal sound that boosted KJJO from a paltry 2.7 to a 6.2 rating, good for sixth place.

"KQ said teens weren't important," Meier said. "We think — and record stores have shown — that a lot of these people hadn't been listening to the radio. The eyes of the industry are on that radio station. You'll see stations all over the country now playing metal."

Or running prize catalog contests.

WLOL 99¹/₂

YOU ARE
NOW
ENTERED

INCREDIBLE

Prize Catalog
SWEEPSTAKES



ALL WINNERS LOCAL!



YOU ARE NOW ENTERED. INSIDE YOU'LL FIND...

1. Your WLOL Incredible Prize Catalog gift list!
Five groups of incredible gifts.
2. Five "Sweepstakes Tickets." Five chances to win... each ticket with its own lucky number, good for every drawing.
3. Everything you need to know to win on WLOL 99¹/₂ FM.

**NEARLY \$1,000,000
IN PRIZES!!!**

WLOL 99½

INCREDIBLE

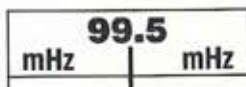
S Prize Catalog
SWEEPSTAKES

Here's all you do to

WIN

FIRST

Make sure every member of your household knows the five sweepstakes ticket numbers.



SECOND

Tune in WLOL at 99½ on your FM dial each weekday morning at exactly 7:10 to check for your winning number. It takes only seconds a day! You might be able to choose the dream prize of a lifetime.



THIRD

Be listening at 7:10 each morning for additional times throughout the day when we'll offer more dream prizes. You use your "Incredible Prize Catalog Sweepstakes" tickets to play. If you hear your number, you'll have 20 minutes to call 340-1488 and choose your prize from the category line being played.

ANOTHER WAY TO WIN

Weekday evenings in Channel 11's 10 P.M. News, Hines & Berglund will appear and display a winning number from a WLOL Incredible Prize Catalog. If you see your number, you'll have 20 minutes to call 340-1488 and choose your prize from the category line being played.

Here is your WLOL Use it to pick your

BONUS LINE



1. The ultimate luxury—1987 Mercedes Benz—complete with voice activated car phone.



2. Switzerland is yours! One week of touring the country or skiing the Alps. Plus \$3,000.



3. \$30,000 wedding from Bud! Includes two carat diamond ring from the king of beers!



4. Pair of 4 1/2 foot robots with wireless phones, vacuum, color TV, AM/FM, smoke alarm.



5. A luxury car always.

CATEGORY 1



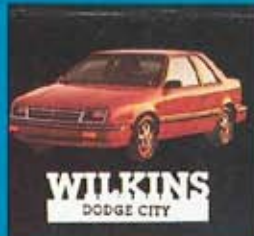
16. Both fun and comfort are offered in this 1987 Mitsubishi Mirage.



17. Pontiac Grand Am SE! From Wally McCarthy's Pontiac, GMC, White Bear Lake.



18. Raise your level of driving excitement in your new VW Jetta.



19. 1987 Dodge Shadow, 2-door, 4-cylinder, loaded from Wilkins Dodge, #1 retail Dodge dealer!



20. Engine performance. Honda Accord.

CATEGORY 2



31. Viking will send you and three friends to Australia for ten fabulous days with \$1,000 cash.



32. Mystery square! Prize and value announced when line is played.



33. Indulge yourself! \$8,000 shopping spree from Eden Prairie Center, Highways 169 and 494.



34. Scuba lessons and gear for two. Plus a trip to Cozumel. Total value—\$8,000!



35. A trip to Cozumel. Fug came.

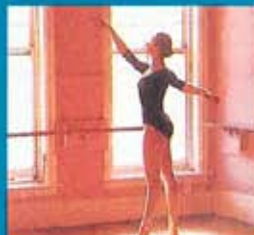
CATEGORY 3



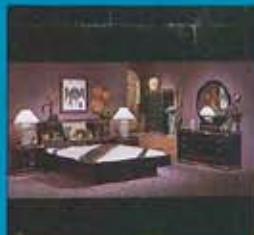
46. Customized solid oak bar valued up to \$5,000, from Miller Beer.



47. A shopping spree at Riverplace and a shopping trip to New Orleans valued at \$5,000.



48. School your children in the arts with \$5,000 toward tuition.



49. No more sleepless nights. \$5,000 in gift certificates from the Waterbed Room!



50. Snaps from Cher Brooklyn.

CATEGORY 4



61. Trip for two to Hiltonhead, South Carolina for USFS Inathon, U.S. Swim & Fitness.



62. Everybody's dream. A beautiful one-carat diamond ring from Wholesale Gold.



63. Party for you and seven friends at Canterbury Inn. Suites, dinner party, limos, track & more!



64. Like floating on a cloud? \$2,000 gift certificate from the Waterbed Room!



65. A trip visit Sicily. Remember.

"Incredible Prize Catalog Sweep our gift when you hear your Lucky



about full-length fur you've
dreamed about.



6. Rainbow Foods \$30,000 grocery
credit! Enough food to feed your
family for 5 years!



7. Dive into your new custom in-ground
swimming pool plus deck and lawn
furniture!



8. Mystery square! Prize and value
announced when bonus line
is played.



9. Hit the highways in your brand new
1987 Porsche 944 sports beauty!



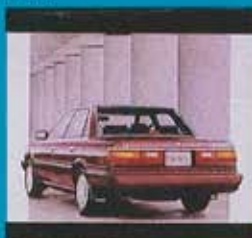
10. A down payment on the
of your dreams up to \$30,000!



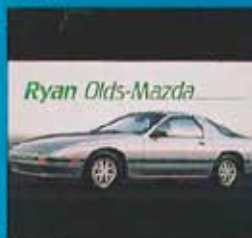
erning, workmanship,
ce and pride in your new
port.



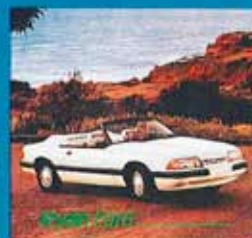
21. 6 cyl. Jeep Wrangler Laredo
package. Tilt steering, AM/FM stereo,
cassette and more.



22. Sophisticated luxury and style in
the new 1987 Camry.



23. High speed fun! 1987 Mazda RX-7
Cassette-9 band eq., cruise and more.
Bob Ryan Mazda.



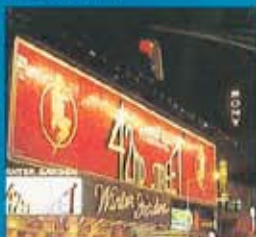
24. Start summer in style. WIN! 1987
Mustang Convertible. Many extras from
Bob Ryan Ford.



25. A brand new 1987 Plym
Sundance and \$1,500 in Te
gasoline!



or two to Japan from
bus, an automatic 35mm



36. \$5,000 shopping spree in New York!
Includes air, airfare, hotel!



37. There's no present like the time.
A his or hers gold Rolex watch!



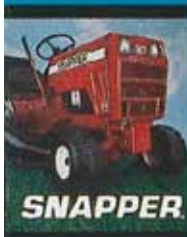
38. Home fitness center. Includes
Universal Gym, Aerobic Cycle, Avita
Treadmill and Pulse Monitor.



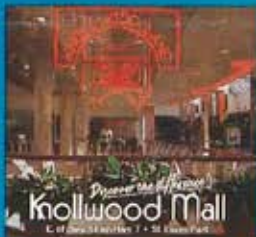
39. See the birthplace of the Beatles!
\$8,000 trip for two to Merry
Old England!



40. \$8,000 in home furnishes
house with this fantasy of fu



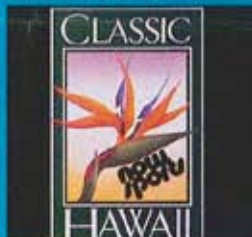
own tractor/gas trimmer
ake Power Equipment,
erk.



51. Indulge yourself in a \$5,000
shopping spree at 100 stores in
Knollwood Mall.



52. \$5,000 travel fantasy from American
Airlines. Travel the world over on
American!



53. Trip for two to Ironman Triathlon in
Hawaii. Plus, two Tinley Tri-Lite bikes
and \$1,000.



54. Mad for you? Leave the housework
to your mad for a year.



55. A family trip for six to O
from KARE 11.



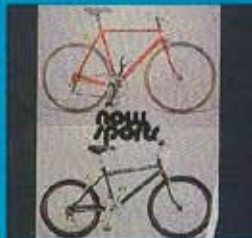
or two to Hollywood to
bs Malt Shop.
lana Turner.



66. Put together a complete home
entertainment center, worth \$2,000
from Sternland.



67. \$2,000 worth of luxurious carpeting
from World Mills. Choose from over
40 styles.



68. Cannondale Hi-Tech Bike Package!
High performance racing bike and
mountain bike.



69. A trip for two to see the concert of
your choice in USA. Includes airfare,
tickets and more.



70. A tropical evening dine
you and 75 friends. Courtes
Minnesota Zoo.

epstakes" Gift List!

Number called!



home
00



11. Rule the lake from a new power boat! Inboard cruiser.



12. Discover America with your family in your own brand new equipped recreational vehicle.



13. \$30,000 in Coca-Cola stock at current market value. Enjoy Coca-Cola Classic!



14. Whirlpool spa! Seats 6 people, power adjustable jets. Bubbles of fun!



15. Rome wasn't built in a day but you and five friends can see it in a week plus \$2,500 cash.



both
aco



26. A sports sedan tuned to a higher order of driving. A 1987 Acura!



27. Fatten those tight corners with a brand new 1987 Pontiac Firebird.



28. 1987 Dodge Dakota 4x4 pick-up equipped from Dodge of Burnsville, Hwy. 35W So. & Cliff Road.



29. Looks fast, even standing still. A 1987 Honda Prelude.



30. 2 sporty and economical Ford Escorts from Shakopee Ford.



ggs! Fill
niture



41. Yugo—the fastest selling European car in U.S. history! An affordable new car.



42. Seven nights for two at La Costa! \$1,000 in products and services from Tomi Schraut Salon.



43. One year of child care worth \$8,000 from New Horizon Child Care. 20 Twin City locations.



44. Vacation in the land of Pharaohs. An \$8,000 trip through history for two.



45. Big screen TV/VCR plus a \$3,000 feature film library of your choice!



ney World



56. A party for you and 150 of your close friends at Williams Nightclub, Uptown!



57. Let the good times splash. Two Jet Ski 300's from Kawasaki.



58. A 10 day breathtaking Alaskan cruise for two from Pro-Net Travel.



59. 5 years of free cable TV or your own satellite dish and receiving dish.



60. One week on a Caribbean yacht for four with captain and cook from Skippers.



party for
of the



71. Enjoy the control and power you'll feel by staying in touch with your cellular phone.



72. Get on a health kick! One year's family membership at your favorite health club.



73. Musicland shopping spree! Win \$2,000 toward hot music, movies, electronics and more!



74. For true adventurers—a hang glider valued at \$2,000.



75. Fulfill all your home computer needs with a complete computer system!

WLOL 99½

Twin Cities Hit Radio—WLOL Plays the Best Music & More of it!

H

ines & Berglund—A Twin Cities radio institution for five years! They get you up like nobody else in town—your favorite music; timely news, weather, and traffic; and of course, off-the-wall humor and fun!



WLOL 99½ FM keeps you up all day long with more of the Twin Cities' favorite music—nine record power plays every hour! And it's quality music—the kind you'd pick for yourself—Genesis, Lionel Richie, Bruce Springsteen—and the hottest new music as well! Now there are fewer commercial interruptions and even less repetition!



For all the local and national news highlights, listen for News 11 anchors Paul Magers and Diana Pierce weekdays on WLOL 99½ FM. Throughout the day on WLOL, meteorologist Paul Douglas will bring you the most complete weather forecasts using state-of-the-art technology. And on Monday and Friday mornings, stay tuned for commentary and exclusive inside stories from sports director Tom Ryther. You'll know more by listening to News 11 on WLOL 99½ FM.



Videotagg

A Powerful New Media

Videotagg advertisers are now offering you valuable discounts with the redemption of the Power Bucks below. Additional Power Bucks can be obtained with each movie rented at your participating Videotagg video rental store.

With each movie rented you will receive one Power Buck which can be redeemed for valuable discounts with participating advertisers such as Precision Tune. Simply take one of these Power Bucks to Precision Tune and receive discounts like this . . .

Americas Largest Tune-up Specialists



11 Twin Cities locations - see the Yellow Pages or call The Connection at 922-9000.

Bring Power Bucks to Precision Tune and receive \$5 off the price of a tune-up, \$5 off the price of an oil change, filter and lube or \$10 off the price of both of these services.

Watch for other valuable discounts through participating advertisers at your local Videotagg video rental store.



784863156

Listen for this number each week-day morning on WLOL 99½ FM at exactly 7:10. You'll have 20 minutes to call 340-1488 and pick your prize.

135586770

Listen for this number each week-day morning on WLOL 99½ FM at exactly 7:10. You'll have 20 minutes to call 340-1488 and pick your prize.

119020098

Listen for this number each week-day morning on WLOL 99½ FM at exactly 7:10. You'll have 20 minutes to call 340-1488 and pick your prize.

198358362

Listen for this number each week-day morning on WLOL 99½ FM at exactly 7:10. You'll have 20 minutes to call 340-1488 and pick your prize.

740080284

Listen for this number each week-day morning on WLOL 99½ FM at exactly 7:10. You'll have 20 minutes to call 340-1488 and pick your prize.

POSTMASTER:
If ADDRESSEE Has Moved
Leave at Place of Address

YOUR HOUSEHOLD

WLOL 99½ FM
716 North First Street
Minneapolis, MN 55401

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San Diego, California

O.F.F.I.C.I.A.L. SWEEPSTAKES Rules

1. The contest is open to all persons in Minnesota and Wisconsin with the exception of WLOL, Emmis Broadcasting, KMH, TV, Gannett Broadcasting, Adcoq, Independent Delivery Service of Minnesota, participating video stores, their agencies, representatives and families.
2. Eligibility for winning in the "WLOL Incredible Prize Catalog Sweepstakes" begins the moment the "WLOL Incredible Prize Catalog" arrives at the address to which it was mailed. Any delays in the delivery of the "WLOL Incredible Prize Catalog Sweepstakes" will not be the responsibility of WLOL. WLOL will not be liable for any neglect, omission, or failure on the part of the U.S. Postal Service in delivering the catalog to designated addresses.
3. Prize catalogs, if not received in the mail, may be obtained by sending a first class mail stamp and your address to: WLOL, Incredible Prize Catalog Sweepstakes, 716 N. 1st St., Mpls, MN 55401. WLOL will also offer Incredible Prize Catalogs free for pick-up at designated retail outlets as announced on WLOL. Prize catalogs will be available starting this week and will remain available throughout the contest, or until all possible numbers are distributed. There is no purchase necessary to obtain a prize catalog. One prize catalog per household.
4. Each week, beginning this week and continuing at least through May 31, 1987, a new potential winning number will be announced on WLOL at approximately 7:10 a.m. Winners of the 7:10 a.m. contest will receive prizes to be determined at the time the number is announced.
5. Contestants have 28 minutes from the time the number is first announced to call and claim their prize. The number to call and qualify for prizes is 340-1488. Contestants must bring the winning serial number ticket to WLOL, 716 N. 1st St., Mpls, MN 55401 within 24 hours to verify their win.
6. If winner is a minor, WLOL requires a parent or guardian to accompany the minor to WLOL so that the winner can be advised of all rules and to sign the WLOL/Emmis Broadcasting contest release form, which all winners, regardless of age, must sign.
7. Winners are responsible for any taxes incurred on prizes unless otherwise indicated in prize description.
8. The Bonus Line and all other prize lines in the prize catalog will be called solely at the radio station's discretion.
9. Part two of the contest involves the announcing of additional times will be disclosed when the 7:10 a.m. number is called. Except for additional broadcast times, contest rules for part two are identical to those for the 7:10 a.m. contest. WLOL may also involve another sponsor(s) for another way to win. Listen to WLOL 99½ FM for details.
10. WLOL reserves the right to disqualify any sweepstakes brochure or individual presenting such brochure if contest rules are not followed or if sweepstakes brochure is altered, mutilated, tampered with, illegible, blank, duplicate(s), or which contain printing or other errors. Except for sponsor perforated coupons you must maintain your sweepstakes brochure intact in order to qualify for any prize. Removal of WLOL potential winning numbers makes you ineligible to win. The person presenting the winning game piece must (a) reside at the address on the mailing label, or (b) be the person, or be an adult member of the immediate family of, the addressee whose name is on the mailing label, if (a) have received the game piece through official distribution means approved by WLOL. The person presenting the winning number on a qualified game piece is deemed to be the sole and exclusive winner. Decision of judges is final. This contest is void where prohibited by law.

WLOL 99½

INCREDIBLE Prize Catalog SWEEPSTAKES



TIPS ON WINNING

1. First tune your radio to WLOL at 99½ on your FM radio dial.
2. Then picture where you are every morning at 7:10. It might be helpful to leave an FM radio constantly tuned to WLOL so that it will be handy for your Incredible Prize Catalog Sweepstakes ticket number. For example, leave a radio in the kitchen or bathroom. In your car, make sure one button is tuned to WLOL 99½ FM.
3. Have all members of your household check for your ticket number on mornings when it's not convenient to listen to WLOL 99½ FM yourself.
4. You will hear that additional numbers will be read during the day, so be sure that you have an FM radio with you at all times so that you can listen for your Incredible Prize Catalog Sweepstakes ticket numbers as often as possible. Also, ask your boss if you can keep the office radio tuned to WLOL 99½ FM. (P.S. The boss has ticket numbers, too!)
5. An additional way to win!!! Every evening, Monday through Friday, Hines & Berglund will appear on Channel 11's 10 P.M. News. They will display a winning ticket number from a WLOL Incredible Prize Catalog.