

Press Release

KFOR Rated #1 AM Station in Lincoln

Compute This Flagship Station Regains Top Slot in Lincoln

Lincoln, NE – February 8, 2006:

Compute This flagship station KFOR 1240 AM was ranked #1 AM station in Lincoln in the last Arbitron ratings period, and Schrock Innovations is seeing a corresponding increase in business.

KFOR had slipped to 5th place in the overall ratings in the last Arbitron book after publicly announcing a format change to attract younger listeners and making a noticeable shift in afternoon air talent. The slip to #5 created a hardship for Schrock Innovations, who relies heavily on the station to maintain top-of-mind awareness.

“The blip in ratings created a noticeable difference in our revenue and profitability,” Thor Schrock, Owner of Schrock Innovations said. “We saw a decrease in repeat business from long-time customers coupled with an increase in new, younger customers who we do not typically target.”

Schrock Innovations responded to the slowing trend by creating a new quarterly four-page newsletter it distributes to all of its previous customers. The newsletter was designed to maintain a connection with previous customers who no longer listened to KFOR, while providing interesting content that earned “refrigerator time.”

“Our quarterly newsletter has grown from an unexpected surprise in your mailbox into an informational staple among our customers,” said Kimberly Schrock, designer of the newsletter. “We get calls from people who have never done business with us before asking to be added to our mailing list.”

Now that KFOR has reassumed the top AM spot, Schrock said he plans on continuing the newsletter as a hedge against future disruptions in marketing that are beyond his control.

"The only certain thing in radio is change," he said. "We win big when the radio station wins big, and we need a hedge for the times when they don't."

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