

21 A

Lee Kent

From: "John Majhor" <john@majhor.com>
To: "Lee Kent" <leekent@comcast.net>
Sent: Tuesday, May 07, 2002 11:41 PM
Subject: Re: ratings evaluation, your opinion please

I concur. I'd be interested in the solutions to the stated problems, which is likely where you want whomever's reading this to go themselves. Right?

jm

From: Lee Kent <leekent@comcast.net>
Organization: Cool 105.5 WCOO
Reply-To: Lee Kent <leekent@comcast.net>
Date: Tue, 07 May 2002 19:08:51 -0400
To: John Majhor <jmajhor@bellsouth.net>
Subject: ratings evaluation, your opinion please

Evaluation of Winter Arbitron For WCOO COOL 105.5

Selecting the specific 35-44 core target sample to evaluate for male penetration: it appears male numbers were down for WCOO, WXYL, WALC, WNKT, WSSP, WSCC and offers no clear reason. I must admit being stumped regarding male loss to these formats during the Winter rating period unless perhaps males were more inclined to pay closer attention to news offerings on stations with news services following the 9/11 disaster.

Combined drive Men 35-44 WCOO pulled a 2.7 to 3.2 while WXYL went from 7.1 to 3.2 so we tied WXYL for 13th place while enjoying a modest increase to their rather disturbing decrease.

Female numbers, on the other hand do show promise for WCOO.

In the target core of 35-44 Females: Overall Mon-Sun 6a-Mid penetration showed a slight increase over the previous four book average performance as well as an increase from 3.6 to 5.3 over the Fall book.

With the overall steady decline of cume persons it would be obvious to me that erosion has taken place through whatever perception the audience has of what WCOO is in relation to their preferences of radio product.

Some cells showed cume increases but those were respective of the AQH increases of the same cells indicating the increases shown above the station norm were essentially attributable to a greater audience from which to convert.

There are quite a few cells where cume fell respective to the previous same period while AQH increased.

2-B

The general consensus for future programming and promotional-marketing efforts would be to enlighten the audience 1: that the station exists (as most people in the market are not aware of it) and 2: that the station positions itself as Great Times, Cool Oldies. A brand campaign tied to specific core artists in multi-media and an awareness campaign for poster presence whereby the 1st (existence) issue can be adequately addressed.

I believe the programming adaptations put into place in mid February are on the right track to increase TSL (which was nice for this book anyway) (slight indication is evident in the last of the second trend) and the general issues of poor performance in specific cells has for the most part been addressed, minus a couple of issues of consistency and focus.

I believe the issue now (besides the above concern) is one of listener awareness of the property as a competitor and a campaign of market saturation to increase awareness and offer the property as a viable competitor to both core audiences.

WCOO is in a unique position of needing to super serve both black and white listeners and has been essentially ignoring the black listener for quite some time. WCOO has not taken part in black oriented events, promotions or sponsorships and needs to in the near future. WCOO is missing the opportunity to entice black adults to the station by not super-serving that core with both on air presentation matching the core and promotional efforts matching the core.

Most promotional efforts are essentially white targeted and as much as we need to continue this it has to be agreeable that without the black core being served we are ignoring what should be a strong 50% of our audience.

I believe we can accomplish this cross application by designing promotional functions and addressing marketing in both racial areas, devote equal time to both core audiences and do so by (on air) ignoring the differences and presenting them as one.

Since the station has not advertised, marketed to outside potential and concentrated mostly on addressing the choir through on air promotions the cume differences shown in the book are indicative of a long building (as indicated by the steady decline of cume) perception of what the station is. We NEED to resolve this issue.

I would like to extend a hearty thanks to those responsible for the highest rated cells on the station in its core 35-44 Female demographic:

Sunday 3p-7p with a 9.3 Up from 6.5 Cume 8 to 8

Second highest performance with a retained cume.

M-F 3p-7p with an 8.9 Up from 1 Cume 45 to 31

Highest performance with a reduced cume.

M-F 10a-3p with a 7.9 Up from 2.6 Cume 21 to 26

Sunday 10a-3p with a 7.3 Up from 3.4 Cume 9 to 5

Now, if we can concentrate on cume building and stabilize the cume in cells where it has been eroding then begin to increase the cume for the entire station we stand a good chance to make some serious noise in Charleston.

21-C

Regards,
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"Nobody succeeds beyond his or her
wildest expectations unless he or she
begins with some wild expectations"