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MEMORANDUM

TO: F. E. McKeown

CC: G. T. Reid
E. A. Willets, III

DATE: June 22nd, 1979

FROM: I. R. Holmes, Jr.

SUBJECT: KQOL Local Market Spending Review

The purpose of this memo is to review the effectiveness of spending principles established for KQOL Parent, KQOL Milds, and KSL. It will include a review of these guidelines and will analyze their productivity to suggest where adjustments might be made.

KQOL Parent

KQOL Parent spending in 1979 has been limited to ethnic media plus buys where corporate commitments required KQOL presence. This hiatus and the unreliability of specific Black Market data preclude spending development vs. business performance analysis.

KQOL Milds

The KQOL Milds Offensive media plan was formulated under spending criteria determined by Brand Management. This criteria will easily lend itself to analysis of spending vs. business development during the course of the initial quarters of the Offensive. The spending criteria as found in the marketing plan follows.

Definition of A, B, C markets:

- 'A' markets are TA's with KQOL Parent BKI greater than 110. These 18 TA's account for 39% of all KQOL volume.
- 'B' markets are TA's with average KQOL BDI with a 90-110 index. These 16 TA's account for 28% of all KQOL sales.
- 'C' markets are special low development markets which are important to KQOL due to their sheer size. These 8 TA's account for 20% of KQOL volume.

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