

919 East 9th
Ottawa, Kansas 66067

January 15, 1996

Galen Bunning, General Manager of KTJO
OU Box #10
1001 S. Cedar
Ottawa, Kansas 66067

Dear Mr. Bunning,

It has recently come to my attention that you are in the process of attempting to boost the listenership of your radio station, KTJO. While I definitely think that this attempt is a valid one and one that should be made I would like to offer my opinions on some of the methods that may be used to accomplish your goal.

- Foster a spirit of professionalism. While your station is non-profit nothing will gain listeners and keep them listening better than DJs who do not use slang, read coherently, and report stories of more substance than who was at the "big party" over the weekend.
- Play one style of music. While I respect the diversity of the people who man the KTJO microphones and their musical preferences, consistency would benefit both them and the station more. There is no professional station that I have ever heard that changes the style of their music every two hours. No station in the real world does it, and it makes no sense for a station trying to prepare future broadcasters to engage in a practice that is unused and unpractical. Furthermore, in order to build a large and consistent listener base a station should model their play lists on those of successful stations that have such listener bases.
- Make use of your public relations people. KTJO may serve the University first, but would do well to utilize the people of the town to increase listeners. While I am not qualified to lay down specific strategies I think that this is a large untapped market that someone in public relations could maximize.
- Start earlier. It would be a useful strategy to start a six in the morning and cover such things as school closings and local and national news. This would allow the station to compete with KOFO and gain community listeners.