

## KSCA: Getting The Most Out Of Your Web Site

By George Burns

**N**icole Sandler began 1995 as the midday personality on KSCA/Los Angeles. Today she's part of the morning team and webmaster for one of the radio industry's most happening pages on the World Wide Web.

While Sandler knew basically nothing about computers back then and the station has spent very little on its Internet effort, KSCA gets far more from its World Wide Web page than many companies who have spent much, much more. You can check out KSCA's page at <http://www.kscatv.com>.

At the time, KSCA was working with the Troubadour, L.A.'s legendary rock club. One of the guys there was putting together the Troubadour's own web page. Sandler was fascinated. She bought a Mac and subscribed to *America Online* in April 1993. By December, Sandler and her friend had designed the KSCA web page and they were up and running.

### "Click My Brain"

The first thing we see at *KSCA.com* is a very cool line drawing of Albert Einstein play-

ing a guitar. We're invited to "click my brain." It's very unconventional. It fits perfectly with the image that KSCA seeks to project.

On the next page, there's an image of an old-fashioned stereo tuner—the kind with a knob that pushes a vertical line up and down the band. Trivia nuts will be interested to learn that this image was scanned from one of the old tuners at the Troubadour itself.

The KSCA web page offers several well-done choices that correspond with the different "stations" on this tuner. The most interesting in the Conference Room, a 24-hour "real time" chat area. Listeners are invited to post whatever is on their minds. Sometimes this evolves into extended live chat. That was the case a while ago when Lisa Loeb appeared on the station. I was driving around and heard that she would be in the

Conference Room to answer questions from the audience. I went home and signed on myself.

### Audience Reaction

It was one of the most fascinating things I've seen in nearly 40 years of radio. People were questioning Lisa Loeb live, right after she had appeared on the air live. For years we have wished we could hear the audience laugh or applaud or even boo. Now we can.

Most often the give and take is not simultaneous. Listeners sign on at all hours and simply post. Hours later, others will respond. Some of the contributions from the middle of the night are pretty bizarre. There's a lot of comment on the station's programming. Sandler often responds to these directly. She goes home at the end of the day and reads the day's postings. This is among the most intimate, ongoing radio interaction that I've ever seen.

Sandler also has put together one of the most complete concert sections that you'll ever find.

## Show Us Your Outdoor Campaign!

R&R is preparing its annual Marketing & Promotion Guide, due for publication in mid-June. One of the more popular features in the guide is our "Marketing Design Showcase," which chronicles the most stylish outdoor campaigns, TV spots, World Wide Web pages, logos, bumper stickers, and other visual dazzling that radio stations have to offer.

If you have an eye-grabbing campaign this spring or summer, share it with us and the rest of the industry! Send your color artwork (printed materials, color prints, color slides, or electronic files) by April 15:

Ron Rodriguez, Managing Editor  
Radio & Records  
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There is the standard collection of concerts and hyperlinks to promoters' pages. But she also offers a list of appearances by artists of special interest to KSCA listeners. The station's format is Adult Alternative, consulted by Dennis Constantine. This makes it a very specific psychographic. Often these acts are working relatively small venues that might easily escape attention. Sandler updates this information daily from home. It's always timely. How often can one learn that Taj Mahal or Emmylou Harris is appearing tonight at a local bar?

It should be noted that Sandler is clearly no nerd. She was driven to pursue the "Net because she is

a radio personality who sensed the web's relation to her own profession. Others would be well-advised to follow her example.

### Serving The Community

There's a lot of talk about "community" on the Internet. Those of us who have been around a while know full well that a good radio station is a community waiting to happen. Nicole Sandler and KSCA are on their way to actualizing that possibility.

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