

KZ7 Programming Profile

Building a BETTER Radio Station

This is to verify your reception of KZKZ in Mancos, Colorado
on June 12, 1985 at 8:04 P.M. MST.

On August 7, 1984, KZKZ was acquired by TW/A Broadcasting, Inc. (owned and operated by internationally-renowned broadcast consultant, Todd Wallace) and promptly became known as "Flagstaff/KZ7". Over the past several months, TW/A has invested over \$100,000 in various improvements and enhancements designed to strengthen KZ7's position in the market and increase the station's effectiveness as an advertising medium.

"The All New KZ7" was launched with an on-air campaign entitled "Help Us Build a Better Radio Station". To help us zero-in on the wants and needs of Flagstaff residents, listeners were invited to call or write us with their thoughts, candid comments, and any programming suggestions ... what they liked most (and least) about Flagstaff Radio. This input in the "KZ7 Listener Suggestion Box" enabled the program consultation division of Todd Wallace/Associates to very clearly understand the listening lifestyles and local preferences of this unique market. Additionally, KZ7 commissioned a special Attitudinal & Perceptual Study by Radio Index, Inc. Over 1,300 randomly-selected interviews were completed with Flagstaff radio listeners 12+ ... the most comprehensive research study about radio listener attitudes ever conducted in the Flagstaff market! The results of this study provided the KZ7 management team with a crystal-clear road-map that showed the most direct route to the heart and soul of the 25-to-49 demographic core.

It was then a "simple" task of giving listeners what they wanted, when they wanted it. One important finding was the fact the "oldies" format on the "old KZKZ" had built a solid 25-to-44 foundation of listenership. So building KZ7 into a solid 18-to-54 appeal radio station was a logical extension of the existing framework. In addition to beefing up the KZ7 News operation, special attention was given to music flow, breakfast programming, new format techniques, contests and promotion, and first-class service to the public.

"Better Music, Better Oldies" ... the KZ7 music mix features only the most popular hits that appeal to 25-to-49 year olds. This music policy gives us demographic "spill" downward to age 18 and upward past age 54. Any record played on KZ7, is, was, or will be a mass appeal hit. This means that KZ7 plays the real cream of the crop, without the harsh edges ("light" rock, if you will). Plus memory-joggers (great proven hits from the past 29 years) are regularly played, to provide varietal depth and music "flavor". To make sure KZ7 is always on top of Flagstaff musical tastes, on-going music research is conducted (call-out research studies are regularly analyzed and all call-in requests are reviewed).

The presentational sequence and format dynamics heard on KZ7 have been designed for quick but smooth flow from one element to the next, and every element is done for a logical reason. All promotional voicing about station activities is done by KOY/Phoenix Program Director J.D. Freeman, whose rich tones give KZ7 a truly major-league sound. The KZ7 jingle package, produced by TM Communications in Dallas, sounds more like a collection of songs than 10's (in fact, we regularly get requests to play our "KZ7's Always There" and "Weekend in America's Greatest Lifestyle" jingles). Many other format features add islands of interest to the KZ7 programming hour ... like "the 60's set", "soundtracks of the 70's", "KZ7 time-warps", "last hour's most requested song", "the morning music feature", "the afternoon feature artist", as well as hourly salutes to Flagstaff listeners and offices who've "made the big switch". Our personality line-up, "The KZ7 Family" is the best in Northern Arizona.

The KZ7 Balanced Breakfast ... Flagstaff's hottest "breakfast" team, "Dick'n'Dee" (Station Manager Dick Raymond and side-kick Dee Selby) mix-in equal parts of humor, fun, friendliness, listener-involvement, and essential info (timecheck, weather information, etc.), along with regular features like "Animal Stories", "Rona" Selby's "Show-Biz Report", "The Joke That Might Get Dick'n'Dee Fired", "Useless Information", "Choose Your News & Pick Your State", "Soap Up-date", "The 60-Minute Challenge", etc. PLUS Flagstaff's favorite hit music. KZ7 News is presented every half hour, with a 15-minute 7AM News Report featuring KZ7 News Director Steve Noble, NBC News, RKO News background, Sports Director Tony Armenta's biting commentary, and staff meteorologist Brian Barclay's up-to-the-minute weather reports from the computerized KZ7 Weather Station.

Several KZ7 programming "specials" offer advertisers premium audience opportunities. Features like "The 60's Lunch Break", the 76-hour "Evolution of Rock", Solid Gold Saturday Night, Saturday Morning "Tradio", the KZ7 Star Profile, and Rick Dees' Weekly Top 40 Countdown add even more sparkle to the KZ7 broadcast week.

More fun, more often ... KZ7 "promotions with a purpose" are designed to build and extend Quarter-Hour audience (which means more ears will hear your message). KZ7 recently flooded Northern Arizona with 40,000 collector's item "I Love Flagstaff" stickers. We kick off every week with a "Monday Morning Ticket Blitz". "The World's Easiest Contest" rewards KZ7 listeners who remember what radio station they listen to. "I Love Flagstaff" parties are regularly scheduled at waterin' holes all over Flag. KZ7 "USP's" (Unique Sales Promotions) are custom-designed to help our clients achieve their advertising objectives.

KZ7 SERVICE to our public is more than just lip service. In addition to airing over \$100,000 worth of "KZ7 Free Announcements" every year for Flagstaff area clubs, schools, and non-profit service organizations, The KZ7 Family is committed to being "friends you can turn to". Regular public service projects and cause campaigns are scheduled. The KZ7 Snoopy Patrol keeps track of Flagstaff's lost critters. Saturday Morning "Tradio" gives listeners free access to the airwaves to buy, swap, and sell classified items (Flagstaff's only "garage sale of the air"). The KZ7 Community Calendar, The KZ7 Ski Report, etc.

Suffice it to say ... there's a good reason why so many Flagstonians have made (and are still making) "the big switch" to KZ7!

To get on board "the Flagstaff steam-roller", just call your KZ7 Sales Consultant. (602) 526-2-700.