



# DOES TV STILL WORK FOR RADIO?

Last Spring, 3 different Boston stations, owned by 3 different companies, representing 3 different formats all agreed on one thing: Bill Aydelott should create and produce their TV campaigns.

On July 18th, they were also all smiling.

**WQXX, Star 93.7 (Rhythmic AC) Entercom, Tom Baker, VP & Market Manager**

I've worked with Bill for years in several different markets. WQXX has seen steady growth since we launched the Leeza campaign, reaching its best 12+ number yet this past spring at 3.2\*. He has a particular knack for getting the most out of on-air talent, combined with a great strategic sense for how to reach the listeners you want to reach. Frankly, it's hard to say which he knows better — tv or radio. Fortunately, we can benefit from both.



**WTKK, 96.9 FM Talk, Greater Media, Matt Mills, General Manager**

Establishing FM Talk in Boston was no small challenge. Original TV was a big part of our strategy, and Waverly has done all of it from the start. The subsequent steady rise in ratings took us from #17 to #7, with P12+ numbers up to 4.1\*. This guy quite simply understands the medium, the format and the listeners we're seeking.



**WXKS, KISS 108 (CHR/Pop), Clear Channel, Cadillac Jack McCartney, Program Dir.**

A year ago we did an original Patriots football TV spot with Waverly that helped vault the station to #1\*\*\* (P25-54) for the first time in 10 years, while the morning show moved into equally dominant numbers (5.1 to 7.6, P25-54). We came back for more this past spring, and with the new KISS Cash Cow spot, our key demo W25-34 numbers jumped 8.7 to 12.3\*, and for the morning show, an astounding 9.8 to 16.8\*\*!! Yeah, Aydelott knows how to make tv spots that REALLY do impact Arbitron.



When the programming's right, it's amazing what a creative, hands-on TV director with 25 years of experience can contribute.



**WAVERLY**  
MOTION PICTURES

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\*Spring 2003 Arbitron, M-Su, 6a-12m \*\*M-F, 6-10am \*\*\*Spring 2002 Arbitron, M-Su, 6a-12m