

June, 1998

### **ARS - CBS...BROADCASTERS FOR THE NEW MILLENNIUM!**

The golden boy of radio, CBS's Mel Karmazin, is setting new standards as we enter the new millennium. Those who know Mel praise his genius as ARS become's part of the CBS family.

"He told us that he expects us to sell all of our spots and then to collect the money" Karen Carroll said. "He is a zen-master!"

"He expects salespeople to make calls, and then charge as much money as we can for each commercial" said Beth Davis.

"He's truly a remarkable, innovative genius."

"He expects you to grow, that is, to take in more money than you pay out" said KEZK GSM John Stirrat. "I cannot believe how progressive this man is. He could be Jesus."

"Sometimes, Mel calls people at home to talk about work" said Carroll. "It is amazing how smart he is to actually think of a strategy so brilliant."

Davis added "It doesn't stop there. He says that we need to earn high Arbitron ratings and that we need to KEEP those ratings. It's overwhelming that one man could re-invent radio as we know it."

"He wants us to spend less money to operate so we can make more money for CBS" said Stirrat. "He is awe-inspiring."

Sources say that Karmazin has been known to "fire" people for lack of performance.

"Incredible," said Carroll.

"Divine," said Davis.

"Simply amazing," Stirrat.

According to Dave Pearlman, CBS market manager, Karmazin refuses to be conventional in the hiring of his GM's and market leaders.

"He does things the old-fashioned way... **tarot cards.**"

Instead of relying on traditional modes of evaluation, Karmazin instructs his market

CEO's, like Pearlman, to use tarot cards in hiring.

#### Consider St. Louis:

- ❖ 1998 Miller Kaplan YTD Pacing... local -18.9%
- ❖ Collections over 90 days...85%
- ❖ KSD's four - year ratings and revenue deterioration
- ❖ Rams Deal...\$2 million minimum loss per year
- ❖ Employee turnover...Nearly 50% in 1998
- ❖ Employee morale...Postal.

In a normal, antiquated environment, individuals responsible for this curious performance would have been dismissed...but not at CBS! "Karen, Beth and John's tarot card readings were incredibly powerful" said Pearlman, also noting that the three perimeter planets in our solar system had aligned in the shape of a triangle during the first week of May. "How much clearer can it be?!" said Pearlman. "If it's good enough for Nancy Reagan, it's good enough for CBS."

Karmazin is currently producing a tape that will be available for \$99 via *Inside Radio* detailing this system, according to Pearlman.

CBS is also planning to fuse existing jobs together, eliminating more perfunctory employees while bringing more money to the bottom line.

"The paradigms are shifting and we will lead the way" said Carroll.

According to Pearlman, here are several proposed "efficiency positions:"

**TRAFFIGEER:** Traffic/Engineer

**DJAINTENANCE:** DJ/Maintenance

**CUNTIGER:** General Manager/Market Leader

These innovations are truly on the cutting edge of radio evolution. "We're making history in radio and building new bridges with our employees" said Pearlman. "As you all know, we always put people first!"