

DIVERSITY IS US AT ARS-ST. LOUIS!

In their tireless efforts to recruit more minorities, once again ARS-STL is the template for modern, innovative activity.

ARS, nationally acknowledged by The Rainbow Coalition for its achievements in this area, is proud to embrace an "environment of inclusion" for the 90's and beyond. Ex-ARS President, Steve Dodge said "We used the successful model of the Boston Red Sox and the Boston Celtics of yesteryear, and we believe our policies translate perfectly in the Midwest." Much like Branch Rickey, Dodge and his staff "handed the ball" to St. Louis market leader Karen Carroll, who has taken their philosophy to a whole new level.

"We pride ourselves on diversity. Our parking lot attendant, Shaniqua, is an illustration of our commitment to success," she said. "We hired several nice colored men to take care of the landscaping on Market Street." Carroll also noted that she now employs two black children to hold the chains in the driveway of her posh Clayton home. "I know I am just one person, but it is definitely the least I can do" she said, "and I always do the least I can."

"We even have several African-American who work INSIDE the building. I am proud to say that we **interview** more black people than nearly every business put together and that is a fact" she said. She also pointed out her outstanding relationships with Traffic Manager, Annie Dailey and Business Manager/V.P. Roy Anderson. "Even though they came with the building, we have a special bond between us" she said.

At this printing, the "new" CBS employs 5 minorities out of its 731 St. Louis employees. "With a commitment like mine, I know we'll get there!" said Carroll.

DRESS FOR SUCCESS!

Beth Davis, the new V.P./General Manager of KEZK and KYKY, is seeking to create unconventional revenue streams for CBS. Her latest idea...sportswear!

"Clothing and accessories have become a more vital component of successful synergistic marketing efforts, particularly in the new age of duopoly, the emergence of a more inelastic demand curve in the advertising buying cycle, and the fact that our SALES TIGERS at CBS can sell anything," said an exuberant Davis.

Among the new KEZK premium items are oversized flannel shirts, logo-emblazoned Birk-enstocks for stylish footwear, and sassy leather chaps for the discriminating fashion-forward consumer.

With each purchase, the consumer is eligible to win a prize package that includes a "KEZK Pseudo-Greatest Hits" CD, featuring Melissa Etheridge and The Indigo Girls, plus season tickets for any team in the WNBA.

The current "Teri Garr" television campaign will be replaced by a new one featuring comedienne Ellen DeGeneres, playing naked TWISTER with local schlock-icon, "Wanda, the Queen of Carpets."

"I am certain that this will take us to a whole new level," said Davis.

Quotable Quotes

"An empty cab pulled up in front of KMOX and Karen Carroll got out."

The Ghost of Bob Hyland, at a recent employee-only seance.

"A man is known by the company he avoids."

Rod Zimmerman, General Manager, WBBM-Chicago